

# Switchboard Ecosystem – Comprehensive Marketing & Product Audit

Generated from uploaded Switchboard repositories, architecture documentation, and UI screenshots. Covers currently completed work, module inventory, system architecture, workflows, and marketing positioning.

## Executive Summary

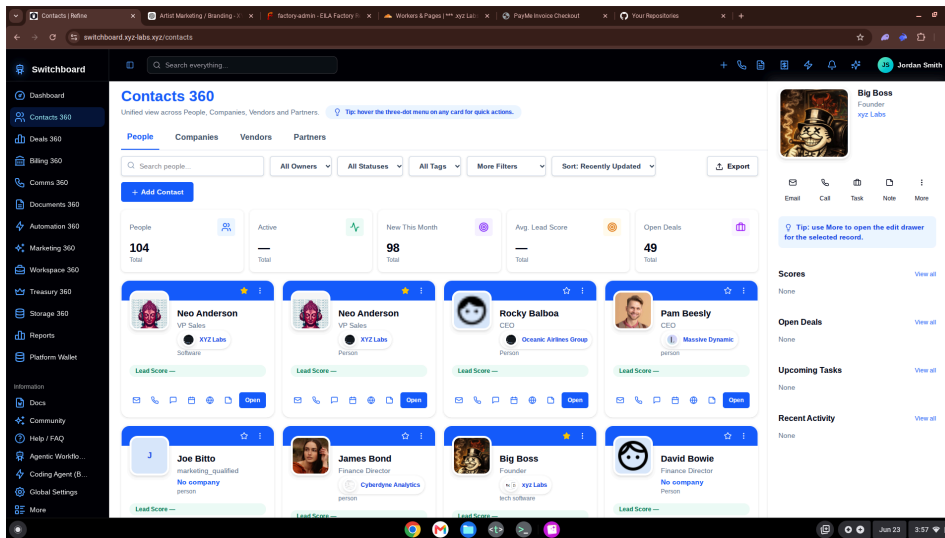
Switchboard is positioned as a modular business operating system built around multiple 360 modules. The repositories indicate a unified architecture connecting CRM, billing, storage, treasury, documents, automation, communications, and AI services.

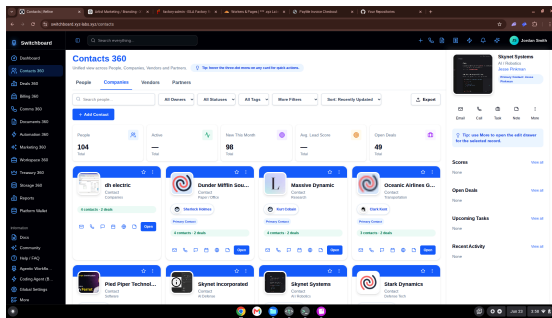
## Architecture Overview

Observed architecture includes core services, databases, apps, retrieval systems, deployment tooling, client data layers, plugins, and product export pipelines.

