



THREE PATHS. ONE REVENUE HUB.

Choose the level of quoting and configuration that matches your business.

1 Path 1



HubSpot CPQ

Native Revenue Hub quoting.

IDEAL FOR

- ✓ Fixed products and bundles
- ✓ Standard pricing
- ✓ Simple approvals
- ✓ Quick implementation

2 Path 2



HubSpot + Custom Development

Extend Revenue Hub with custom development.

IDEAL FOR

- ✓ Guided selling
- ✓ Custom calculations
- ✓ Light configuration
- ✓ Workflow extensions

3 Path 3



HubSpot + Karana CPQ

Karana CPQ inside Revenue Hub.

IDEAL FOR

- ✓ Complex configurable products
- ✓ Rule-driven pricing
- ✓ Multi-level BOMs
- ✓ Engineering-grade quoting

HOW TO CHOOSE

Match your needs to the right path.

Start with your business needs

Match complexity to the right path

Grow with Revenue Hub

CAPABILITY	HUBSPOT	HUBSPOT + CUSTOM DEVELOPMENT	HUBSPOT + KARANA CPQ
 Product Complexity	Standard products & bundles	Hand-built, costs & complexity scales with requirements	Variant + multi-level BOM
 Configuration	Guided line-item selection	Hand-built, costs & complexity scales with requirements	Full constraint-driven configurator
 Pricing	Flat, volume & price books	Hand-built, costs & complexity scales with requirements	Rule-based, parameter-adjusted
 Approvals & Governance	Warnings & blocks on publish	Hand-built, costs & complexity scales with requirements	Rule-based enforcement
 Implementation Effort	None - ready to go	Low to very high	Configurable platform with migration services
 Ongoing Maintenance	Included	Customer-owned	Included in Karana CPQ subscription