

361 Sales Solutions

95 Modules in the Sales Group — One Data Model from Request to Cash

Owners & GMs · Sales and Channel Directors · IT & Architecture · Finance

2026-09-07

17 providers · 52 tools · 8 channel families/44 adapters · 200+ modules

PAGE VIEWS VS ONLOAD

Page Load (LUX)

0.7s

Page Views (LUX)

2.7Mpvs

Bounce Rate (LUX)

40.6%

SESSIONS

Sessions (LUX)

479K

Session Length (LUX)

17min

PVs Per Session (LUX)

2pvs

95

Sales Modules

590

Data Objects

419

Screens

616

Menu Entries

Measured on the live [sales](#) domain. These figures are a **snapshot** and are re-measured before any critical decision.

Sales is not a module; it is a **chain**. A request arrives, becomes a lead, turns into an opportunity, produces a quote, passes approval, becomes an order, ships, gets invoiced, is collected, is bound to a contract, renews, and finally drives commission. Running each link on a different system **breaks the chain between the links**: every handover is manual work, a lost approval and a delay nobody can see. 361 Sales Solutions keeps the entire chain in **one data model**: 95 modules measured today on the live system, grouped under 21 families, all bound to the same records, the same authorisation model and the same state machine.

Executive Summary

This document is not a brochure; it is a **measured inventory**. Every figure is produced from the live system's own definition, and how each claim was measured is recorded in an evidence store. It answers three questions: *what does this platform cover, does it actually do what it covers, and what does it not do.*



One Data Model

All 590 data objects live in the same schema. The customer on an opportunity and the customer on an invoice are **the same record** — no matching, no transfer, no reconciliation.



Declared Life Cycle

566 of 590 data objects carry a state machine. Which state a record may move to, and by whom, is written in the **definition**, not in code.



Screens Included

419 screens and 616 menu entries ship with the platform. Screen design is part of the module, not a project line item.



Auditability

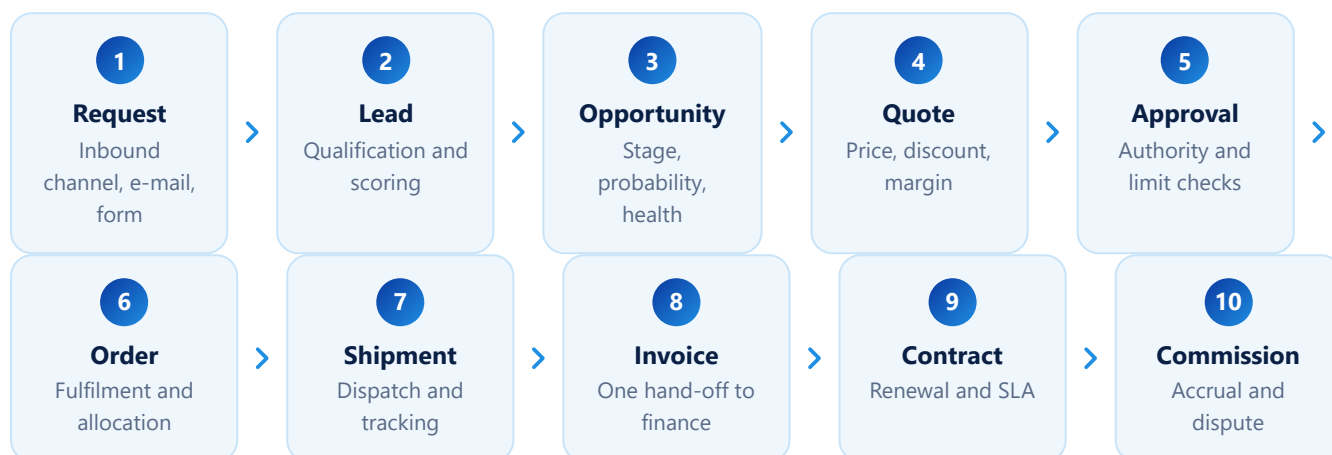
Every figure can be re-measured from the live definition. No number here is hand-written; when the generator cannot resolve one, **it refuses to build**.