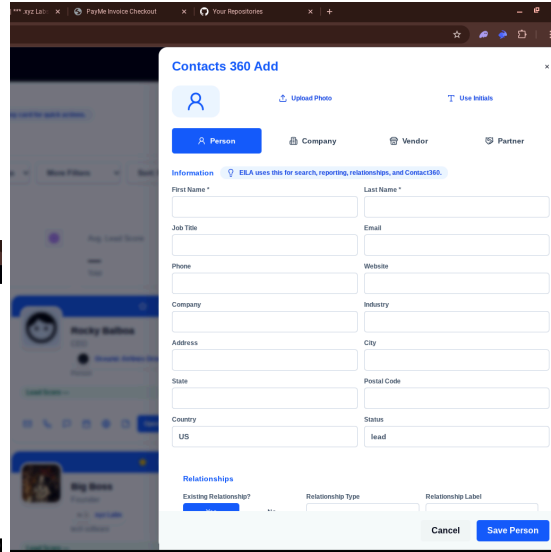
## 360 Module Audit

### Contacts 360





Contacts 360 companies



contacts side card

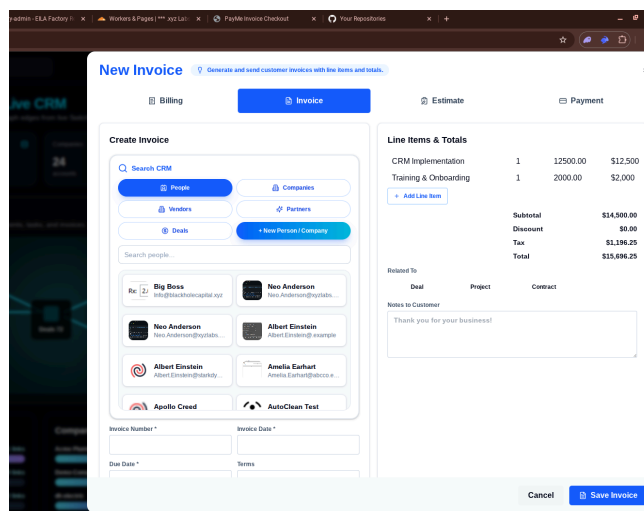
## Billing360

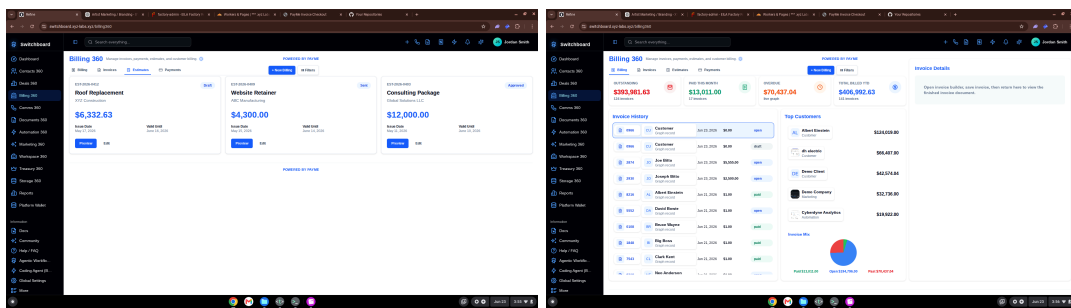
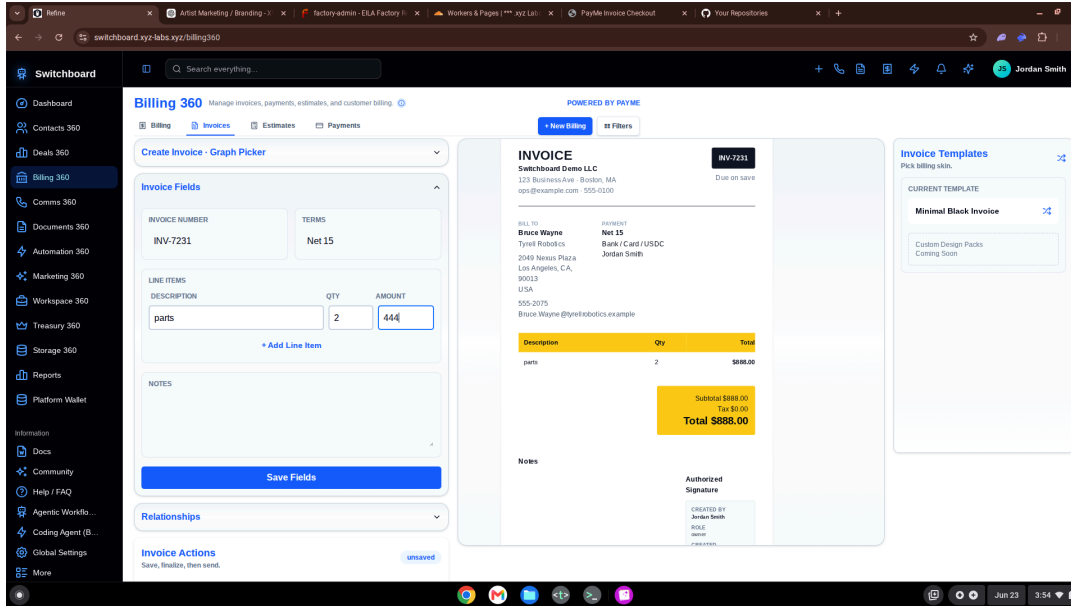
Invoice generation, payment collection, billing operations, checkout flows.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

1.





