Functions Factory

*Sprint-based execution of development projects which extend Segment’s capabilities*

**Overview**

*Sprint-based execution of javascript development projects which extend Segment’s data collection, enrichment, and delivery capabilities—specifically around custom source & destination functions.*

**Activities included**

- **Define function requirements**
  In exhaustive detail
- **Validate requirements**
  Against upstream/downstream API capabilities
- **Code**
  The function in a local javascript environment
- **Write & Run**
  Unit, functional, and end-to-end tests for the function
- **Iterate & Refine**
  The function based on testing results
- **Deploy**
  The function into your Segment workspace
- **Document**
  All work in an “as-delivered” code repository

**Outcomes**

- **Validation**
  Of the function’s required capabilities
- **Development & Testing**
  Of function code around unit, functional & e2e tests
- **Documentation**
  Describing the function’s setup & testing flow

**Best if you want to...**

- Ingest data from a source that isn’t in Segment’s catalog
- Send events or Personas Audiences to a destination outside of Segment’s catalog
- Customize an existing Segment destination
- Enrich or transform Segment data once ingested

**Pricing:** Ask your Segment salesperson

**Timing:** Typically 4-6 weeks (2-3 sprints)

**Led by:** A Segment Solutions Architect

**Required from you**

- Implementation Owners to define function requirements
- Technical Owners to validate & refine function requirements
- A Developer to own ongoing maintenance of the function(s)

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Engagement Details

**Approach**
- **Define Key Requirements**
  for the desired outcome to achieve
- **Code & Aggressively Test**
  (unit, functional, e2e) around Segment sources & destinations
- **Document & Deliver**
  the completed code that activates the capabilities

**Methodology**
- **2-week sprint cycles**
  Drive project outcomes
- **Scoping/discovery/validation**
  Always in the first cycle
- **Follow-on sprint count**
  Depends on scoping/discovery outputs

**Types of Projects**
- **Custom Source Function**
  Goal: Ingest streaming webhook data into Segment and map to Segment API methods
- **Custom Destination Function**
  Goal: Send or enrich streaming event data from Segment into a downstream API
- **Custom Integration Build**
  Goal: Develop a custom Segment integration (source or destination) and deploy in Segment
- **Script which sends data into Segment**
  Goal: Emit data from an upstream data source into Segment
- **Query which enriches Segment data**
  Enrich Segment data with additional columns from data warehouses
- **Script which wraps analytics.js**
  Only load analytics.js when complex conditions are met

**Activities in Scope**
For Functions Factory work

- **Requirements Discovery**
  for custom scripts, functions or integrations
- **Custom Development**
  of custom scripts, functions or integrations
- **Testing, QA & Documentation**
  of the custom script, function or integration
- **Coding, Testing and QA**
  of Segment API methods in your source code
- **Code Execution or Deployment**
  Of historical backfill or other scripts
- **Ongoing Maintenance**
  of code or scripts related to your implementation

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