How to read this document

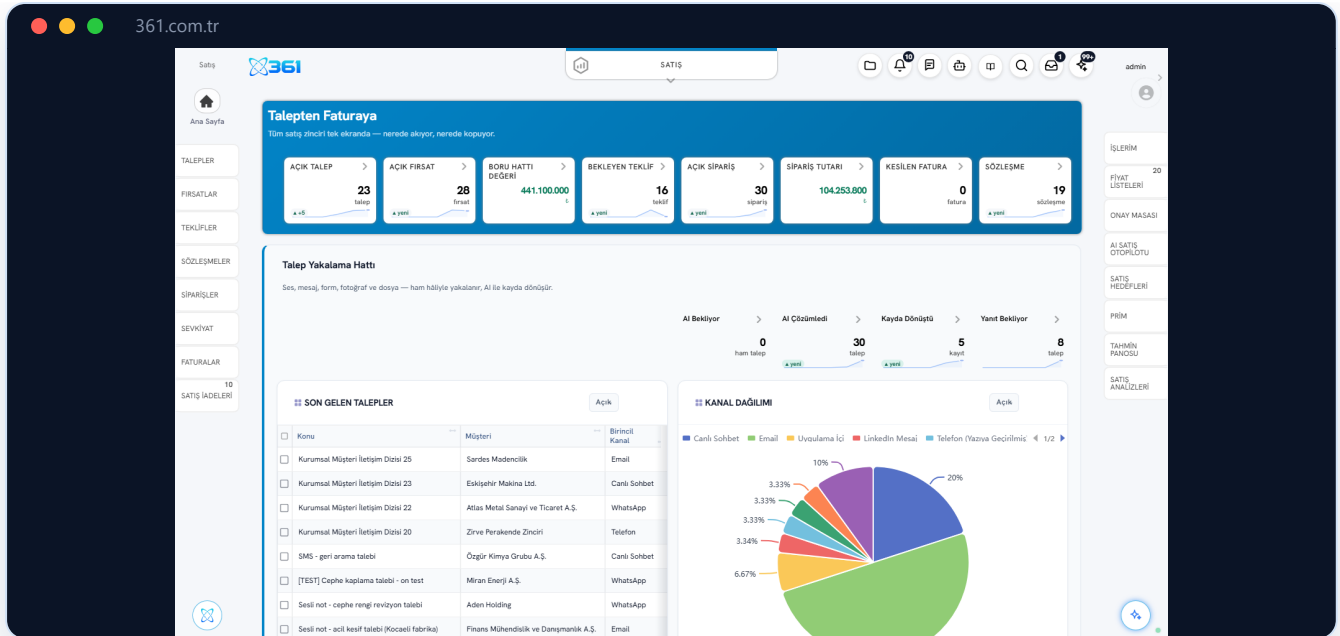
The sections below state **weaknesses as precisely as strengths**, with measured figures. A capability being “defined” does not mean it is “running”, and this document separates the two everywhere. The **AI layer** section is the clearest example: it shows, by count, the automations that are defined but cannot yet fire.

The Chain: Request to Cash

The backbone is a single flow. Each step **inherits** the previous record rather than copying it: the quote sits on the opportunity, the order on the quote, the shipment on the order, the invoice on the shipment. That is why, from any step, the question “where did this amount come from” is answered in one move.



Ten links — each inherits the record produced by the previous one.



