Resident Architect

*Dedicated, ongoing strategic planning & enablement support paced annually & customized to your specific needs*

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**Overview**

*A custom-tailored collection* of PS activities including Jumpstarts, Audits, Deep Dives, and Enablements scheduled across one or more years. Resident Architects *accelerate realization of your CDP goals & objectives* while providing dedicated enablement and access to Segment’s teams and expertise.

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**Activities**

- **Immersive knowledge transfer** around Segment capabilities and best practices
- **Collaborative brainstorming** of your most important data-driven initiatives & activations
- **Strategic planning** for initiatives and guided prioritization around KPIs
- **Technical partnership** with engineers, data scientists, and IT ops
- **Custom-tailored enablement** of marketing & product team members around Segment
- **Joint success planning** with business stakeholders to ensure tangible outcomes
- **Direct advocacy** to Segment support & EIPD as needed to resolve technical issues

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**Outcomes**

- **Ongoing Enablement** of teams and BUs through immersive workshops
- **Accelerated Time to Value** around best practices for leveraging Segment
- **A Dedicated Contact** to troubleshoot, resolve, and escalote open tickets

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**Best if you’re...**

- Balancing many parallel CDP work streams
- Deepening your Segment usage across many teams, BUs or products
- Seeking partnership in continually maximizing your leverage of Segment’s technical capabilities
- Seeking to empower and enable team members with ongoing enablement & training on Segment

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**Pricing:** Ask your Segment salesperson

**Timing:** 1+ years

**Led by:** A Segment Solutions Architect

**Required from you**

Business stakeholders to inform goals & KPIs
Marketing & product strategists to prioritize planning and manage/leverage the Segment workspace
Dedicated engineers to implement technical changes

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

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Resident Architect

Engagement Details

Grounded in Strategy
The activities of our Resident Architects are rooted in a Center of Excellence framework which requires that RAs define a customer data strategy at the outset of the engagement, and continually refine that strategy throughout the relationship.

Custom Tailored
Engagement activities are always tailored to your specific business needs, and can be designed to support broader digital transformation, team growth, or change management initiatives in addition to providing tangible value-adds.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Value Add</th>
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</thead>
<tbody>
<tr>
<td>New team member training sessions</td>
<td>Convo, compelling, digital Segment 101, Personas and DWH Scheme Audit</td>
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<tr>
<td>Technical training for engineers</td>
<td>Deep dives into Segment’s Personas data in data warehouse technical topics</td>
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<tr>
<td>Train the trainer sessions</td>
<td>Scalable enablement process: control enablement teams in 1-hour sessions</td>
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<tr>
<td>Product training for E-Comm Product Team</td>
<td>Training on leveraging Segment in the e-commerce context</td>
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<td>SQL Traits Deep Dive &amp; Planning</td>
<td>Follow-up tech training: in-depth audit of SQL traits, use cases, and improvements to standardization</td>
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<tr>
<td>Snowflask/Redshift to Segment Strategy</td>
<td>Strategic design and implementation guidance on an approach to load Snowflake and Redshift records back into Segment</td>
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<tr>
<td>Loyalty Program Tracking Planning</td>
<td>Advise on best practices to implement tracking for the loyalty program with brand partners</td>
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<tr>
<td>Regional Tracking Strategy</td>
<td>Advise an approach and iterations of tracking users in specific geographic regions: China</td>
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<tr>
<td>SFMC Batching Guidance</td>
<td>Guide implementation of SFMC tracking automation since Segment delivers in the cloud</td>
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<tr>
<td>Amplitude Cloud Mode Migration Strategy</td>
<td>Guidance or migrating away from Amplitude SDKs and use Cloud mode, and related guidance on use of transformations through source functions, transforms, and/or rewrites</td>
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Thoughtfully Paced
A clear and comprehensive work plan fuels each quarter of activities, and is designed to accommodate your cross-functional needs and goals:

Q1 | Q2 | Q3 | Q4
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**Ongoing Enablement**
- Regular Segment 101 and Personas 101 Sessions for new team members
- Segment’s API & SQL Traits Training
- Personas Data in Snowflake Training
- Technical Training
- Train the Trainer Programs

**Strategic Guidance**
- SQL Traits Deep Dive & Planning
- Snowflake Schema Audit
- Snowflake/Redshift to Segment Strategy
- Perks Tracking Strategy
- Regional Tracking Strategy
- SFMC Batching Guidance

**Dedicated Contact**
- Ongoing Technical Contact Availability (BxS)
- Ongoing Technical Advocacy (BxS)

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

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