

# Hourly Custom Coding

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



2	<b>Development &amp; Testing</b>
<u> </u>	Of function code around unit, functional & e2e tests

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**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 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)

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

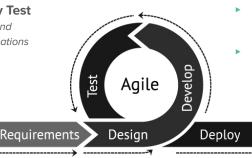


# Hourly Custom Coding

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 profiles or emits events via Reverse ETL or SQL Traits Goal: Assist in writing SQL queries on Segment-connected warehouse tables to update Profiles, Sources, or downstream Destinations
- Script which wraps analytics.js Goal: Only load analytics.js when complex conditions are met

### **Activities in Scope**

For hourly custom coding 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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