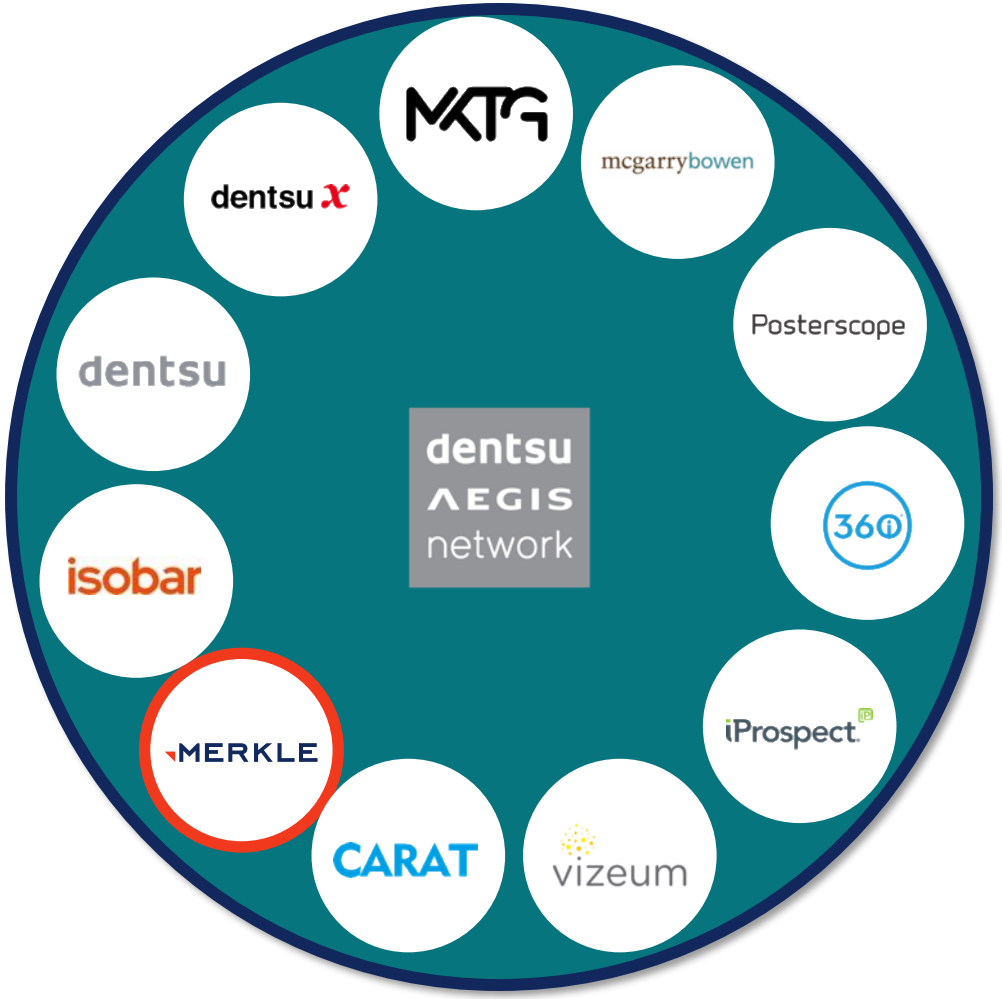
WELL ARCHITECTED REVIEW

REVIEW OF CURRENT WAYS OF WORKING

MERKLE

Part of the Dentsu Aegis Network



MERKLE

In 2020, Merkle became the largest agency in the **Dentsu Aegis Network**, a worldwide leading network of powerful marketing specialists, with 45,000 resources at our disposal across the globe.

We are a data-driven, tech-enabled, performance marketing agency.

