

API Specification: CRM Lead-to-ERP Handoff

THE "SPOKE-TO-HUB" BRIDGE

1. Objective

To define the standardized JSON data payload that Ronny Wiskin's Marketing/CRM stack will transmit to the Hollend Hub secure ERP endpoint on Google Cloud. This payload is triggered when a lead is qualified and requires an official quote, inventory check, or client profile creation in the custom accounting engine.

2. The Trigger Event

This API POST request will be fired automatically via webhooks from the marketing CRM when a lead's deal stage is updated to: **"Ready for ERP Ingestion."**

3. The JSON Payload Schema

This schema is designed to separate the lead's contact info, their design requirements (originating from Rhonda's M4 renders), and the specific triggers needed for the cloud-accounting system.

```
{
  "event_id": "req_8839201a",
  "timestamp": "2026-05-07T19:30:00Z",
  "source_system": "Hollend_Marketing_CRM_Node",
  "client_details": {
    "crm_lead_id": "LD-9021",
    "organization_name": "Ministry of Education - Branch 4",
    "primary_contact_name": "Dr. Aris Thorne",
    "contact_email": "aris.thorne@edu.gov.on.ca",
    "contact_phone": "416-555-0198",
    "billing_address": "Queen's Park, Toronto, ON"
  },
  "project_specifications": {
    "project_name": "Accessibility Focused Office Revamp",
    "m4_render_reference_id": "M4_RENDER_DOC_88A",
    "accessibility_requirements": "Strict AODA Compliance - Wheelchair Clearance",
    "estimated_sq_footage": 4500,
  }
}
```

```
"primary_interest": [  
  "Ergonomic Desking",  
  "Acoustic Partitions",  
  "AODA Hardware"  
]  
},  
"accounting_and_erp_triggers": {  
  "action_required": "generate_client_profile_and_prelim_quote",  
  "lead_source_attribution": "Q2_Government_Outreach_Campaign",  
  "priority_level": "High"  
}  
}
```

4. Domain Responsibilities & Security Protocol

- **Ronny's Domain (The Spoke):** Responsible for ensuring the CRM data is clean, formatted exactly to this JSON schema, and transmitted securely via an encrypted HTTPS POST request to the secure ERP endpoint.
- **Google Cloud Domain / Hollend Hub (The Hub):** Responsible for providing the secure webhook/API endpoint url, generating the authentication keys (e.g., Bearer tokens or API keys), and mapping the incoming JSON payload to the custom ERP database and cloud-accounting engine.