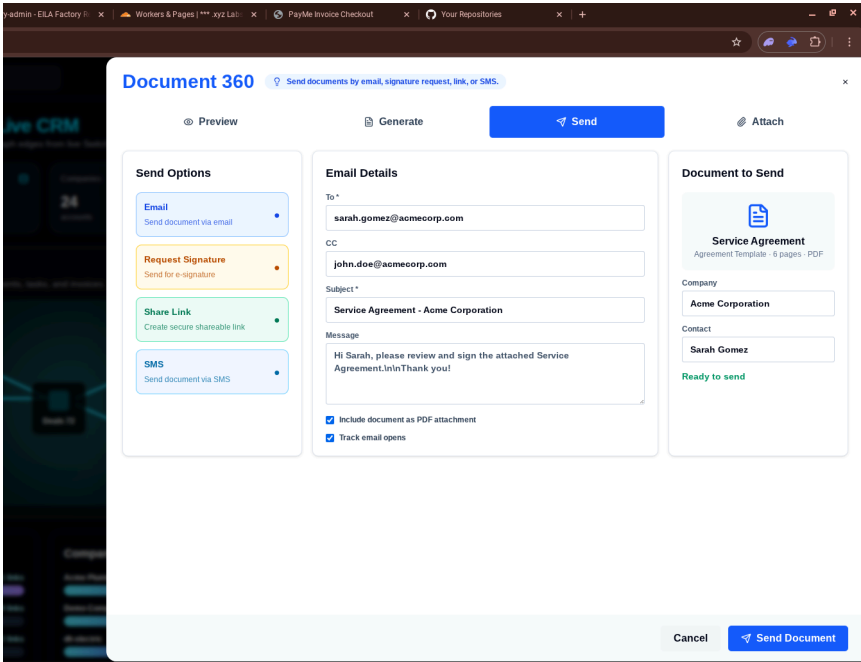
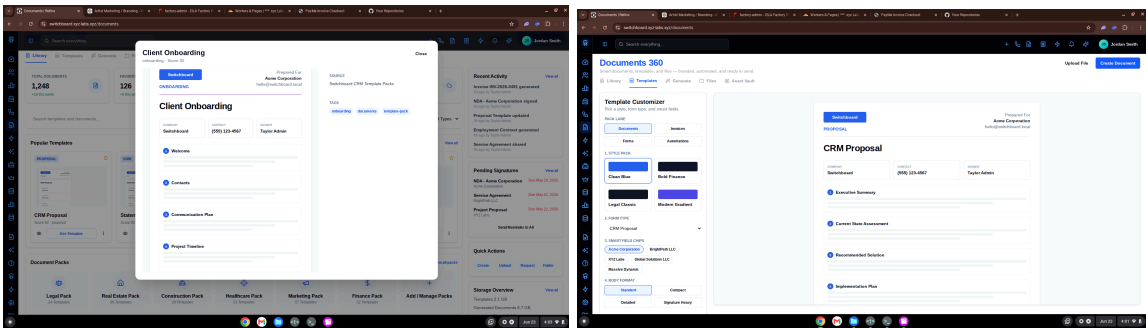
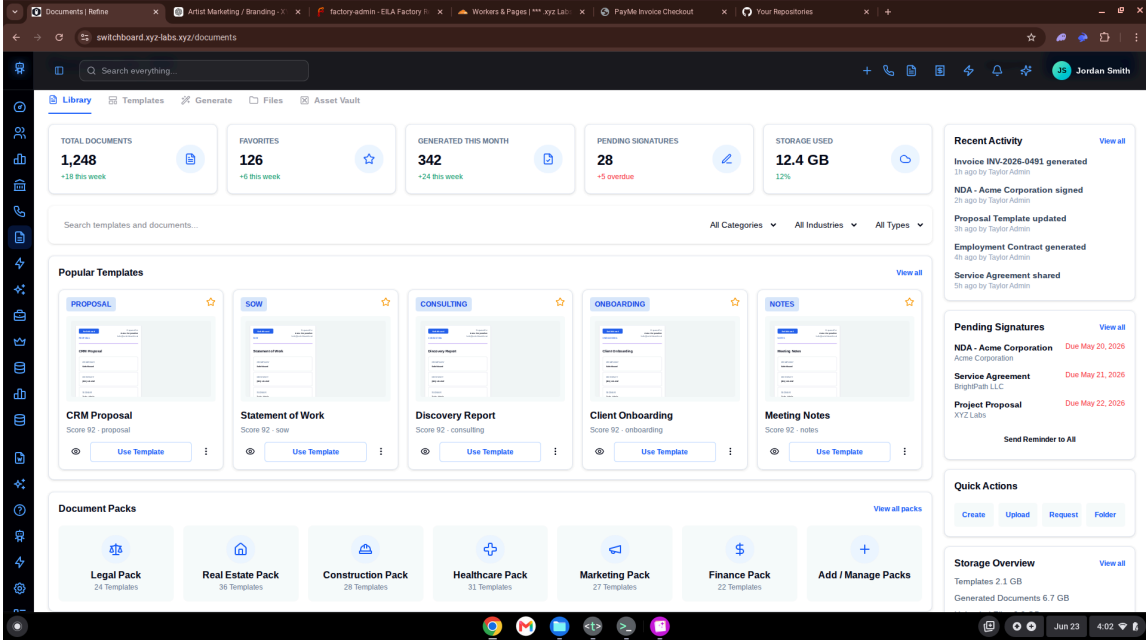
Billing side card

## Documents360

Document storage, retrieval, lifecycle management, and compliance records.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.



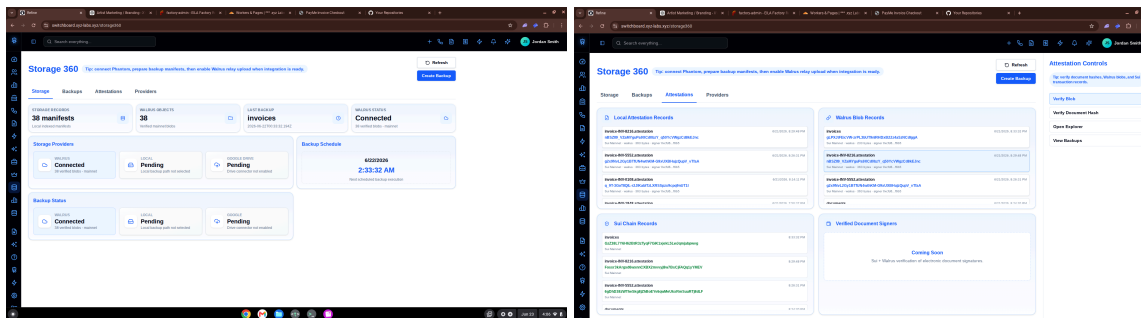
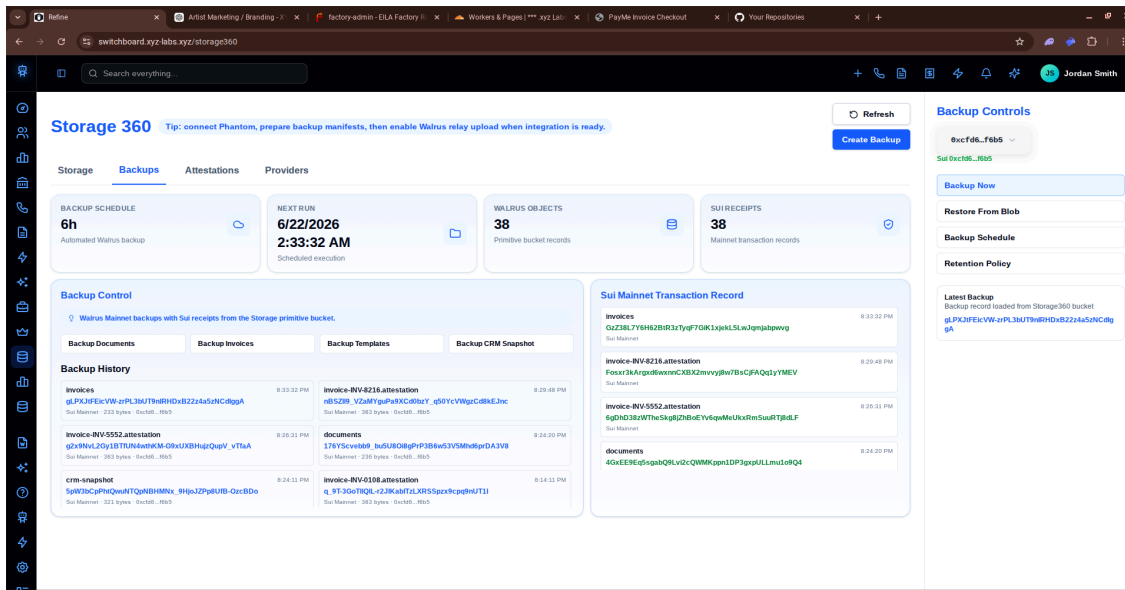
docs side card

