

 Partner Program

Become a Hubbl Technologies Partner

Enabling the Salesforce consulting partner community to deliver the most comprehensive org optimization value to customers, faster than any other solution.





Who is Hubbl Technologies?

Hubbl Technologies is a team of Salesforce ecosystem veterans on a mission to democratize success across the ecosystem using AI-driven org optimization paired with the first process mining app built on Salesforce.

Originated from Traction on Demand, a top 10 Salesforce consulting partner globally; acquired by Salesforce professional services in 2022.

[Hubbl Org Intelligence](#) was first tested in 2020 in Traction on Demand as project 'X-Ray', re-platformed and then launched from alpha/beta officially as Hubbl Diagnostics in 2022 as an AI-first Salesforce metadata aggregator platform and benchmark provider, with thousands of production Salesforce orgs scanned.

The first process mining application built on Salesforce, [Hubbl Process Intelligence](#), was launched from alpha/beta in 2024 as an AppExchange App.

Leadership rooted in the Salesforce ecosystem.

FROM SALESFORCE

- Rob Acker, CEO, >20 yrs at Salesforce
- Kevin Robinson, VP Sales, >20 yrs in the Salesforce ecosystem
- Venu Koganti, VP Success, >20 yrs in the Salesforce ecosystem

FROM TRACTION ON DEMAND/APPIRIO

- Chris Bruzzi, COO, >16 yrs in the Salesforce ecosystem
- Grant Adamson, VP Engineering, >14 yrs in Salesforce ecosystem
- Mike Bogan, CSO, >11 yrs in Salesforce ecosystem
- Jeremy Horan, Technical Architect, >10yrs in Salesforce ecosystem

Other Salesforce products built by Traction on Demand:



TRACTION COMPLETE
(Deloitte Technology Fast 500)



TRACTION REC
(Deloitte Technology Fast 500)



SIGN IN ENTERPRISE
Formerly Traction Guest (acquired 2021)

Why Partner with Hubbl Technologies?

The Hubbl Technologies platform was built by consultants for consultants. We know the challenges you're faced with and have built a solution that adds value for both you and your customers.

Shifts in the Salesforce ecosystem require consulting partners to adopt technology to remain competitive. Salesforce optimization and innovation projects are quickly replacing net new implementations as the standard customer engagement; being able to quickly and effectively qualify these opportunities and understand the scope of work are critical to driving profitable and successful projects. Managed services has grown as the key means to stabilize consulting partner revenue by continuously providing customers with opportunities to optimize and improve their business. Acquiring net-new logos with channels beyond Salesforce is growing more essential. Hubbl Technologies helps consulting partners in all these areas and more.

However, adding new tools into your practice is never without challenge. It requires:

- a) an identified need,
- b) team consensus, and
- c) often active opportunities to drive urgency.

The Hubbl Technologies Partner Program has been designed to enable Salesforce consulting partners to grow pipeline and revenue by effectively building Hubbl Technologies products into their services practice, ultimately delivering greater value to customers faster. In the future, Hubbl Technologies will provide direct leads to consulting partners based on Salesforce org metadata qualification.

The partner program focuses on delivering value through growth incentives, product and team enablement and opportunities for joint lead generation.





Hubbl Technologies for Salesforce Consulting Partners.

Example Hubbl Diagnostics Use Cases

SALES & PRESALES

- Org audits by email with Scan Requests.
- Automate scope generation.
- Hubbl Diagnostics helps you quote projects with greater accuracy and speed. Use Diagnostics to get under the hood of any Salesforce org faster before committing to a scope of work (SoW), reducing manual discovery from senior resources.
- Improve resourcing.
- Enable sales people with greater technical expertise and data points to drive increased customer trust.

DELIVERY PROJECTS

- Onboard team members faster.
- Use Hubbl Diagnostics as a benchmark to measure progress through lengthy org optimization or technical debt remediation engagements.
- Use AI assistants to automate code fixes and metadata documentation.
- Leverage architect insights to proactively recommend new features.

MANAGED SERVICES

- Keep resources busy and continuously deliver value for your customers in long-term managed service engagements.
- Track and communicate the progress made by your managed services team.
- Close managed services renewals more easily with automated scope.

Example Hubbl Process Analytics Use Cases

MINIMIZE CLIENT STAKEHOLDER TIME

- Objective Salesforce data reduces reliance on lengthy stakeholder interviews, speeding up the discovery phase while maintaining quality insights.

SHIFT BILLABLE HOURS TO HIGH-VALUE PHASES

- Deliver faster, deeper discovery insights that can be offered as fixed-bid services, freeing up time to focus on build and test phases, increasing overall efficiency and profitability.

