

# 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)

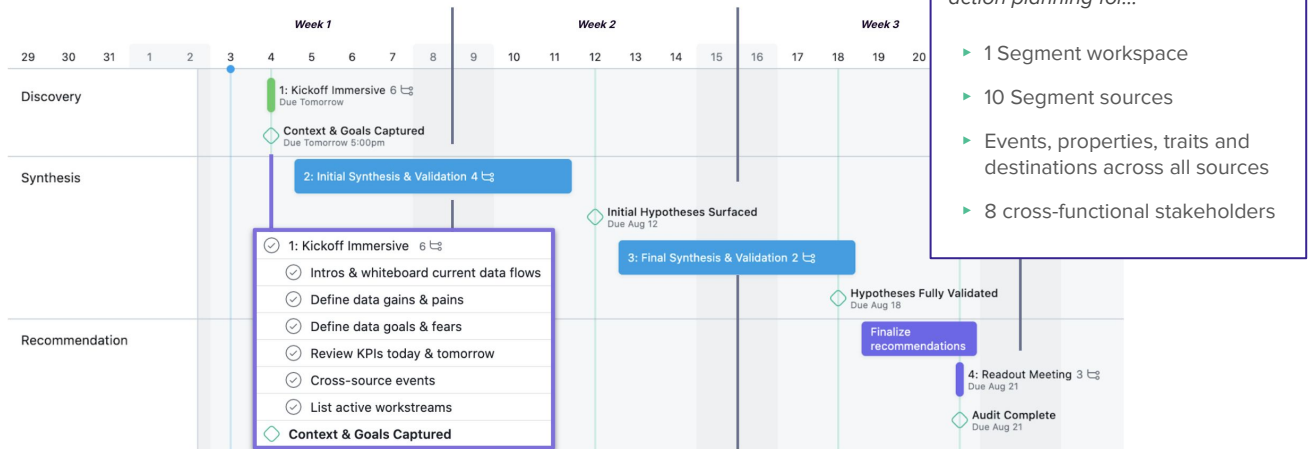
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## Engagement Details

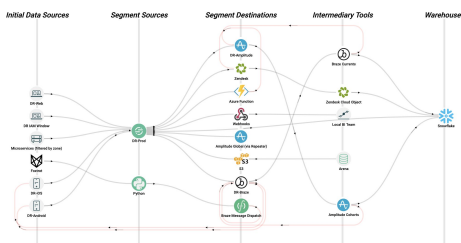
### Methodology



### Artifacts

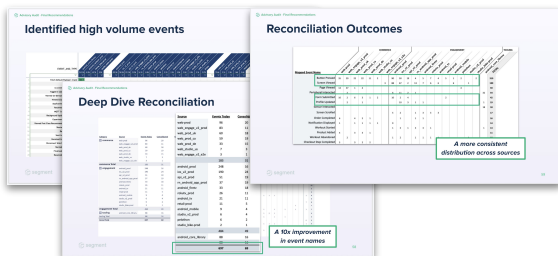
#### Interactive Data Flows

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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