

MCP SERVER

NO CODE

CLOUD HOSTED

HubSpot Operations Hub MCP

Manage CRM data without clicking through tabs.

HubSpot Operations Hub MCP connects your AI agent directly to all core HubSpot CRM data. You can manage contacts, companies, deals, and support tickets without ever leaving your chat window. This allows you to search for records, create new assets, and audit complex processes like owner assignments or deal pipelines—all through plain conversation.

A+ Quality Score 100/100

workflow-automation

crm-pipelines

process-automation

lead-nurturing

business-logic



The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

HubSpot Operations Hub MCP

6 tools available

Cloud-hosted on Vinkius

Stop switching between tabs just to check a customer's history. With this HubSpot Operations Hub MCP, you get instant access to every piece of data in your CRM through your AI client. You can search for contacts at Acme Corp and pull up their full details; or create an entirely new deal and track its progress through the sales pipeline. Need to know which users own certain accounts? Just ask. Want to update a custom field on a company record? It's all manageable in natural language. This powerful connection lets you handle complex tasks, from creating support tickets to listing property groups, without needing to remember specific menus or API calls. Because we host this MCP on Vinkius, you connect once and gain access to HubSpot's full operational capabilities right inside your agent.

Core Capabilities

01 — Manage Core Records

Search for and create contacts, companies, deals, and support tickets directly through conversation.

03 — Track Ownership and Process Flow

List all team owners or examine specific deal and ticket pipeline stages to see who owns what and where it stands in the process.

05 — Analyze Automations and Users

View active workflows or list all team owners to manage automation processes and user assignments efficiently.

02 — Audit CRM Structure

View existing properties, property groups, and pipelines to understand the underlying data model of your HubSpot accounts.

04 — Automate Custom Data Fields

Create custom properties on any HubSpot object type, extending your data model with unique business fields.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/hubspot-operations-hub — connect your AI agent in three steps.

- 01 Start a conversation with your AI client, telling it what data you need from HubSpot (e.g., 'Find the details for John Smith at Acme Corp').
- 02 The MCP interprets your request and uses underlying tools to pull records, check pipelines, or create new assets within the CRM.
- 03 Your agent presents the results—a structured list, a confirmation message, or the newly created record—all without you leaving the chat.

The bottom line is that your AI client acts as an intelligent middle layer, translating your plain English requests into specific HubSpot actions and returning clean, usable data.

Built For

Anyone who spends time navigating complex CRMs. This MCP solves the problem of context switching—the endless tab-jumping between sales dashboards, support portals, and reporting tools. It's for the Ops Manager tired of running multiple reports just to piece together a customer story.

Sales Representative

Needs quick access to a prospect's full history, including past deals or support tickets, without logging into three different modules.

Customer Success Manager

Handles urgent requests by creating new support tickets and adding notes directly from the AI chat window.

Revenue Operations (RevOps)

Audits the entire CRM structure, checking which properties exist or listing all active workflows to ensure data integrity across departments.

What Changes When You Connect

-
- 01 Instantly get a full view of any customer record. You can search for contacts or companies and retrieve all associated notes, deals, and tickets in one go.

 - 02 Audit your entire database structure on demand. Use `hs_list_properties` to see every field type available, helping you know exactly what data points are usable before building a report.

 - 03 Maintain process accuracy by listing pipelines with `hs_list_all_pipelines`. This lets you confirm the correct stage names and IDs needed for automated deal tracking.

 - 04 Scale your CRM capabilities by creating custom fields. The tool `hs_create_property` allows you to add unique, business-specific data points that HubSpot didn't provide out of the box.

 - 05 Keep track of responsibility across teams. Use `hs_list_owners` to view who has access or owns which records, ensuring nothing falls through the cracks.

 - 06 Understand automation depth by running `hs_list_workflows`. This lets you audit all active automations and see if they match current business processes.
-

Real-World Applications

A Sales Rep needs a full picture of a prospect.

The rep asks their agent, 'What's the history on Acme Corp?' The agent runs searches and pulls up contact details, all associated deals in progress, any support tickets opened, and even lists recent notes attached to the company record. No logins required.

RevOps needs to verify data fields.

The RevOps specialist asks their agent to list properties for 'Contacts.' The agent uses `'hs_list_properties'` and returns a comprehensive list of every field, letting the specialist know exactly where they need to build a new custom property using `'hs_create_property'`.

Support needs to process an urgent issue.

A CSM gets alerted to an issue. They tell their agent, 'Create a high-priority ticket for this company.' The agent executes the action and confirms the new support record is live, saving crucial minutes of manual workflow.

Manager needs to check team coverage.

The manager asks, 'Who are our current account owners?' The agent runs `hs_list_owners` and provides a list of every user on the team, confirming who is active and assigned to which roles.

Patterns to Avoid

Trying to build custom reports manually.**X AVOID**

A user tries to compile a report by jumping between the Deals tab, the Tickets tab, and the Notes section in HubSpot's UI. This takes 15 minutes of clicking and copy-pasting data.

✓ INSTEAD

Instead, ask your agent directly: 'Show me all open deals for Acme Corp that have attached support notes.' The MCP handles the cross-record lookup automatically, giving you a single, clean output.

Overlooking workflow dependencies.**X AVOID**

A team tries to automate deal routing but doesn't know which stages are valid for 'Enterprise' deals. They guess and break the automation flow.

✓ INSTEAD

Before building anything, ask your agent to run `hs_list_all_pipelines`. This returns every stage ID and name, ensuring your automations reference accurate data.