## Storage360

Centralized file storage, indexing, retrieval, and asset persistence.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

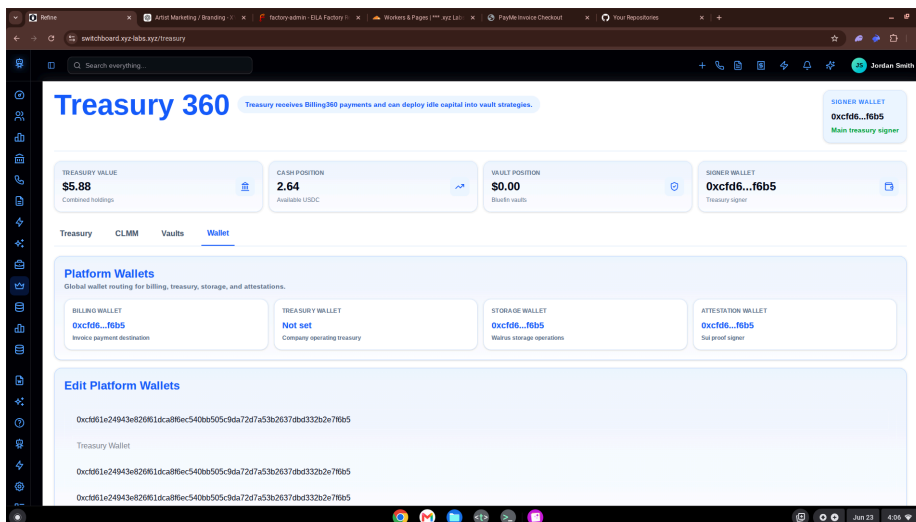
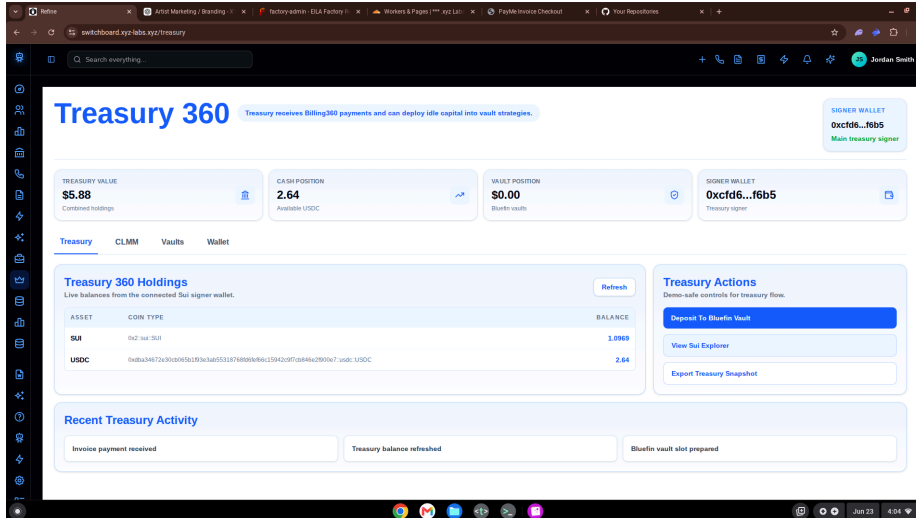


## Treasury360

Financial visibility, balances, settlement monitoring, treasury operations.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.



## CRM

Customer records, pipeline management, account intelligence, relationship tracking.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

## Automation360

Workflow automation, triggers, scheduled jobs, process orchestration.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

## automation-side

The screenshot shows a web browser window with the 'New Automation' configuration page. The page is titled 'New Automation' and has a subtitle 'Configure AI agents, tools, knowledge, and linked automations.' The interface is divided into three main sections: 'Agent Details', 'Agent Configuration', and 'Agent Overview'. The 'Agent Details' section includes fields for 'Agent Name' (e.g., Lead Qualification Agent), 'Purpose' (Describe what this agent does...), 'Category' (Sales), 'Model / Provider' (OpenAI GPT-4o), 'Status' (Active), and 'Owner' (Taylor Admin). The 'Agent Configuration' section includes a 'System Prompt / Instructions' field, a list of tools (Search CRM, Create / Update Records, Send Email, Send SMS, Create Tasks, Access Documents) with checkboxes, and a 'Knowledge Base' dropdown menu. The 'Agent Overview' section displays a summary for the 'Lead Qualification Agent', including '48 runs', '96.3%' success rate, and '2.4s avg' duration. It also lists active and paused sequences: 'New Lead Follow-Up active', 'Lead Scoring Automation active', and 'Lead Nurture Sequence paused'. At the bottom of the page, there are 'Cancel' and 'Save Agent' buttons.

