

Machine Manufacturing and PLM — Partner Package

Rate grid, sales hooks and a plan for the first two customers for ERP resellers, system integrators and engineering consultants

Company Owner · General Manager · Channel Manager · Senior ERP Consultant · 2026-09-15

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

84

business objects

11

ready-made decision
screens

7

specialist AI agents

100%

of service revenue stays
with the partner

Rates: sales/partner-program.md v2.0 · product figures: makina demo tenant, 9/15/2026

At a machine manufacturer, accounting and inventory live in an ERP; but revision decisions, the CE technical file, single-source parts and spare parts for the machine in the field mostly run on spreadsheets, e-mail and phone calls. **361 PLM** brings this layer together on one platform without requiring the customer to replace existing records; for the partner it creates a repeatable vertical solution and service revenue. The product figures in this package were measured live in the makina demo tenant; the rates are taken from the 361 Partner Programme v2.0.

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PART 1 — BUSINESS MODEL

1.1 Why machine manufacturing



Installed base

The manufacturers in your portfolio already run a record system; an engineering and compliance layer is sold to existing customers without hunting for new ones.



Visible gap

Shipping with an incomplete technical file, changes that never close, critical wear without an order: problems the customer lives with today and the cockpit counts.



Deadline-driven need

The EU Machinery Regulation (EU) 2023/1230 applies directly from January 20, 2027; for exporting manufacturers the preparation date is fixed.



Replicability

The technical file template, change flow and service set-up built at one manufacturer carry over to a second manufacturer in the same sector.

1.2 Rate grid

The **partnership type** sets the rate; the tier sets authorisation and priority and does not change the rate. The rate is fixed when the contract is signed.

Revenue item	Referral	Sales partner	Implementation partner	Solution developer
Initial sale (361 licence)	20%	30%	40%	50%
Renewal (361 licence)	10% — first renewal only	25%	30%	35%
Your own service revenue	Done by 361	100%	100%	100%
Subscription to your own solution	—	—	—	70%

Source

This grid is identical to the 361 Partner Programme v2.0 (7/30/2026) and is automatically compared with the source file when the document is built. The grid has not yet been tested with a channel sale; it will be reviewed after the first meetings.

1.3 Before / after — through the partner's eyes

BEFORE

- Only ERP maintenance and support revenue at the customer
- Engineering and CE work sits in the customer's spreadsheet, outside your visibility
- Every project designed from scratch, consulting that cannot be replicated
- A generic screen for the demo, no answer to the customer's question

AFTER WITH 361

- Licence share + 100% of service revenue + renewal share
- Change, technical file and service layer on the platform you implement
- A template built at one manufacturer carries over to the second
- Cockpit counters and agent dialogs shown with the customer's own data

1.4 Revenue framework — with your own numbers

We do not write a revenue forecast in this package. The framework below shows which item is calculated from which input.

Item	Input	Calculation
Initial sale share	Customer's first-year 361 licence amount · your partnership type	Licence amount × type rate
Renewal share	Renewed licence amount · your partnership type	Renewal amount × type rate

Item	Input	Calculation
Service revenue	Module customisation person-days in the quotation · your daily rate	Person-days × rate (100% yours)
Own solution subscription	For the solution developer: subscription amount of your own product	Subscription × 70%

1.5 Partnership type and tier

- ✓ **Referral:** introduces the customer; 361 runs sales and implementation.
- ✓ **Sales partner:** runs the sale; service revenue stays with the partner.
- ✓ **Implementation partner:** runs the sale and the customisation.
- ✓ **Solution developer:** builds its own vertical solution on 361 and sells its subscription.
- 🔒 The tier (Partner → Authorised → Solution Partner) unlocks authorisation by certification and depth; details are in the programme itself.

PART 2 — SALES HOOKS

2.1 EU Machinery Regulation (EU) 2023/1230



Technical file completeness

Mandatory document items and retention period are in the record; files with missing items are counted in the cockpit (demo: 10 of 10 files have a missing item).