We help the best brands in the world create competitive advantage through **people-based marketing**.

dataIQ AWARDS 2019 WINNER DATA AND ANALYTICS LEADER OF THE YEAR

dataIQ AWARDS 2019 WINNER BEST DATA AND ANALYTICS TEAM

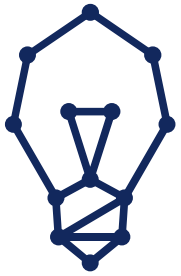
dataIQ AWARDS 2020 WINNER MOST INNOVATIVE USE OF AI

dataIQ AWARDS 2020 WINNER BEST DATA PRODUCT SERVICE OF THE YEAR (ENABLER)

WELL ARCHITECTED REVIEW

Reviews client cloud infrastructure against a set of guiding principles to identify opportunities for improvement or validation of current state

- Based on the Microsoft Azure Well-Architected Framework
- Specific focus on Data & AI



THE OUTPUT

- Rank of organization’s cloud maturity
- Recommendations for improvements
- Roadmap to help you meet your goal

WELL ARCHITECTED FRAMEWORK

PILLARS TO BE MEASURED

Architecture guidance and best practices to optimise workloads for success based on 5 aligned and connected pillars:

Sub items may vary per implementation

01 Cost Optimisation

- Production alerting and monitoring

02 Operational Excellence

- Architecture + Development Review
- Machine Learning + Documentation

03 Performance Efficiency

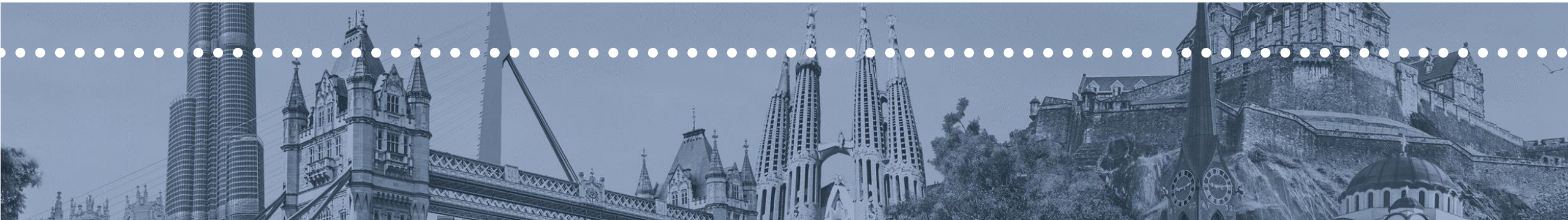
- DevOps

04 Reliability

- Data Governance, QA and Testing

05 Security

- Information Security



PROCESS

- Full review of the initial questionnaire responses and any provided documentation

- Followed by clarification discussions with stakeholders across the business including IT, InfoSec and Data AI

- Documentation write up and playback sessions with next steps

SCOPE OF SERVICES TO REVIEW

Technical dependencies overview

Architecture

- Architecture overview
- Data storage technologies
- De-coupled architecture

Development Review

- Software development standards review
- Existing standards and guardrails
- Management of secrets

DevOps management of pipeline

- Data Ops
- ML Ops

Machine Learning

- Standards used
- ML Ops
- Production quality
- Testing approach

Information Security

- Alignment on security
- Compliance score vs Azure

Production alternating and monitoring

- Guard rails
- Operationalization
- Azure monitoring

Documentation

- Location
- Standards
- Enforcement

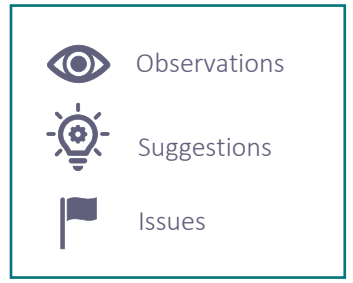
Data Governance, QA & testing

- Data QA
- Test plans
- Automation
- Control

EXAMPLE OUTPUT

SUMMARY

High level impressions



01

Cost Optimisation

Production alerting and monitoring

- Iterative development of the architecture to minimise costs.
- Design decisions do not appear to have a cost element clearly defined.
- Make use of Azure cost management alerts. This can help prevent spiralling costs especially in areas such as Databricks where scaling can be automatic.
- Regularly review the resources deployed to ensure they are optimally used.

INTO THE FUTURE

Now you have an experienced team that are going to deliver value to the business, what next?

- Review code and processes and try to identify technical debt that has built up over the delivery process.
- Cost management is a concern and must be addressed and Azure has multiple built in features for this including tagging strategies.