## Workspace360

Unified operator workspace and productivity environment.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

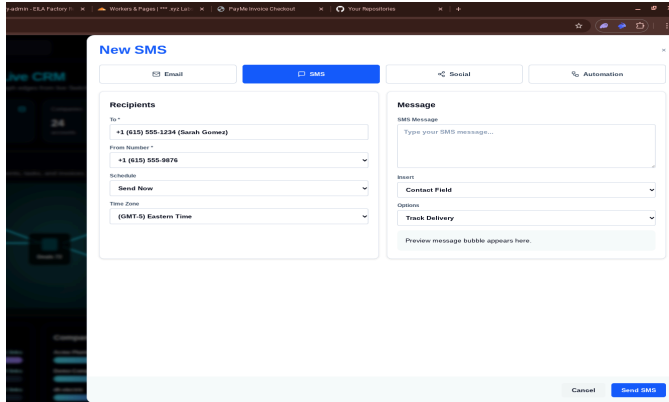
Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

## Comms360

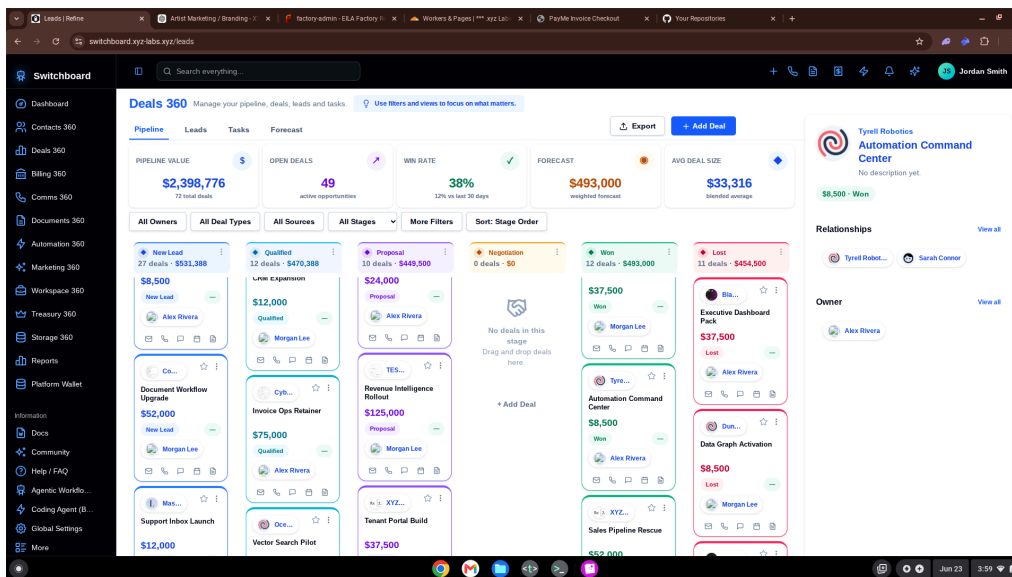
Communications management, notifications, messaging workflows. Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

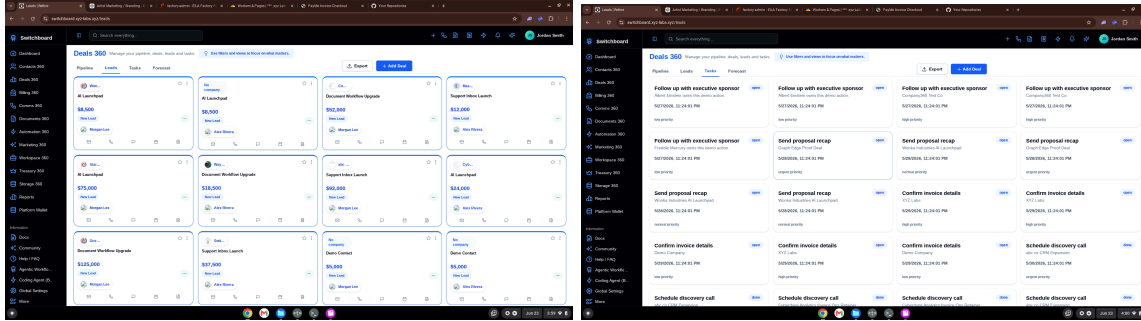
Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

## coms-side



## Deals 360





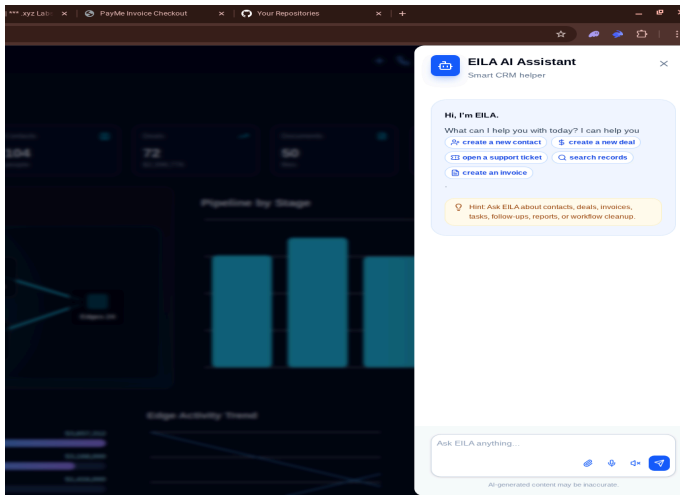
## AI Sidecars

Agentic assistants and operational AI services.

Marketing value: centralizes operations, improves visibility, and creates a unified workflow across the Switchboard ecosystem.

Completion status: repository structure, documentation, and UI evidence indicate active implementation with integrated ecosystem planning.