REDUCE MID-PROJECT CHANGES

- Data-driven clarity on current processes improves project estimates, reducing scope creep and unexpected resource adjustments.

QUANTIFY PROJECT SUCCESS

- Clearly demonstrate the value of new processes in terms of adoption, efficiency, and time savings, building trust and ensuring client satisfaction.

ENHANCE MANAGED SERVICES OFFERINGS

- Use ongoing process insights to proactively identify improvement opportunities, presenting clients with data-backed recommendations for new projects and services.

Resource



HUBBL TECHNOLOGIES & AGENTFORCE
3 Tips to Adopt Agentforce Faster



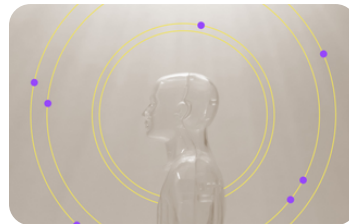
LIVE DEMO
4 Next-gen Salesforce Consulting Strategies



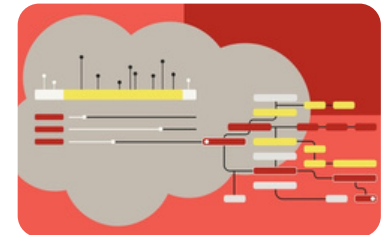
CUSTOMER SUCCESS STORY
Empowering client success and driving ROI with Atrium



INSIGHTS
How to grow your consultancy with Salesforce org assessments

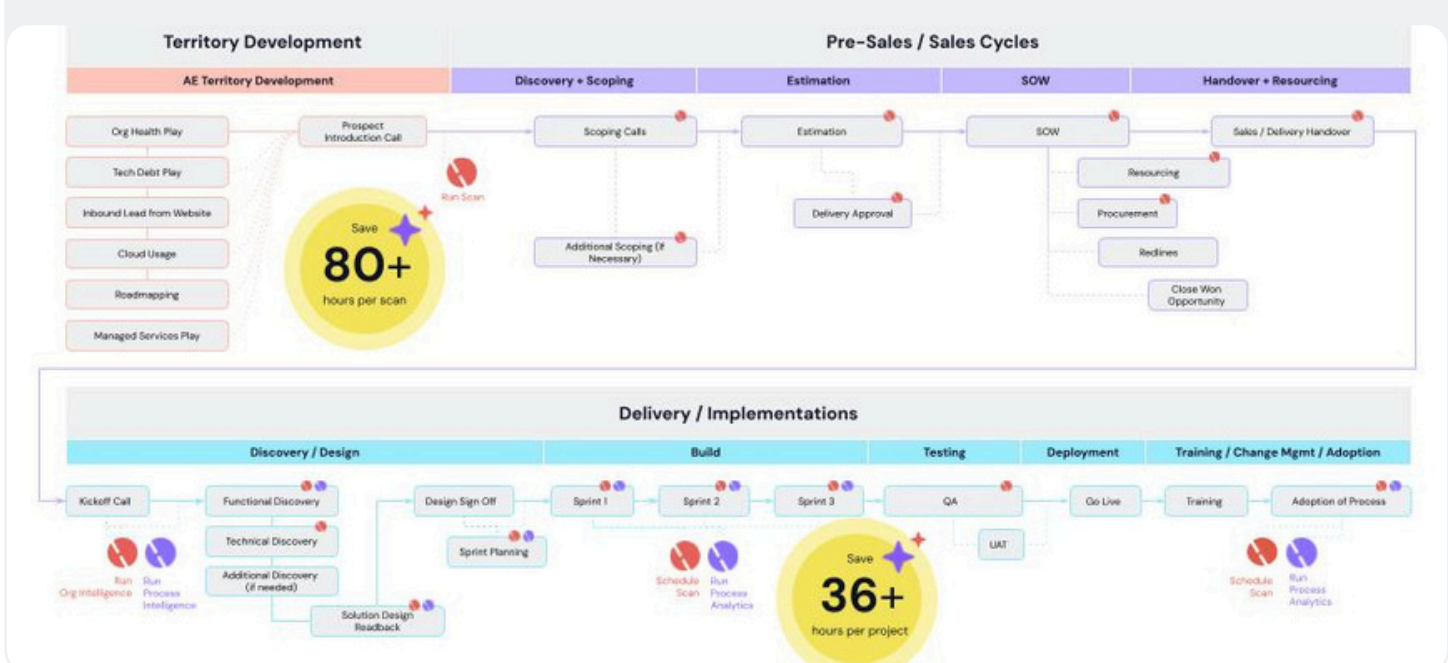


LIVE DEMO
Optimizing customer service with Salesforce native process mining and AI



INSIGHTS
The first process mining solution built for Salesforce customers

EXAMPLE CONSULTING PARTNER CUSTOMER JOURNEY LEVERAGING HUBBL TECHNOLOGIES





Hubbl Technologies Partner Program

Our Hubbl Technologies partner program has been developed to scale from individual Trailblazers in the Salesforce ecosystem to small and mid-sized Salesforce consulting partners to the largest GSIs. It provides partners with the following:

Individuals

All Hubbl Technologies customers are automatically enrolled in our referral incentives program.

