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 Engage 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 to 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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