## assistant-side



## Marketing Assessment

Strongest positioning: an integrated operating system for finance, documents, CRM, storage, automation, and AI. Primary differentiation comes from combining operational modules into a single ecosystem rather than offering isolated tools.

**Payment request**  
Fast card or Sui USDC checkout.

**Invoice**  
INV-0097

**Email**  
Albert.Einstein@starkdynamics.example

**Amount**  
1

**Customer**  
Albert Einstein

**Payment requests**

Invoice ID	Amount
INV-0097	\$1.00

**Summary**

Albert Einstein **\$1.00**  
Discount **-\$0.00**  
**Total \$1.00**

**Coupon**  
Enter code  **Apply**

**Pay with**  
Apple Pay, PayPal, Venmo, Google Pay, More  
**Card**, **USDC**

**Network**  
Wallet Receiver  
Receiving Sui USDC Wallet  
0x1c72e34748909683935f9ae7077c489833550c7bb75c4e0a

**Confirm Transaction**  
pay.xyz-labs.xyz  
Balance changes are estimated. Amounts and assets involved are not guaranteed.  
USDC **-1 USDC**  
Network **Sui**  
Network Fee **0.001115448 SUI**  
Only confirm if you trust this website.  
**Cancel** **Confirm**

Powered by PayMe

**Bindings**  
Add or edit the bindings associated to your WebApp without needing to manage your database or API keys.

Type	Name	Value
Sui USDC	USDC	0x1c72e34748909683935f9ae7077c489833550c7bb75c4e0a

**Payment request**  
Fast card or Sui USDC checkout.

**Invoice**  
INV-0097

**Email**  
Albert.Einstein@starkdynamics.example

**Amount**  
1

**Customer**  
Albert Einstein

**Payment requests**

Invoice ID	Amount
INV-0097	\$1.00

**Summary**

Albert Einstein **\$1.18**  
Discount **-\$0.00**  
**Total \$1.00**

**Coupon**  
Enter code  **Apply**

**Pay with**  
Apple Pay, PayPal, Venmo, Google Pay, More  
**Card**, **USDC**

**Payment requests**

Invoice ID	Amount
INV-0097	\$1.00

Powered by PayMe

**Amazon Pay**  
Pay with Amazon Pay

**Payment request**  
Fast card or Sui USDC checkout.

**Invoice**  
INV-0097

**Email**  
Albert.Einstein@starkdynamics.example

**Amount**  
1

**Customer**  
Albert Einstein

**Payment requests**

Invoice ID	Amount
INV-0097	\$1.00

**Pay**

**Bindings**  
Add or edit the bindings associated to your WebApp without needing to manage your database or API keys.

Type	Name	Value
Sui USDC	USDC	0x1c72e34748909683935f9ae7077c489833550c7bb75c4e0a

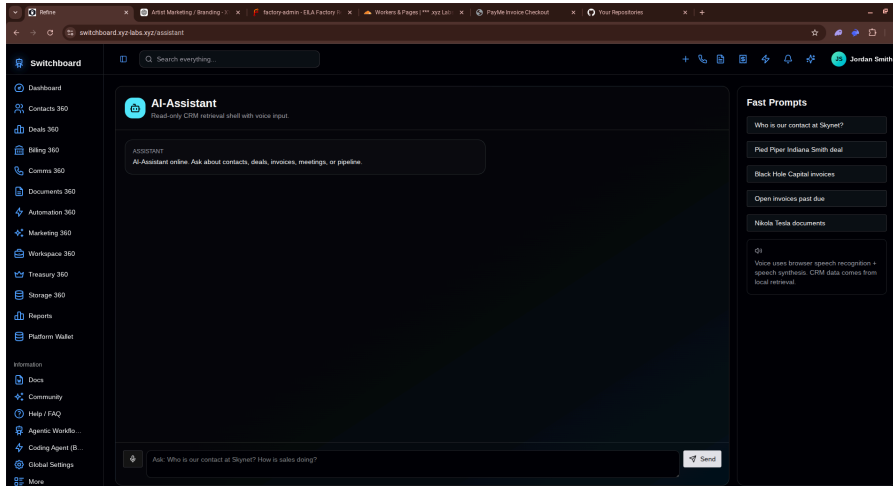
# Tracer

The screenshot shows the 'Bindings' page for the worker 'trace-hound-v2'. The page title is 'Bindings' and it includes a sub-header: 'Add and connect external resources to your Worker without needing to manage permissions or API keys.' There are two buttons: 'View docs' and 'Add binding'. Below this is a 'Connected Bindings' diagram showing 'trace-hound-v2' connected to several service bindings: 'AGENT\_SMITH', 'GENERAL\_CHAOS', 'GRAPH\_DB', 'MOTHMAN', and 'TRACE\_HOUND'. A table below the diagram lists these bindings with their types and values.

