

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.**

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

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

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)

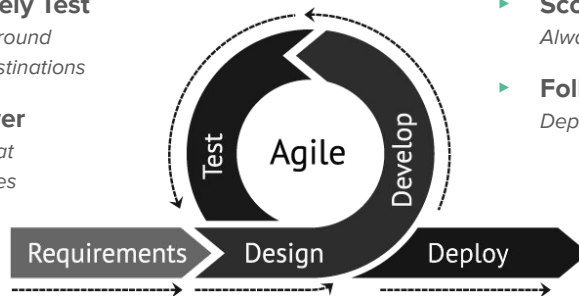
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Functions Factory

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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