

SUBLATTICE

This desk × this list × the unit you sell.

Partner desk for OEM, ISV, and agency. Sits between the CRM and the conversation. Names the layer a BDM can walk in on — then prints the packet that meeting needs.



Real synergy is that intersection. If we cannot name it, it is not synergy. The rest is noise.

The CRM has the account. Gong has the call. Neither has the layer.

A BDM does not walk in on a company score. They walk in on a named unit sitting next to a named product, on a named project, with a gap and an owner. That object is assembled by hand today — slides, tribal knowledge, a rank that cannot be named. It does not flow back.

- Salesforce / HubSpot store the account, the CRM owner, the stage.
- Gong stores what was said. It does not write the attach.
- Rank-and-score tools return a number. They do not return a packet the meeting can use.

01

System of record

Account · domain · CRM ID · owner · stage

02

System of conversation

What was said. Not what to attach.

03

The missing system

Our unit × their product × project × gap × owner

Real synergy is this desk connected to a list on the unit you sell.

The desk is who is scoring. The list is who they hunt. The unit is what they sell — a string they own, not a preset of four commercial words. SUBLATTICE scores that join. It does not invent a SKU. It does not replace the CRM.

- Desk-owned catalog. Research will not name a row that is not on the desk.
- Rank is cheap. Write the object only above the desk threshold. Pass never opens a packet.
- Packets are products. First contact, comparison, pilot — or partner brief, discovery, joint motion. One brief, the view the meeting needs.
- Outflow is CRM-shaped. CSV / JSON the CRM and Gong can ingest. We complement those systems.



How the system is wired

Ingest a list. Bound it to a desk. Rank cheap. Above threshold, write the synergy object. Print a packet. Outflow the chip and the motion. Below threshold, return a score — not a brochure.

01 INGEST

List

CRM CSV / JSON. Account, domain, CRM ID, owner, stage. Notes or a page when research runs.

02 BOUND

Desk

Type × seat. Catalog of named units. Hunt, exclude, threshold. Research cannot leave this bound.

03 RANK

Playsheet

Every catalog row against the account. Yes / Qualify / No / Later. Score is the L1 chip.

04 WRITE

Object

Unit × their product × project × gap × owner. Only above threshold. Pass never opens a packet.

05 ENGAGE

Packets

Direct: first contact, comparison, pilot. Ecosystem: partner brief, discovery, joint motion. This desk's brand on the mast. Sourced KPIs only.

06 RETURN

Outflow

Score, object, motion stage, next date. Hold / callback / blacklist are ours — not a Salesforce picklist we pretend to own. Gong can take the same JSON.

The unit of work is not a company score.

It is a layer a BDM can walk in on. Rank is the dossier. Score is the rank chip — call plus one line for the CRM, below threshold. There is no second ranking brain.

Owner is sourced or it is Not found. Not found carries hunt titles — the roles to search — never a fabricated name. Numbers on a packet come from a catalog TCO hook or a cited source. History together is sourced or it is Not found.

OUR UNIT

Catalog row that scored Yes or Qualify — product, service, or feature.

THEIR PRODUCT

The SKU that stays. Adjacency, not displacement.

PROJECT

A named line at them. If none, say so.

GAP

Why that project is open now.

OWNER

The person who can say yes to that layer. Not found until sourced — then hunt titles, the roles to search, not a fake name.

A desk runs this loop

01

Type × seat

OEM, ISV, or agency. Direct (sell to) or ecosystem (sell through). The pair sets hunt, catalog shapes, alliance jobs, and packets.

02

Catalog

What a BDM is allowed to name. Entry opens a deal. Mention is a wedge, not a live SKU. Later is a path. Never is forbidden. Units are typed by the desk.

03

Ingest

Paste or import the list the CRM already has. A one-pager fills matching template slots from named products on the page — leftover brackets stay for edit or delete.

04

Rank

Every catalog row against each account. Cheap. Relative to this desk. Below threshold: score chip only.

05

Object

Above threshold, write the five plates. Integration type is how the unit sits on their product — orthogonal to what we sell.

06

Packet

Print the one view the meeting needs. Comparison is a bake-off, not a stack of PDFs. Wrong category does not print.