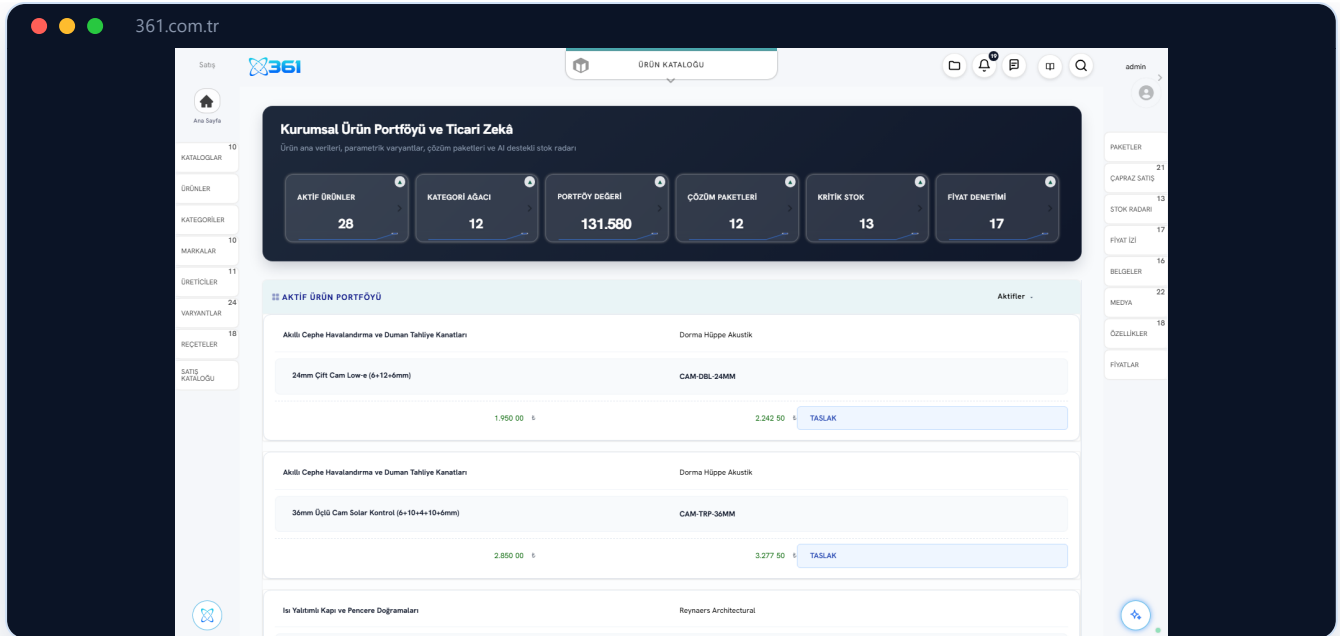
Request-to-Invoice screen: the whole chain in one view, every row drills to its source. (Screens are shown from a Turkish-language tenant.)

Module Families

95 modules are grouped under 21 families. Families can be deployed independently but **share the same data model** — when you enable a family later, your existing data becomes meaningful with it; no migration is needed.

Family	Data objects	Screens	Sub-modules
Sales	169	82	17
Product Configurator	82	8	12
Customer Relationship Management	81	105	11
Marketplace Management	53	11	10
Field Service	41	31	8
Product Catalogue	37	37	4
Export Operations	33	64	8
Partner Relationship Management	24	4	—

The figures above cover **the whole family**, sub-modules included. That is why family rows add up to more than the total at the top — the same sub-module is counted more than once. The de-duplicated total is 590 data objects.



Product Catalogue cockpit — the definition base that feeds selling.

