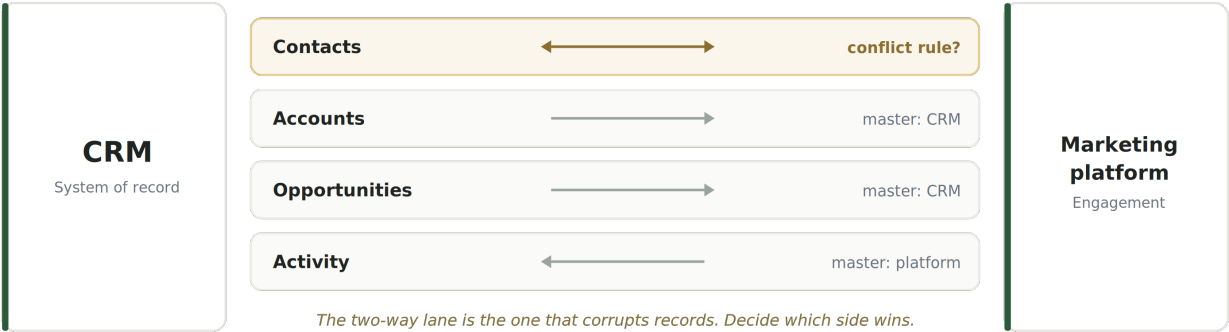


Data Flow Map

MAP Document how data moves and which system owns each record.

DATA FLOW

Which system owns each record



Document how data moves and settle the question behind most reporting problems: which system owns each record. This records the current state. The fixing happens in Triage.

The flows. One row per connection between two systems.

From	To	What data	Direction	Trigger	On conflict, who wins	Owner	Known issues

Filled example: marketing platform → CRM · contacts, form fills, engagement · two-way · real-time · on conflict: undefined · owner marketing ops · issue: lifecycle field overwritten.

The source of truth. One master per object. If two systems claim it, that is a finding.

Object	System of record	Why it is the master	Who else holds a copy
Lead or contact			

Object	System of record	Why it is the master	Who else holds a copy
Account or company			
Opportunity or deal			
Activity or engagement			

Done when.

- ☐ Every flow is written down with its direction and trigger.
- ☐ Every object has one named system of record.
- ☐ You can trace any number on a report back to where its data came from.
- ☐ Every two-way flow has a conflict rule, or is flagged because it does not.