# 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.

## 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

## 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

## 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 (2h)
- **BI, Engineering & Data Ops owners** to represent needs (2h)

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

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Architecture Audit

Engagement Details

Methodology

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<th>Week 2</th>
<th>Week 3</th>
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Provides advisory analysis and action planning for:

- 1 Segment workspace
- 10 Segment sources
- Events, properties, traits and destinations across all sources
- 8 cross-functional stakeholders

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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