Referral Incentives

- 5% of first-year ARR Hubbl Diagnostics Premium/Enterprise or Hubbl Process Analytics annual subscription of every customer referral.
- Each user receives their own referral code, accessible under your account in Hubbl Diagnostics, so you can offer a 10% discount to first-time customers and track individual referrals.
- Referrals initiated and tracked by using a Hubbl Diagnostics Scan Requests, referral code, OR written introduction to customer.
- Referral incentives are paid monthly.

Consulting Partners

Growth Incentives

- Unlimited Hubbl Diagnostics Premium/Enterprise and Hubbl Process Analytics annual subscriptions per year (\$50,000+ value).
- The more orgs you scan with Diagnostics or install Process Analytics on, the more value you get from Hubbl Technologies.
- 10% first-year ARR referral incentives with minimum investment

Enablement Services

- Unlimited Hubbl Diagnostics and Hubbl Process Analytics users for your organization.

- Co-branded Scan Request landing page (.png logo required from partner).
- Initial 1-hour team enablement lunch and learn—welcome to Hubbl Diagnostics/Process Analytics.
 - 1-hour sales/presales training.
- 1-hour delivery/managed services training.
- Quarterly business reviews (2 hours):
 - Track referrals,
 - Review initiated scans,
 - Provide additional enablement on new features,
 - Account and marketing planning.
- Customer success support, including:
 - Ongoing access and support from Hubbl Technologies customer success team,
 - 48 hour SLA: We'll get back to you on any customer support issue within 2 business days,
 - 2 annual customer Hubbl Diagnostics scan reviews: Our experts will join yours in reading out scan analysis and recommendations (when and where needed),
 - 2 hours process definition consulting for Process Analytics.

Joint Marketing & Demand Generation

- Opportunities to participate in key annual marketing campaigns, such as Dreamforce, TrailblazerDX and the Hubbl Diagnostics Benchmark Report. Participation to be defined with partner, but could include:
 - Co-hosted events (in-person and/or virtual),
 - Co-hosted demand generation webinars,
 - Access to social sharing assets, content and analysis,
 - Joint blog and content creation (testimonials, success stories, case studies).
- Opportunity to include customer and partner testimonials and stories within the Hubbl Diagnostics Benchmark Report.



- One joint marketing asset developed annually and distributed to the Hubbl Technologies network through core marketing channels (social, email, slack). Examples include:
 - Partner-led Salesforce org health check campaign, powered by Hubbl Diagnostics,
 - Joint customer success story,
 - Co-developed thought-leadership blog post or whitepaper.
- Inclusion in Hubbl Technologies external facing partner program materials (web, social).
- Access to Hubbl Technologies branding for use in partner marketing materials.

Lead Generation (coming soon)

- Inclusion of your company and profile in-product as a "Recommended Salesforce Consulting Partner".
- Ability to receive Salesforce customer Leads from Hubbl Technologies.

Commitments and Requirements for Partners.

- Minimum Starter Pack subscription in Hubbl Technologies products
- Named partner contacts in:
 - Sales leadership
 - Delivery leadership
 - Marketing
- Commitment to quarterly business reviews, account and marketing planning.

Becoming a Hubbl Technologies Partner.

The Hubbl Technologies Partner Program was launched in 2024. Currently, our goal is to establish a small network of key partners by establishing close, personal working relationships. As we grow, so will the sophistication of the program; but for now, the focus is on driving value for both of our organizations.

GET TO KNOW THE HUBBL TECHNOLOGIES TEAM YOU'LL BE WORKING WITH:

- Kevin Robinson, VP Sales,
- Venu Koganti, VP Success,
- Mike Bogan, Chief Strategy Officer.

Next Steps

INDIVIDUALS

1. Create Hubbl Diagnostics account or install Process Analytics: [Get started here.](#)
2. Start scanning! Start using referral codes to capture referral incentives.
3. Use Product one-pagers to power your conversations

CONSULTING PARTNERS

1. Create Hubbl Diagnostics account or install Process Analytics: [Get started here.](#)
2. Start scanning!
3. Complete the [Partner Questionnaire.](#)
4. Meet with our team to align on growth targets.
5. Sign partner agreement.
6. Begin enablement and account planning.