

# SaaSify Introduces HubSpot Connector for AWS ACE Co-Sell Automation

*Transforming Co-Sell Efficiency for ISVs with AWS ACE Management in HubSpot*

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EINPresswire.com/ -- SaaSify by Spektra Systems, a leading platform dedicated to helping Independent Software Vendors (ISVs) optimize their cloud marketplace transactions participated in the inspiring AWS re:Invent 2024 event. Following the developments at the event, SaaSify announces the launch of its no-code HubSpot Connector for AWS ACE (APN Customer Engagement). This powerful tool streamlines co-sell opportunity management and strengthens collaboration between ISVs and AWS field sellers—without ever leaving HubSpot.



With the increasing emphasis on co-selling through AWS ACE, ISVs have faced challenges in managing opportunities across multiple platforms. Managing dual workflows in both AWS ACE and HubSpot has proven complex, often slowing down go-to-market initiatives. The new HubSpot Connector from SaaSify eliminates these bottlenecks by automating the co-selling lifecycle end-to-end, directly within HubSpot.

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SaaSify's HubSpot Connector offers an unprecedented level of convenience and efficiency for ISVs engaged in AWS co-sell activities.”

*Manesh Raveendran, CEO of  
Spektra Systems*

Key Features of the [SaaSify AWS ACE Connector for HubSpot](#):

□ Bi-Directional Opportunity Sync: Seamlessly create and receive co-sell opportunities within HubSpot, with near real time sync to AWS ACE, ensuring that every opportunity is

up-to-date.

- Effortless Opportunity Creation: Easily convert HubSpot opportunities into [AWS ACE co-sell](#) deals with simple field mapping, approval steps, and minimal manual input.
- Real-Time Collaboration with AWS Sellers: ISVs can engage with AWS field sellers in real time, ensuring quick and efficient co-sell collaboration without toggling between platforms.
- Instant Updates and Notifications: Receive real-time status updates and alerts via Slack, Email, or preferred communication channels to keep teams aligned and responsive.
- Dynamic Insights Dashboard: Gain valuable insights into your co-sell performance with an intuitive, customizable dashboard, empowering strategic decision-making and fostering deeper AWS partnerships.
- No-Code, Plug-and-Play Solution: Skip the hassle of custom coding with [SaaSify's no-code HubSpot Connector](#), saving time and resources on integration and ongoing maintenance.

By automating the AWS ACE co-sell lifecycle, SaaSify's HubSpot Connector allows ISVs to reduce operational complexity, improve data accuracy, and focus on driving strategic growth. With real-time tracking, automated notifications, and seamless opportunity management, ISVs can enhance their AWS partnerships, increase productivity, and scale revenue faster.

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