




Technical Health Check

A rapid technical assessment, root cause analysis, and improvement recommendations for your Segment workspace

Overview

*A **robust analysis** of your segment workspace around 10 health dimensions to **evaluate key trends and root causes**. From that analysis we will provide strategic recommendations on how to fix “red flag” trends identified in your workspace.*

Outcomes

-  **A Clear Analytical Picture**
Of your workspace health across 10 key dimensions
-  **Identified Drivers**
Of “red flag” trends (the “Why”)
-  **Strategic Recommendations**
On how to bring problem-metrics back to green

Analyses included

- ▶ **Utilization against limits**
Such as MTUs, API calls and Throughput
- ▶ **Unique Events & Properties/ Event Counts**
Across all of your Segment sources compared to benchmarks
- ▶ **Source & Destination Volume**
Quarterly trends to uncover shifts, dips and surges
- ▶ **Source & Destination Variety**
Quarterly trends across categories and types
- ▶ **Integrations Count**
To assess depth & breadth of your source-destination connections
- ▶ **Quarterly Active Workspace Users**
To evaluate your team’s engagement in the Segment workspace
- ▶ **Open & Closed Tickets**
To validate all platform questions have been addressed

Best if you’re...

- ▶ Approaching your Segment anniversary
- ▶ Concerned about the health of your workspace
- ▶ Considering adding new teams or BUs into your workspace
- ▶ Unsure about how well-adopted Segment is within your organization

Pricing: Ask your Segment salesperson

Timing: Typically 2-3 days

Led by: A Segment Solutions Architect

Required from you (and time commitments)

Business stakeholders to attend readout (1h)

Marketing & product team owners to attend readout (1h)

BI, Engineering & Data Ops owners to attend readout and potentially implement changes (varies)

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

Technical Health Check

Engagement Details

Approach

- ▶ **Audit**
Your workspace against our rubric
- ▶ **Analyze**
Key trends and root causes
- ▶ **Present & Discuss**
Our analysis & recommendations

Question	Green Score
1) Data	
Overall Utilization	70-90% of limit
Event count	50-200
Props per Event	10-200
2) Stack	
Source Variety	3+ types
Source volume trend	Trending up QOQ
Integrations Count	Trending up QOQ
Destination Variety	4+ types
3) Team	
New Quarterly Active Users	Increasing QOQ
Outstanding Zendesk Tickets	None-all resolved
Outstanding JIRA Tickets	None-all resolved

Artifacts

Insights Deck

Summarizing our analyses, findings and prioritized recommendations



How this compares

to other Segment Advisory Audits

	Technical Health Check <i>Rapid Insights</i>	Lite Audit <i>Events Assessment</i>	Full Audit <i>Complete Assessment</i>
Workspace Health Assessment	✓	✓	✓
Health Improvement Recommendations	✓	✓	✓
Cross-Source Schema Assessment	×	✓	✓
Event Naming Reconciliation	×	✓	✓
Event-Prop Inventory	×	✓	✓
Identify Trait Inventory	×	✓	✓
Event Consolidation Recommendations	×	✓	✓
Full CDP Architectural Assessment	×	×	✓
Pains/Gains/Goals Fears Assessment	×	×	✓
Current/Future Data Flow Diagrams	×	×	✓
Refined Architecture Recommendations	×	×	✓
Timing:	2-3 days	1+ weeks	3+ weeks
Pricing:	<i>Ask your Segment salesperson</i>		

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