

# Sistemi Airtable per le diverse unità di business

Ricostruzione interattiva sintetica basata su pattern di delivery reali. Nessun dato di produzione o dei clienti. I file SVG sorgente sono conservati; questo PDF è la board di distribuzione leggibile.

EVIDENCE RECONSTRUCTION

Airtable relational schema

Synthetic schema representing the operating model, not an exported client base.

Business units

unit\_id - owner

Leads

lead\_id - source

Applications

application\_id - stage

Touchpoints

touchpoint\_id - type

Service cases

case\_id - status

1:n

1:n

1:n

optional case link

04 SCHEMA AIRTABLE

EVIDENCE RECONSTRUCTION

Airtable field map

Synthetic field dictionary with safe example values.

| GROUP       | FIELD       | RULE                    | EXAMPLE     |
|-------------|-------------|-------------------------|-------------|
| Identity    | lead_id     | stable synthetic key    | L-00042     |
| Acquisition | utm_source  | normalized source       | paid-social |
| Lifecycle   | stage       | controlled status       | qualified   |
| Ownership   | owner_id    | linked operator         | OP-07       |
| Service     | case_status | open / waiting / closed | waiting     |

05 MAPPA DEI CAMPI AIRTABLE

EVIDENCE RECONSTRUCTION

Example record lifecycle

Synthetic state model with ownership and recycle controls.

Identity

New

captured

Validated

deduped

Assigned

owner set

Qualified

rule passed

Converted

closed state

Lifecycle

stage

controlled status

qualified

Ownership

owner\_id

linked operator

manual recycle with reason code, final-state remains immutable

OP-07

Service

case\_status

open / waiting / closed

waiting

06 CICLO DI VITA AIRTABLE