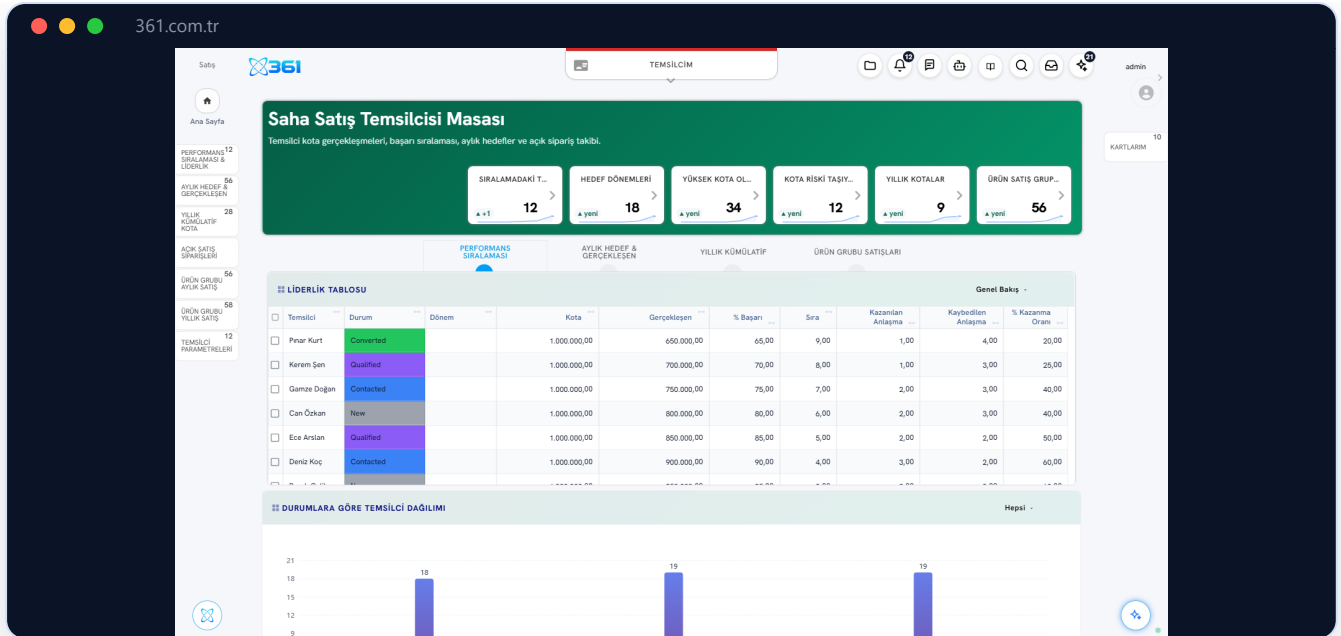
Module Classes

Modules are not all the same kind, and the distinction drives **menu placement**. What a user sees on screen depends on which class of module the entry belongs to.

Class	What it holds	Example	Count
Process	The life cycle of a business object — state machine and flow	Opportunity, Quote, Order	71
Department	Umbrella module; inherits access from its sub-modules	Sales, Marketing	6
Role	A persona's daily work — may legitimately show other modules' objects	Sales Rep, My Dealer	5
Entry shell	Cockpit and landing screen; holds little data of its own	Sales Cockpit	5
Shell	Grouping only; opens the way to modules beneath it	Marketplace umbrellas	8

Why this distinction matters

Seeing another module's screen inside a **role** module is not a defect — it means that role can do its job from one place. Putting the same screen inside a *definition* module, however, shows the user the wrong context. Placement is therefore an audited rule, not a preference.



A role module in practice: the field sales rep desk — quota, open orders and daily work in one screen.

Channel Coverage

The same product and the same pricing model can be sold through several channels, and all of them land on the same stock, the same order and the same invoicing path. Adding a channel is not building a new system — it is **opening an entry point** into the existing chain.



B2B

Corporate customer portal: quotes, orders, account, documents.



Marketplaces

Marketplace channels; orders and questions in one queue.



D2C Store

Direct-to-consumer selling, basket and payment.



Dealer / Distributor

Partner portals, stock replenishment, accruals.



Call Centre

Inbound calls, triage and record-linked conversations.



Export

Export orders, customs documents, landed cost.

AI Layer — Measured State

The AI layer consists of **automations** that operate on records: they fire when a record changes or at a scheduled time, read data, have an agent evaluate it, and write the result back to a record. The table below is the **actual state today** — defined is separated from running.

