Resident Architect

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

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.

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 escalate open tickets

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 & EPD as needed to resolve technical issues

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

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

*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
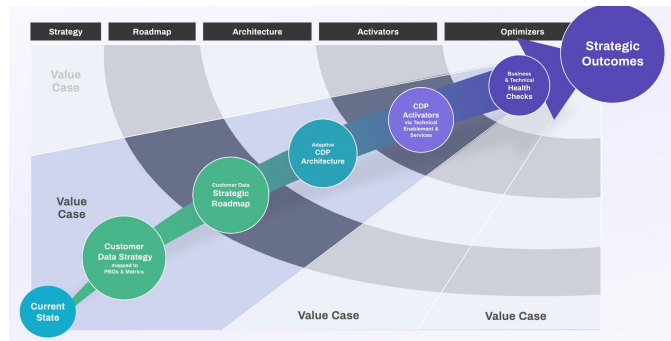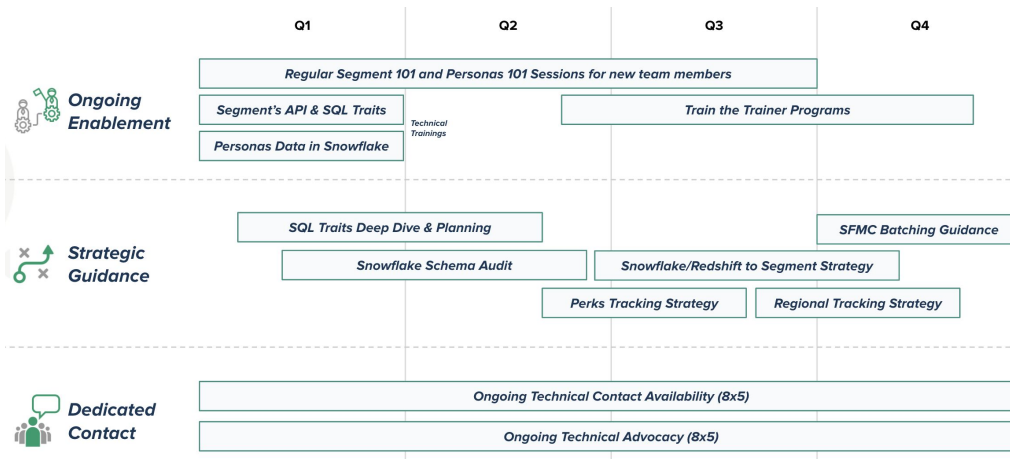

Custom Tailored

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.

Activity	Value Add
New team member training sessions	Concise, compelling, digest Segment 101, Personas and
Technical training for engineers	Deep dives into Segment's Personas data in data ware technical topics
Train the trainer sessions	Scaled enablement across central enablement teams in-house experts
Product training for E-Comm Product Team	Training on leveraging Segm in the e-commerce context

Activity	Value Add
SQL Traits Deep Dive & Planning	Follow-on to tech training; in-depth audit of SQL traits, use cases, and improvements to streamline
DWH Schema Audit	In-depth review of warehouse schemas, troubleshooting, analysis of inconsistencies, and advising on recommended approaches
Snowflake/Redshift to Segment Strategy	Strategic design and implementation guidance on an approach to feed Snowflake and Redshift records back into Segment
Loyalty Program Tracking Planning	Advise on best practices to implement tracking for the loyalty program with brand partners
Regional Tracking Strategy	Advise on approach and limitations of tracking users in specific geographic regions - China
SFMC Batching Guidance	Guide implementation of SFMC batching destination once Segment delivers the first beta
Amplitude Cloud Mode Migration Strategy	Guidance on migrating away from Amplitude SDKs and onto Cloud mode, and related guidance on user ID transformations through source functions, transforms, and/or replays

Thoughtfully Paced

A clear and comprehensive work plan fuels each quarter of activities, and is designed to accommodate your cross-functional needs and goals:

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