

HUBSPOT AML/KYC INTEGRATION READINESS CHECKLIST

Assess whether your HubSpot onboarding workflow is ready for AML/KYC automation

A practical checklist for teams that want to trigger screening from HubSpot, process checks securely in Azure, write results back to CRM records, and keep human compliance decisions in the right review process.

AML/KYC screening often starts outside HubSpot. Teams copy data into provider portals, track statuses in notes, and then manually update CRM fields. That creates duplicated work, slow onboarding, inconsistent decisions, and a weaker audit trail.

Use this checklist before implementation to decide whether the data, workflow, provider setup, security model, and review path are ready for a production rollout.

This checklist helps you review

- which HubSpot event should trigger screening
- which Contact fields are required before a check runs
- which provider references should be stored in HubSpot
- how potential matches should be routed for review
- what belongs in first-phase Contact/KYC scope

Quick fit check

- HubSpot is used for onboarding records
- AML/KYC screening is required before activation or approval
- screening status is currently tracked manually or outside CRM
- auditability and review ownership matter to the business
- Azure is acceptable for integration hosting

Important: This checklist supports implementation planning. It does not provide legal advice, guarantee compliance, or replace your regulated compliance decision process.

1. HUBSPOT WORKFLOW FIT

Decide exactly when screening should start

The most useful screening automation starts from a clear business event, not from every CRM update. Define the HubSpot workflow trigger before any provider API work begins.

Trigger checklist

- the screening trigger stage is named and agreed
- the workflow applies only to eligible records
- required fields are checked before the webhook runs
- rescreening rules are defined
- the manual override path is understood

Questions to answer

- Should screening run on Contact creation, lifecycle stage, deal stage, or a custom approval property?
- Which records should never trigger automatic screening?
- What should happen if required data is missing?
- Who owns corrections before a check can run?

Minimum workflow table

Decision	Your answer	Owner
Screening trigger		
Required pre-check fields		
Blocked or excluded records		
Manual correction path		

2. CRM DATA AND PROVIDER READINESS

Check whether HubSpot contains enough clean data for screening

Most AML/KYC integration problems are data and ownership problems before they are API problems. The provider can only screen what the CRM workflow sends or what the integration can reliably retrieve.

HubSpot Contact fields

- legal or full name fields are defined
- date of birth is available if required
- country or address fields are available if required
- email and phone ownership is clear
- screening status fields are separate from free-text notes
- provider client ID and check ID fields are planned

Provider readiness

- provider API access is available for the right environment
- client creation versus client reuse rules are agreed
- check types and screening packages are understood
- result states are mapped into business-friendly HubSpot values
- raw provider payloads will not be exposed unnecessarily in CRM

Property mapping starter table

HubSpot property	Purpose	Source of truth	Required?
AML/KYC status	Current screening state	Provider / integration	
Provider client ID	Reuse provider profile	Provider	
Last screening date	Audit and rescreening logic	Integration	
Review required	Route potential matches	Integration / compliance	

3. AZURE, AUDIT, AND REVIEW MODEL

Confirm the controls needed for a production-ready integration

The integration should be supportable after go-live. That means secure configuration, retry-safe processing, and enough audit context to understand what happened when a screening event is investigated.

Security checklist

- HubSpot webhook signatures are validated
- provider API keys are stored in Key Vault
- managed identity is used where possible
- environment-specific settings are documented
- secrets are not stored in code or public logs

Reliability checklist

- Service Bus separates CRM events from provider processing
- idempotency keys prevent duplicate checks
- existing provider client IDs can be reused
- failed work is logged for review
- Application Insights captures correlation IDs

Audit checklist

- screening request timestamp is retained
- provider reference values are retained
- HubSpot record ID is linked to audit history
- outcome and review state are traceable
- raw sensitive payloads are not exposed unnecessarily

Review workflow checklist

- potential match state is clearly defined
- HubSpot task or review owner is agreed
- compliance keeps final decision authority
- sales/onboarding knows when to pause progression
- review outcomes can be recorded cleanly

Scope discipline: Start with Contact/KYC if that is the immediate operational pain. Treat Company/KYB, UBO structure, document verification, and multi-provider comparison as phased extensions unless they are required for the first release.

4. PRODUCTION READINESS SCORE

Use this page to shape the first discovery conversation

Mark each area as ready, needs review, or not ready. If several areas need review, implementation may still be viable, but discovery should focus on those gaps before build starts.

Area	Ready?	Notes / gaps
HubSpot trigger and eligibility rules		
Required Contact/KYC fields		
Provider account and API access		
Provider result mapping		
Potential match review workflow		
Azure tenant and deployment constraints		
Audit, telemetry, and support ownership		

Review your HubSpot workflow, provider setup, and Azure constraints with MPED before deciding rollout scope. The best first release is usually a controlled Contact/KYC production integration with clear writeback, retry-safe processing, and a defined review route for potential matches.

MPED UK - HubSpot, Azure, and compliance workflow integration delivery.