Bucket	Measured	What it means
RUNNING	26 automations · 28,945 run records	Carry a run trace. Silently dead: 0 — no automation that “looks alive but produces nothing”.
VALID / SCHEDULED	65 triggers	Definition is valid and indexable; next fire time is computed. <i>This is definition validity — not proof that it fired.</i>
INVALID DEFINITION	48 trigger/step records	Cannot fire: the trigger type or step body is not in the shape the engine expects. Queued for repair.
WARNING	3 automations	They run but cannot do work — the bound agent has no tools assigned and only produces text.

Reading this honestly

There are **82 automations defined**, but 56 of them have not run during this process lifetime, and 48 trigger/step records **cannot fire at all because their definition is invalid**. These figures are in different units and **must not be summed**: one counts automations, the other counts trigger records. The fault is not in the platform but in those records — 65 triggers in the same store are working correctly.

Most active automations

Automation	Runs	Completed	Failed
Sequence İşleyici	1,973	1,973	0
Talep AI Çözümlemesi	572	566	6
Servis Talebi Triyajı ve NBA	291	147	143

Failures are not a product fault

The measured cause of failed runs is **LLM provider quota** (daily/weekly limits of free providers) and step timeouts. With your own API key that ceiling disappears. This line is not a finding to be read as “AI does not work” — it is **a limit of the measurement environment**.

Governance and Auditability

BEFORE

- Opportunity in a spreadsheet, quote in a document, order in another system — **manual hand-off** between all three.
- Approvals live in e-mail; who approved what, under which limit, is **not recorded**.
- Commission sits in a separate spreadsheet; when disputed, **you cannot reach the source**.
- A full customer picture requires **manually merging** three systems' reports.
- Opening a new channel is an integration project.

AFTER WITH 361

- All ten links in **one data model**; no hand-off work.
- 566/590 objects carry a state machine: transition rights and conditions are **in the definition**.
- Accruals sit on the order; a dispute is itself a record bound to its source.
- Customer 360 is fed by the same records; nothing is merged by hand.
- Adding a channel means **opening an entry point** into the existing chain.

Where the scope stands today

Measure	Value	Limit
Modules	95	under 21 families
Data objects	590	de-duplicated — sub-trees are not summed
Screens	419	directly defined screens
Menu entries	616	each maps to one screen route
State machines	566/590	the rest are definition and reference objects
Enabled for tenant	95/95	a scope measure; on-screen rendering also depends on role rights

How to Start

You neither need nor should enable all 95 modules at once. The right order starts from **the link that bleeds most**; because families share the data model, a module enabled later arrives compatible with your existing history.

1

Measure the chain

Which link is carried by hand today? How many hours, how many people, how many errors? That measurement defines the scope.

2

Open the backbone

Opportunity–quote–order. Once these three share one model, the middle closes.

3

Connect the definition base

Product catalogue and price lists — this is what quotes feed on.

4

Add the channels

B2B, marketplace, dealer — whichever carries revenue comes first.

5

Close the ends

Contract, subscription, commission and field service.

6

Enable the AI layer

Sentinels and triage automations — meaningful once data has accumulated.

Why AI comes last

An automation is worth exactly as much as the **data** it operates on. A “deal health sentinel” installed on an empty pipeline runs every morning and finds nothing. The measurement confirms it: automations that carry run traces cluster in modules where data has accumulated.

Evidence Contract

Every figure in this document is bound to an **evidence record** holding the claim, how it was measured and its **limit**. The generator refuses to produce the document when it cannot resolve a figure — so no hand-written number can appear on these pages.



Figures are a snapshot. The live definition is a shared file other teams also write to; re-measure before a critical decision.



“Defined” and “running” are different. This document separates them everywhere; the AI section is the clearest example.



Family figures include sub-trees and cannot be summed; the de-duplicated total is given separately.