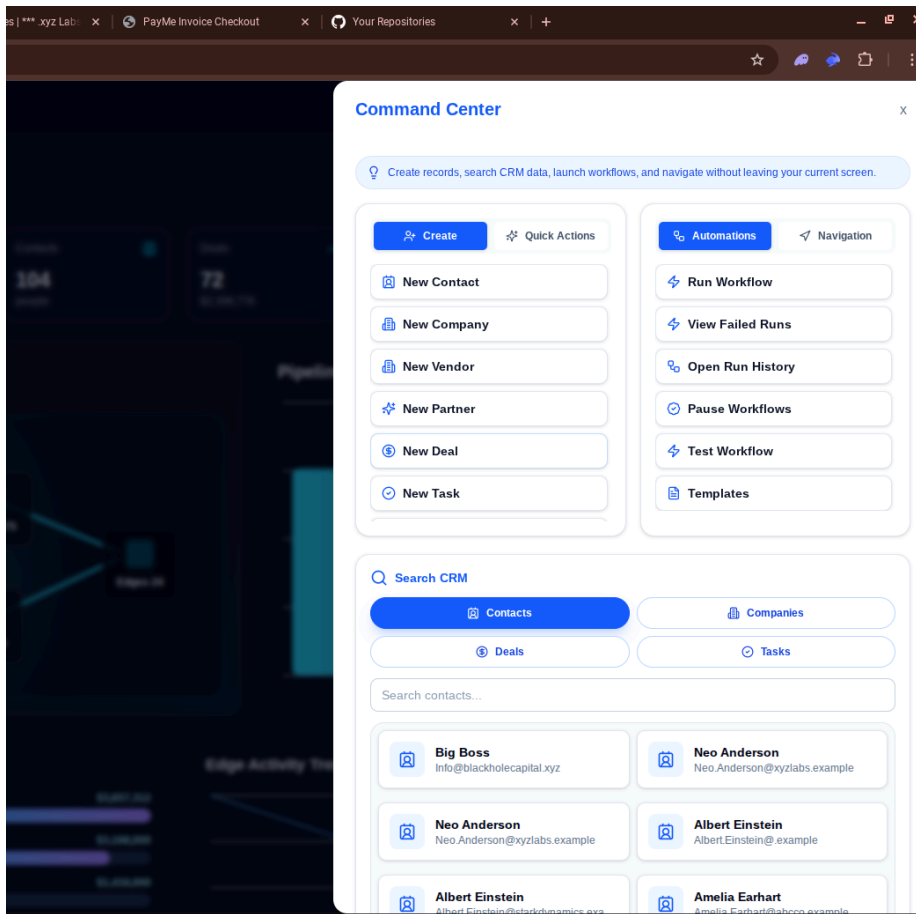
Type	Name	Value
Service binding	AGENT_SMITH	agent-smith-v2
Service binding	GENERAL_CHAOS	general-chaos-v2
DI database	GRAPH_DB	eta-v2-graph
Service binding	MOTHMAN	mothman-v2
Service binding	TRACE_HOUND	trace-hound-v2

The screenshot shows the 'Overview' page for the worker 'trace-hound-v2'. The page title is 'Overview' and it includes a sub-header: 'trace-hound-v2.cryptocapitalgroupfl.workers.dev by cryptocapitalgroupfl 3 months ago'. The page is divided into several sections: 'Workers & Pages', 'Metrics (Last 24 hours)', 'Domains and routes', and 'Versions'. The 'Workers & Pages' section shows a tree view of the worker's structure. The 'Metrics' section shows 'Requests', 'Errors', and 'CPU Time' all at 0. The 'Domains and routes' section shows 'workers.dev' and 'Custom domains'. The 'Versions' section shows three manually deployed versions: '723e765d', 'c2685c07', and 'a8206355', all deployed by 'Wangler by cryptocapitalgroupfl' 3mo ago.