ISO 12100 and EN ISO 13849-1

Initial/residual risk is a derived field; the required performance level is calculated from the Annex A risk graph.



Morning checks

Ready-to-ship machines without a file and expired conformity records are scanned and notified every morning.



Consulting opportunity

Technical file preparation and risk assessment consulting is your service revenue; 361 does not replace the notified body.

2.2 Change, bill of materials and cost

- The BOMs, routings and items affected by a change order are separate records; the order does not close until the completion counter is full (demo: 22 orders, 34 affected items).
- Cost and weight totals across the multi-level bill of materials; revision comparison and MES recipe creation actions.

- Quote-versus-actual cost comparison in the same product record (demo: 10 comparisons).

2.3 3D CAD in the browser and service

-  STEP/IGES/BREP files open in the browser with Open CASCADE; the customer's purchasing, quality and field teams review the model without a CAD licence.
-  Serial machine, as-built part, wear tracking and spare-part order in the same record; critical wear automatically opens a draft order.
-  Today there is **no** add-in running inside SolidWorks/NX/Inventor and no live telemetry from machines in the field; do not promise these to the customer.

2.4 Artificial intelligence: what is sold, what is not promised

Sold	Not promised
7 specialist agents answer by reading the live record (CE shipping decision, single-source risk, wear, cost deviation)	The agent's decision replaces approval
10 automations; 5 have a run trace, 5 are waiting for an event	Every automation runs every day
Local model option (data does not leave)	Unlimited and uninterrupted use of a cloud model

PART 3 — IN THE FIELD

3.1 Diagnostic questions

#	Question	Topic it opens
1	How many minutes does it take you to find which open work order an approved change touches?	Change order and affected item
2	Has a document ever turned out to be missing from the technical file on shipping day?	Technical file completeness and morning check
3	Which part has no alternative, and what is its lead time?	Supply risk agent
4	When the same failure comes back, how does it get to the design team?	Quality–design feedback
5	By how many points does quoted cost deviate from actual cost?	Cost comparison and rollup
6	Which part of the machine in the field is wearing out, and has it been ordered?	Service and spare parts
7	How do the purchasing and quality teams open the 3D model?	STEP/IGES/BREP in the browser

3.2 Objections

Objection	Honest answer
"We already have an ERP."	We do not require replacing the ERP; we bring the engineering change, technical file and service layer together on the same platform.
"We want to work inside CAD."	There is no CAD add-in today. Check-out, check-in and version history run in the platform's document vault; STEP opens in the browser. The add-in is on the roadmap.
"Data cannot leave the company."	Installation on your own server and a local AI model option are available.
"Let the system prepare the CE certificate."	The system tracks completeness and calculates risk; signature and notified body assessment stay with you.
"There is no budget."	A pilot with one bill of materials and open changes; the quotation has four items (monthly licence, activation, person-days, AI consumption).

3.3 Plan for the first two customers

1

Selection

Two exporting machine manufacturers from the portfolio; the diagnostic questions and the inputs of the return framework are collected.

2

Joint demo

Tour of cockpit, change, technical file, 3D and agent dialog in the makina.360bir.com demo environment; together with 361 for the first two customers.

3

Pilot

One bill of materials and the open changes of the customer; counters are measured with the customer's own data.

4

Quotation

Four-item quotation; the service line is your revenue.

3.4 Limits



This package contains no revenue forecast and no customer result; the demo tenant figures show what the product measures.



The rate grid has not yet been tested with a channel sale.



In-CAD add-in, ECAD/CAE/CAM integration, IoT telemetry and AR/WebXR are not in the product.



AI agents depend on provider quota; uninterrupted service is not committed.

NEXT STEP

Joint sales meeting in the makina.360bir.com demo environment

Let us pick two manufacturers from your portfolio together; in the same meeting we share the current version of the programme for the rate grid and your partnership type.

Get started

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



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