Enabled for a tenant is not the same as visible. Role rights are a separate layer.

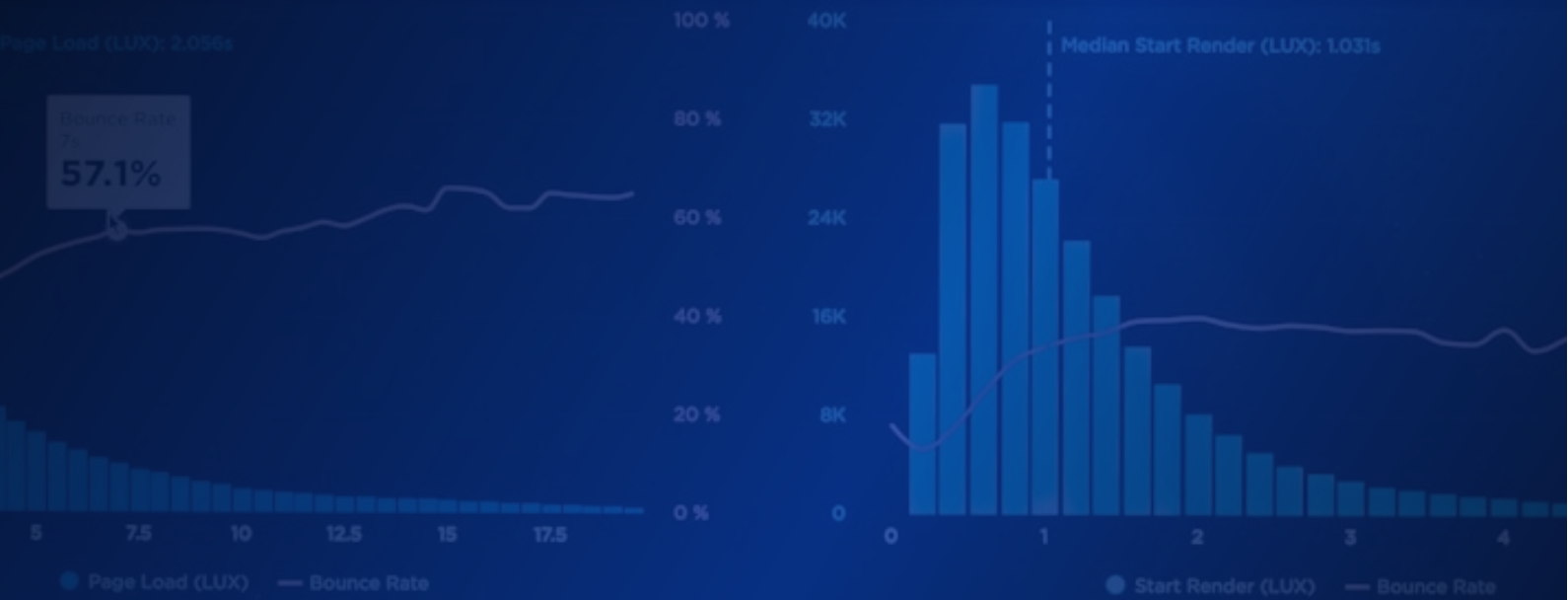


Screenshots come from a Turkish-language tenant. The platform is multilingual; showing a fabricated English UI would not be evidence.

SONRAKI ADIM

Measure Your Own Sales Chain in This Model

A two-week free proof of concept on your own processes, at zero risk. No installation, nothing touched in your existing systems; if it does not convince you, nothing changes.



LOAD	OPTIONS	SESSIONS	SESSIONS	PVs
Page Views (LUX)	Bounce Rate (LUX)	Sessions (LUX)	Session Length (LUX)	PVs Per Session
2.7Mpvs	40.6%	479K	17min	2pv
	500K 100%	4 pvs		

Get started

17 providers · 52 tools · 8 channel families/44 adapters · 200+ modules



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