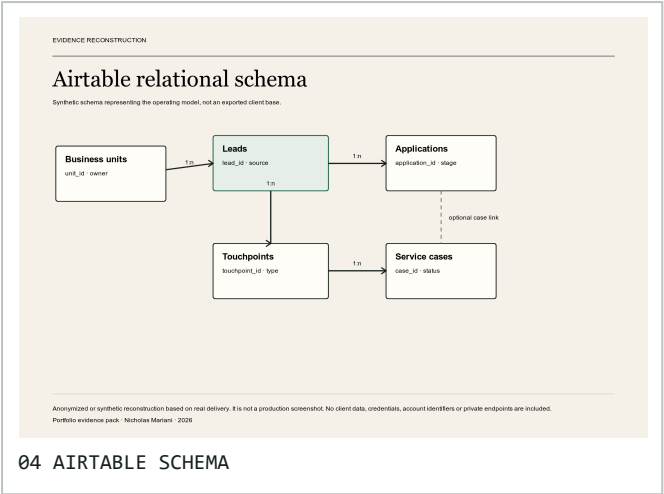


Airtable systems across business units

Synthetic interactive reconstruction based on real delivery patterns. No production or client data. Source SVG files retained; this PDF is the readable distribution board.



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 AIRTABLE FIELD MAP

