



The Autonomous Revenue and Relationship System

LuminaCRM is built for the AI agentic era: multimodal perception, agentic execution, and continuous learning that improves with your team, not after your team.

SYSTEM OF RECORD

SYSTEM OF INTELLIGENCE

SYSTEM OF EXECUTION

Traditional CRM stores data. LuminaCRM executes outcomes.

Static era problem

Manual updates, fragmented handoffs, and workflow latency turn opportunities into stalled pipeline.

Agentic era reality

Teams expect an alter ego: always on, context aware, and able to operate across channels and systems.

LuminaCRM position

Native-first CRM with optional transition adapters for Salesforce and HubSpot, never locked into them.

Minutes, not days

Discovery, demo plan, proposal draft, and contract package can be generated and orchestrated in one flow.

Continuous learning

Every correction updates persona memory, playbooks, and decision policy for better future execution.

LuminaCRM combines record, intelligence, and execution in one native substrate.

Record Layer

Accounts, contacts, opportunities, commitments, activities, consent, and deal artifacts with complete auditability.

Intelligence Layer

Unified memory graph captures persona behavior, buying signals, objections, meeting context, and relationship maps.

Execution Layer

Multi-agent runtime performs actions through policy-aware tools and keeps human approvals for risk-tiered decisions.

Multi-modal by default

Email, chat, calls, recordings, docs, images, and forms are transformed into one shared event schema.

Future-ready deployment

Run fully in VPC or on-prem and optionally operate over incumbent stacks during migration phases.



Move the full customer lifecycle through one adaptive orchestration loop.

1. Discovery

Agent assembles stakeholder map, intent signals, pain points, and value hypotheses from all interactions.

2. Demo

Builds role-specific demo path, objection handling strategy, and live meeting copilot prompts.

3. Proposal

Generates pricing options, scope narratives, ROI framing, and customer-specific collateral instantly.

4. Contract

Runs legal playbooks, fallback clauses, and approval gates, then packages ready-to-sign documents.

Meeting assistant

Pre-briefs, real-time cueing, action capture, and accountable follow-through without manual note work.

Research assistant

Always-on account intelligence with buying committee changes, trigger events, and competitive context.

Knowledge engine

Living knowledge graph for templates, playbooks, proposals, and interactive pre-sales support assets.

A dedicated agent team aligned to GTM roles and customer lifecycle stages.

Seller Alter Ego

Pipeline strategy, outreach sequencing, negotiation prep, and next-best actions.

Meeting Alter Ego

Agenda synthesis, live decision support, objection tracking, and post-call closure.

Research Alter Ego

Persona updates, org change detection, and intent signal scoring across channels.

Success Alter Ego

Onboarding acceleration, health monitoring, renewal expansion, and churn risk intervention.

Orchestration model

Planner → router → executor → reflection loop with explicit tool contracts and event-sourced traceability.

Control model

Autonomy tiers: read, suggest, act, commit. High-risk actions are gated by policy-driven approvals.

Designed to absorb new modalities, new models, and new agent protocols without product rewrites.

Multimodal inputs

Email, chat, voice, meeting audio, documents, images, product telemetry, and web signals unify into one timeline.

Multimodal outputs

Agents respond through summaries, proposals, dashboards, voice briefs, task plans, and structured system updates.

Shared semantic core

All modalities are normalized into a common event and memory graph to keep context portable across channels.

Model abstraction

Hot-swap foundation models and speech or vision providers through a model gateway and policy contracts.

Agent protocol ready

Tool interfaces are protocol-oriented so emerging agent standards can be adopted with minimal change.

Evaluation backbone

Scenario testing, regression gates, and shadow execution keep upgrades safe before production promotion.

Autonomic control plane keeps the system resilient, efficient, and safe without release-cycle drag.

Continuous evals

Quality, latency, cost, and safety checks run against live and synthetic scenarios.

Drift detection

Model, prompt, and workflow regressions are detected early with automatic quarantine paths.

Auto rollback

Policy violations or degraded outcomes trigger immediate rollback to last trusted configuration.

Skill Forge

Repeated user behavior is mined into new candidate skills, sandbox tested, and promoted when validated.

Reflection memory

Every accepted edit and override becomes supervised signal for persona and workflow tuning.

Interface design starts from intent, trust, and cognitive flow. Not legacy CRM conventions.

Intent-first shell

Users start with outcomes, not forms. Surface adapts dynamically to the current objective.

Multi-modal control

Voice, text, touch, camera, and timeline canvas coexist so users choose natural interaction paths.

Trust signaling

Every action includes provenance, confidence, and clear reversal controls when intervention is needed.

Desktop

Dense strategy workspace for deal intelligence, multi-thread orchestration, and approvals.

Mobile

Ambient copilot for meetings, follow-ups, and quick field updates with minimal friction.

Shared surfaces

Executive and team views synchronize context in real time for coordinated action.

Deploy LuminaCRM where your business and compliance requirements demand.

Deployment

Cloud, VPC, and on-prem options with data residency alignment and closed-network support.

Governance

Role-aware access, immutable action traces, explainability, and policy-driven operation boundaries.

Transition adapters

Optional Salesforce and HubSpot sync for migration journeys. LuminaCRM remains the long-term destination.

Integration model

API-first, event-first, model-agnostic architecture so tooling can evolve without rewrites.

99.9%

Operational traceability target for autonomous actions.

Full

Action provenance and policy evidence for regulated reviews.

Zero

Mandatory reliance on incumbent CRM systems.

Use LuminaCRM internally first, then sell validated outcomes with hard proof.

Build

Develop core agentic workflows around your own revenue and customer support motions.

Dogfood

Operate daily GTM with LuminaCRM and let your own corrections train the system.

Sell

Lead with measurable transformation metrics, not feature parity against legacy CRM tools.

Win metric 01

Proposal turnaround time

Win metric 02

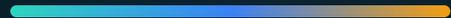
Discovery-to-demo velocity

Win metric 03

Agent-assisted close rate

Win metric 04

Human override trend



Third Ray, Inc. builds AI-native enterprise operating systems.

Company snapshot

Third Ray positions itself as an AI-native operations platform for enterprise data intelligence, workflow automation, and web intelligence.

Enterprise posture

The platform supports deployment in VPC or on-prem environments with governed, closed-loop execution.

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LUMINA PLATFORM

LUMINACRM CARTRIDGE

THIRD RAY, INC.