

Architecture Audit

A strategic assessment of your data flows, customer data pipelines and recommendations on how to make them cleaner, faster and more resilient

Overview

An immersive discovery program to uncover cross-functional data-driven pains and identify **actionable insights in 3 weeks**. Our prioritized recommendations include ways to improve data flows, schemas, and leverage of Segment capabilities to realize your CDP goals and strategic objectives.

Outcomes



A Clear Picture

Of today's data pain points across teams & BUs



Strategic Recommendations

To address key pains and unblock needs



A Prioritized Action Plan

To make fast and lasting improvements

Activities

- ▶ **Interactive discovery**
Of your team's pains, gains, goals, and fears around customer data
- ▶ **Detailed Analysis**
Of the data flowing through your Segment workspace today
- ▶ **Interactive Visualization**
Of your customer data architecture today...and its potential
- ▶ **Synthesis & reconciliation**
Of your cross-functional pains/gains/goals/fears with opportunities for improvement around data flows and schemas
- ▶ **Iterative validation**
Of our recommendations to ensure strategic alignment
- ▶ **Collaborative prioritization**
Of our final recommendations to drive cross-functional buy-in
- ▶ **Detailed documentation**
Of our presentations, analyses, insights & recommendations

Best if you're...

- ▶ Adding many new teams or BUs into Segment
- ▶ Trying to simplify your schemas and event naming conventions across teams and sources
- ▶ Trying to drive stronger alignment across teams and BUs using Segment
- ▶ Facing long delays in "time to action" on customer data due to ETL flows or other pipeline processes

Pricing: Ask your Segment salesperson

Timing: 3+ weeks

Led by: A Segment Solutions Architect

Required from you (and time commitments)

Business stakeholders to inform goals & KPIs (12h)

Marketing & product team owners to represent needs (12h)

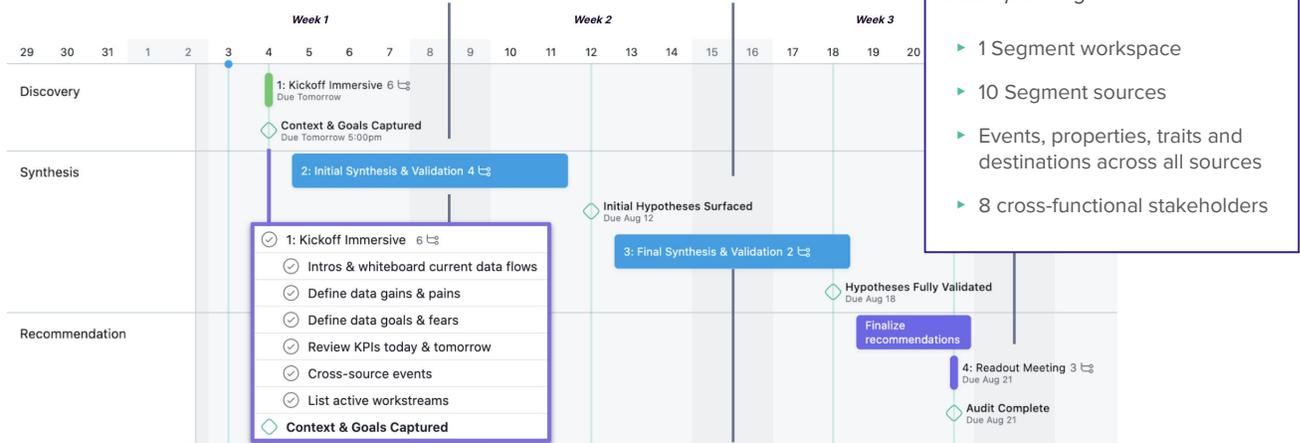
BI, Engineering & Data Ops owners to represent needs (12h)

For more information please contact our sales team or visit segment.com/services

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Engagement Details

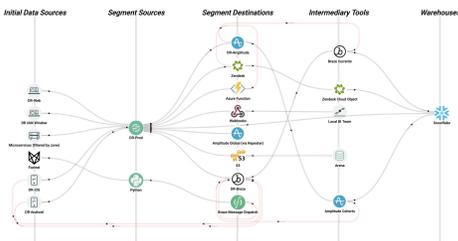
Methodology



Artifacts

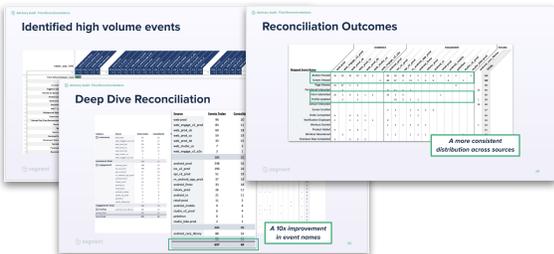
Interactive Data Flows

Summarizing your current and future potential workspace architectures



Audit Insights Deck

Summarizing our analyses, findings and prioritized recommendations



Add-Ons

We can adjust the typical timing above to accommodate any of the following:

- ▶ Additional Segment workspaces
- ▶ Additional Segment sources
- ▶ Non-Segment schemas
- ▶ Larger groups of stakeholders
- ▶ Focused auditing only on schemas (no workspace or architectural insights)
- ▶ Custom documentation of the recommended unified schema
- ▶ Other custom tooling to enable easier discovery, auditing and mapping of especially large schemas
- ▶ Follow-on Jumpstart guidance

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