07

Motion

Stage lives on the object. CRM stage maps in; ours maps out. Date and purpose on callback.

08

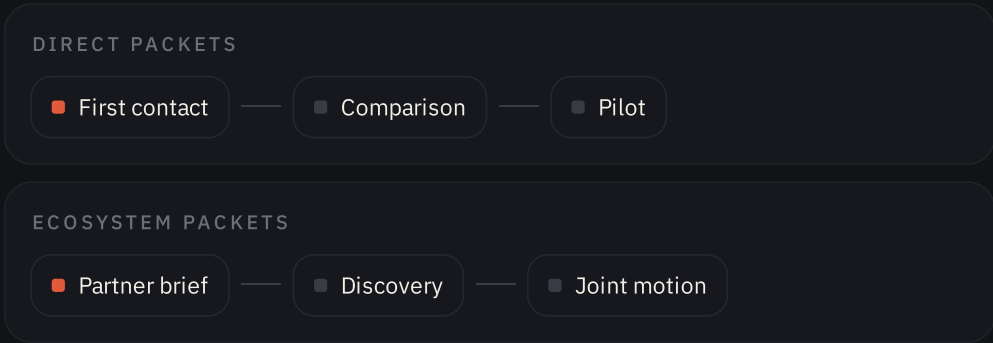
Handoff

sublattice.pack.v1 is the desk snapshot. Export it. They import it as their environment until seats exist.

Six desks, two packet rails

Type is what the company is. Seat is how this person goes to market. An OEM ecosystem hunts VARs and embed partners. An ISV ecosystem hunts complementary products and marketplaces. An agency ecosystem hunts vendors it can keep.

	DIRECT	ECOSYSTEM
 OEM	Sell to	Sell through
 ISV	Sell to	Sell through
 Agency	Sell to	Sell through



Alliance strategy (reseller, referral, co-sell, integration, co-marketing, marketplace, OEM, SI) is how we attach — orthogonal to unit and integration type.

What research is allowed to say

The catalog is the bound. Empty fields stay empty. A number without a source does not print. Paying desks bring their own model key; public walks stay notes-only.

Catalog row

- Name a BDM may say
- Job — one sourced sentence
- Unit the desk types
- Kind: entry · product · feature
- Pitch: lead · mention · later · never

Playsheet states

- Yes — in play at a named project
- Qualify — confirm before a SKU
- No — the X is the point
- Later — path only, not live
- Approach from Yes / Qualify and a desk persona

Source order

- Company quality: product-layer first
- Gap: this row, this account
- Owner: this row — or hunt titles
- Never invent a person
- Apollo is a later adapter, L2, human confirm

We do not replace the CRM

Inflow is the list they already have. Outflow is the chip and the object those systems do not write today. Gong can ingest the same contract. We are not a second system of record.

DIRECTION	SHAPE
In	Account, Domain, CRM ID, Owner, Stage
Out · L1	Call, score, threshold — one line
Out · object	Unit, their product, project, gap, owner, hunt titles
Out · motion	Stage, next date, purpose, outcome. Hold / callback / blacklist.

Threshold

Desk-owned. Below it, no packet. Score still returns for the CRM.

Bake-off

One comparison packet. Desk plus up to three named companies. Same category is a peer. Adjacent is complementary. Wrong category does not print.

Pack contract

sublattice.pack.v1. A prepared desk you walk in with — or a file they import as their environment.

Brand on the paper

Packets carry the desk’s mark and mast color, not ours. Save PDF is one long page.

What this is not

- Not a CRM. Not Gong. Not a second ranking brain.
- Not a SKU inventor. The catalog is the bound.
- Not a rip-and-replace. Adjacency, not displacement.
- Not a slogan talk track. Approach is sourced from Yes / Qualify.
- Not a fabricated owner. Not found until sourced.

SUBLATTICE is the desk that makes the join named, cheap to rank, and returnable to the systems you already run.

START

Register a desk. Ingest a list. Rank.

01 · Type × seat, then the units you actually sell.

02 · Import the CRM list you already have.

03 · Rank. Open a packet only above threshold.

04 · Outflow the chip. Keep motion on the object.

This desk × this list × the unit you sell.