Identify the next use cases

- Engage with areas of the business to identify the new next uses cases. An area might be going after business process automation using MS Power Platform. Identifying manual processes in the business and offer to automate them within Azure.
- Consider the implementation of Data Fabric organisation design.

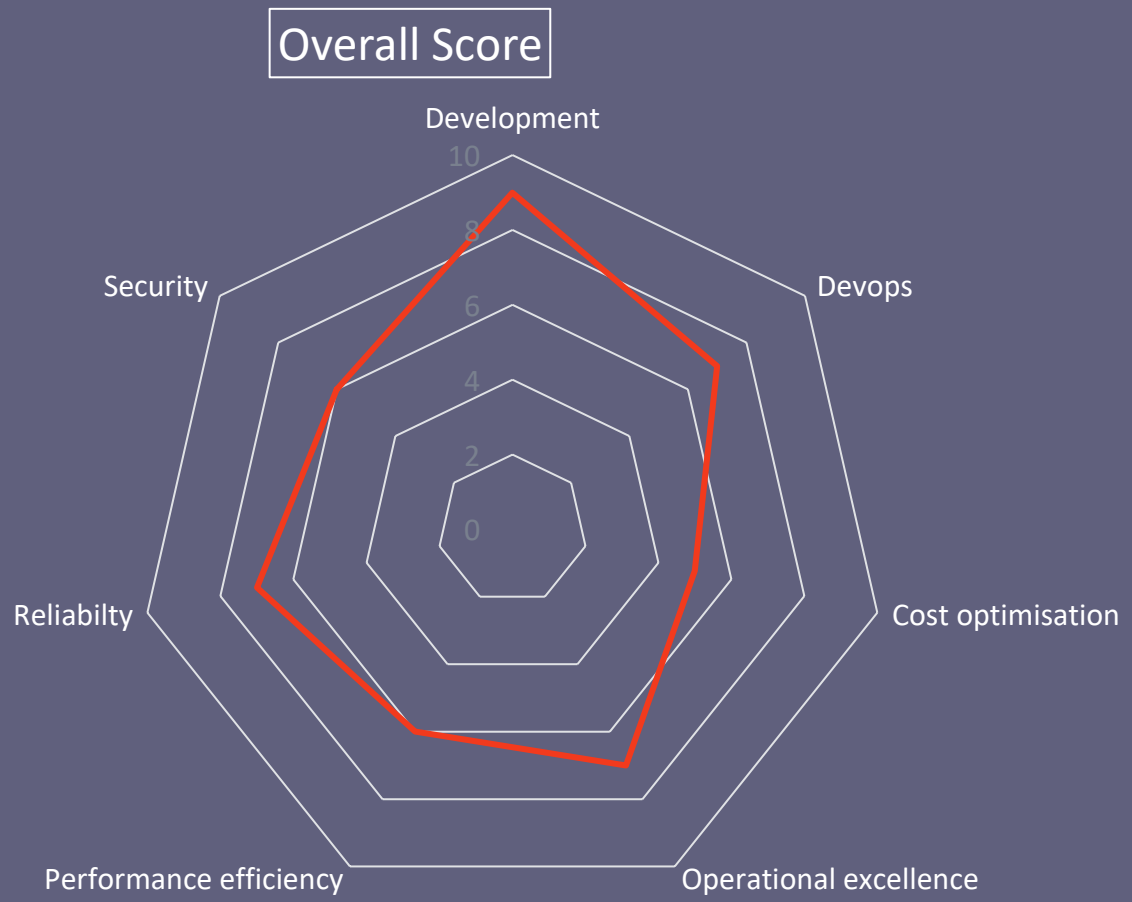
Manage demand and requirements

- Effective management of demand through prioritization process.
- Ensure DevOps boards are updated and that Agile sprints are used to ensure an updated platform.

OVERVIEW

OVERALL SCORE

Development	9
Operational Excellence	7
Security	6
DevOps	7
Reliability	7
Performance Efficiency	6
Cost Optimisation	5



QUESTIONS ?