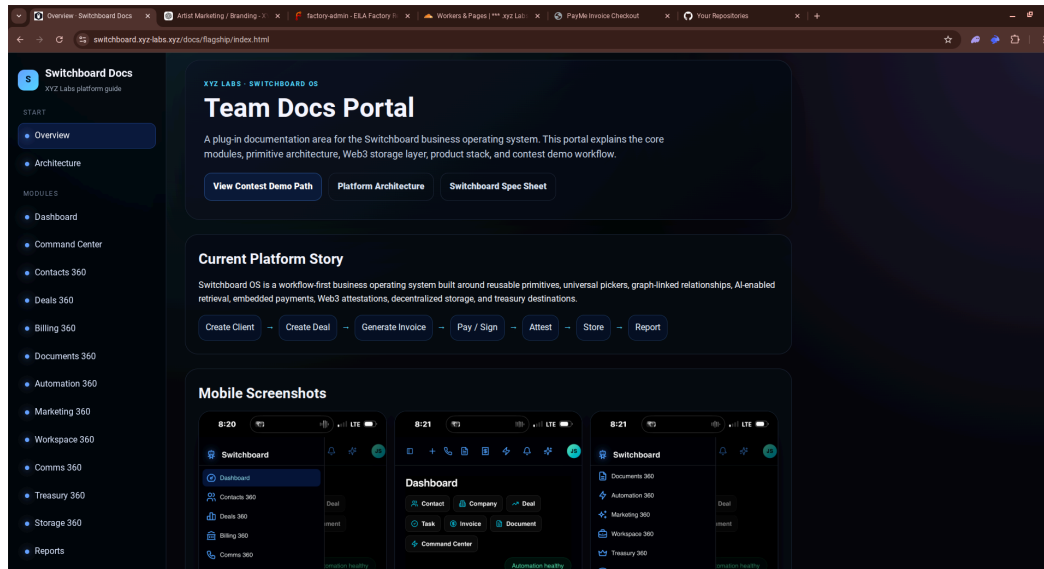
## agentic



## command

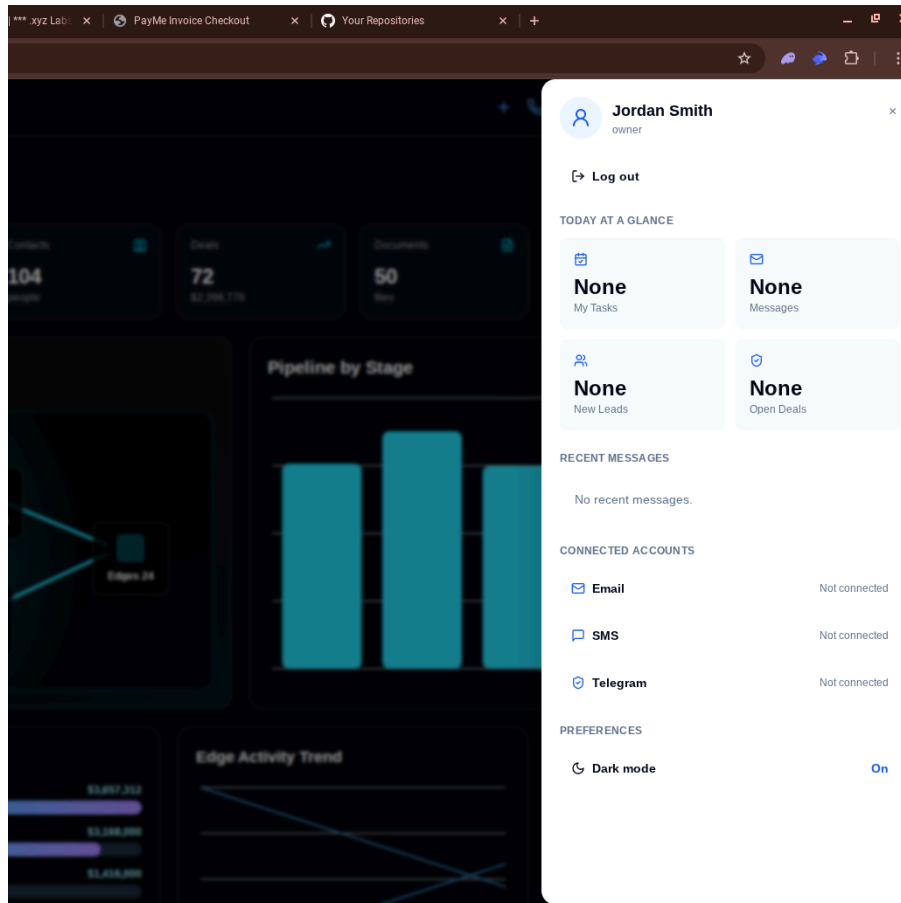


## docs



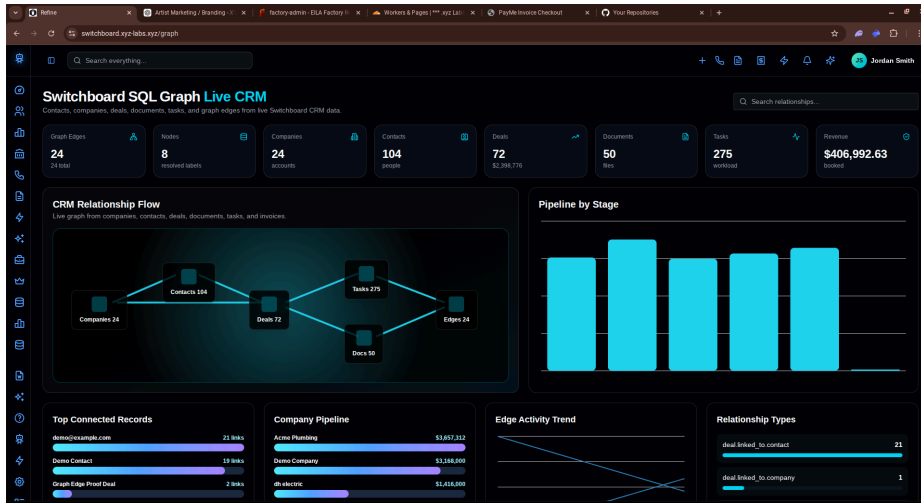
The screenshot shows a web browser displaying the 'Switchboard Docs' portal. The page has a dark theme and a sidebar on the left with navigation links for 'START' (Overview, Architecture) and 'MODULES' (Dashboard, Command Center, Contacts 360, Deals 360, Billing 360, Documents 360, Automation 360, Marketing 360, Workspace 360, Comms 360, Treasury 360, Storage 360, Reports). The main content area is titled 'Team Docs Portal' and includes a sub-header 'XVZ LABS SWITCHBOARD OS'. Below this, there is a paragraph describing the portal as a plug-in documentation area. Three buttons are visible: 'View Contest Demo Path', 'Platform Architecture', and 'Switchboard Spec Sheet'. A section titled 'Current Platform Story' describes Switchboard OS as a workflow-first business operating system, followed by a row of buttons: 'Create Client', 'Create Deal', 'Generate Invoice', 'Pay / Sign', 'Attest', 'Store', and 'Report'. At the bottom, there are three mobile screenshots showing the dashboard interface on a smartphone.

## employee-side



The screenshot shows an employee-side dashboard with a dark theme. A user profile card for 'Jordan Smith' (owner) is open, displaying a 'Log out' button and a 'TODAY AT A GLANCE' section. The 'TODAY AT A GLANCE' section contains four cards: 'None My Tasks', 'None Messages', 'None New Leads', and 'None Open Deals'. Below this is a 'RECENT MESSAGES' section with the text 'No recent messages.' and a 'CONNECTED ACCOUNTS' section with 'Email', 'SMS', and 'Telegram' all listed as 'Not connected'. At the bottom, there is a 'PREFERENCES' section with 'Dark mode' set to 'On'. The background dashboard shows a 'Pipeline by Stage' bar chart and an 'Edge Activity Trend' line chart.

# graph



# reporting

