

# Business Critical Services

*Proactive strategic planning and dedicated ongoing enablement services to accelerate customer engagement maturity*

## Overview

Business Critical Services **accelerate and elevate customer engagement maturity** while providing dedicated enablement and access to Segment expertise by offering a **custom-tailored collection** of Professional Services (PS) activities including Strategic Audits, Deep Dives, and Technical Enablements scheduled across one or more years.

## Outcomes



### Continuous Solutions Enhancement

Of Product, Marketing, Data Architecture, Data Analytics teams and BUs through immersive guidance



### Accelerated Value Realization

Around best practices for leveraging Segment, implementation planning, and customer engagement data maturity journey mapping



### Custom Resource Alignment

To ensure familiarity with comprehensive data and MarTech architectures to guide, design, operate, maintain or enhance customer environment

## Activities

- ▶ **Immersive knowledge transfer**  
around Segment capabilities and best practices
- ▶ **Collaborative brainstorming**  
of your most important data-driven initiatives & activations
- ▶ **Quarterly strategic planning and review**  
for initiatives and guided prioritization around KPIs
- ▶ **Technical partnership**  
with engineers, data scientists, and IT ops
- ▶ **Custom-tailored enablement**  
of marketing and product teams around Segment
- ▶ **Joint success planning**  
with business stakeholders to ensure tangible outcomes
- ▶ **Direct advocacy**  
to Segment Support and Product Engineering 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
- ▶ Exploring custom-tailored architecture and operating models
- ▶ Seeking to empower and enable teams with ongoing enablement & training on Segment

**Pricing:** Custom

**Led by:** A team of Segment Solutions Architect(s), Staff Architect (as needed), and Advisory Architect(s)

### Required from you

- ▶ **Business stakeholders** to inform goals & KPIs
- ▶ **Marketing & product strategists** to prioritize planning and manage/leverage Segment
- ▶ **Dedicated engineers** to implement technical changes

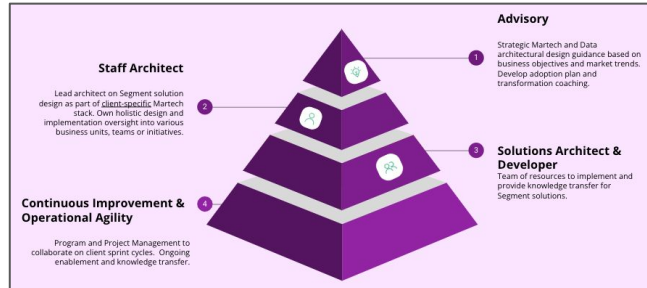
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## Engagement Details

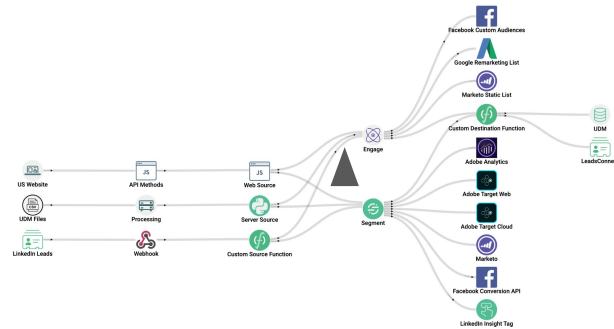
### Agile and Flexible

The activities of our Business Critical Services allow customer innovation by providing people and resources necessary to iterate, maintain, and support solutions developed, while enabling collaboration to drive delivery of a customer engagement transformation program.



### Custom-tailored

Engagement activities are tailored to your specific business needs, and can be designed to support broader digital transformation, custom architecture, team growth, or change management initiatives.



### Enhanced Operational Support

Our operational support model aligns with your architecture, and includes non-standard business hours support for crucial initiatives. For managed accounts with an assigned CSM and access to Premium + Support, PS will collaborate with those teams to provide a seamless and holistic customer experience.



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