Misunderstanding property scope.**X AVOID**

A user thinks they can simply add a new field 'Shipping Address' but doesn't know if it belongs to the contact or the company record. They create it in the wrong place and the data is lost.

✓ INSTEAD

First, run `hs_list_property_groups` to see existing logical sections. Then use this knowledge when running `hs_create_property` to ensure your field lands in the intended section.

The Right Fit

Use this MCP if your work involves understanding or modifying complex, interconnected data within HubSpot—specifically across contacts, companies, deals, and tickets. If you need to audit existing properties, check who owns records, list pipelines for automation setup, or create new fields (`hs_create_property`), this is the tool. Don't use it if your only goal is simply reading a single person's

phone number; then just query the contact record directly. Conversely, don't rely on it to perform complex email sends or marketing campaign launches—for those, you need a dedicated HubSpot marketing connector.

The CRM Dashboard Jungle

Every day, your team jumps between tabs. You check the Deals tab for revenue updates, then jump to Support Tickets to see if there's an issue blocking a sale. Next, you open the Company record to verify which owner is assigned. This process isn't just tedious; it slows down response time and creates data silos in your head.

With this MCP, the entire HubSpot CRM speaks one language: plain conversation. You ask your agent about the customer, and it instantly pulls together the deal status, any open support tickets, and the notes attached to the company record—all without you ever clicking away from the chat.

Automating Data Structure with HubSpot Operations Hub MCP

Before this MCP, adding a new required data point meant opening a custom property form, figuring out if it belonged to the Contact or Company object, and ensuring the field was visible in every relevant pipeline. It was manual setup work.

Now, you can define that structure through conversation. You use tools like `hs_create_property` and group them using `hs_list_property_groups`, instantly building out your required fields so your team has a consistent place to input data.

HubSpot Operations Hub: 6 Tools

These tools allow you to audit the structure of your HubSpot CRM, manage team ownership, and execute actions like creating records or defining custom properties via natural conversation.

| # | TOOL | DESCRIPTION |
|----|--------------------------------------|--|
| 01 | <code>hs_create_property</code> | Adds a custom field (property) to a HubSpot object to expand the CRM's data model with specific business information. |
| 02 | <code>hs_list_all_pipelines</code> | Retrieves all deal or ticket pipelines, including every stage name and its internal ID, for setting up automations or tracking processes. |
| 03 | <code>hs_list_owners</code> | Lists all CRM users (owners) in HubSpot along with their email addresses and active status, useful for assignment rules and auditing access. |
| 04 | <code>hs_list_properties</code> | Shows every field available on a HubSpot object type—like contacts or companies—so you can understand the entire data structure. |
| 05 | <code>hs_list_property_groups</code> | Lists the logical sections (property groups) that organize fields in the HubSpot UI, helping you plan where new custom properties should go. |
| 06 | <code>hs_list_workflows</code> | Returns a list of all automation workflows, detailing their type, status, and how many actions they contain for auditing purposes. |

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U Search for contacts at Acme Corp



Contacts at Acme Corp

| NAME | EMAIL | PHONE | LIFECYCLE |
|------------|----------------|-------------|-----------|
| John Smith | john@acme.com | +1 555-0123 | Customer |
| Sarah Chen | sarah@acme.com | +1 555-0456 | Lead |

U Create a deal: Enterprise Package \$50,000



Deal Created!

- Name: Enterprise Package
- Amount: \$50,000
- Pipeline: Sales Pipeline
- Stage: Appointment Scheduled

U Show me the deal pipeline stages



Sales Pipeline

1. Appointment Scheduled
2. Qualified to Buy
3. Presentation Scheduled
4. Decision Maker Bought-In
5. Contract Sent
6. Closed Won
7. Closed Lost

Frequently Asked Questions

01 Can HubSpot Operations Hub MCP find all my contacts?

Yes. You can search for specific contacts, and the agent will pull up their full record details, including phone number, email, and lifecycle stage.

02 How do I use `hs_list_properties` with HubSpot Operations Hub MCP?

Use `hs_list_properties` when you need to audit or verify what fields currently exist on a specific object type (like deals or companies) before writing code or building automation.

03 Is it hard to create new custom properties using HubSpot Operations Hub MCP?

No. The `hs_create_property` tool lets you define and add a custom field directly through your agent conversation, streamlining the process that usually requires navigating multiple setup menus.

04 What if I need to see all my active HubSpot workflows?







You run `hs_list_workflows`. This tool returns a comprehensive list of every automation running in your account, showing its type and action count for easy auditing.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

| CLIENT | WHERE TO CONFIGURE |
|---|--|
|  Claude AI | Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint |
|  Cursor | Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint |
|  VS Code | Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"hubspot-operations-hub": { "url": "..."} </code> |
|  Windsurf | MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL |
|  ChatGPT | Settings → Tools & plugins → Add MCP server → Paste endpoint |
|  Gemini | Extensions → Add MCP Server → Paste endpoint URL |

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

HubSpot Operations Hub is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and
start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

vinkius.com · support@vinkius.com

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DOCUMENT INFORMATION

| | |
|------------|---|
| Generated | June 2026 |
| MCP Server | HubSpot Operations Hub MCP |
| Server ID | 019d75b4-15e7-72c7-9dd4-9686df226b08 |
| Platform | Vinkius Cloud for AI Agents |
| Endpoint | https://edge.vinkius.com/{token}/mcp |

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