

# Zoom

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## Zoom Data Source

### Description

Zoom serves as the data source for all attendance and registration information for Dynatrace webinars.

### Data Importance

This data is consumed by Totango as well as Power BI reports to enable Customer Success team design their campaigns.

## Data Pipeline Architecture

### Integration Overview

Zoom is seamlessly integrated into our data pipeline, allowing for data retrieval and analysis. Below is an overview of how Zoom fits into our data pipeline architecture:

### Components

- **Zoom API:** We utilize the Zoom API to fetch webinar list, attendance info and registrants info.
- **Data Transformation:** Zoom data may undergo transformations to align it with our standardized data format and schema.

### Workflow

1. Data Retrieval: Zoom data is retrieved every day through the Zoom API.
2. Data Transformation: Data is transformed as necessary to ensure consistency and compatibility with our data pipeline.
3. Data Ingestion: Transformed Zoom data is ingested into our data storage solutions.

## Data Processing

### Data Ingestion

- Zoom data is ingested into our data pipeline every day to ensure that our analytics are up-to-date.

 Only the columns selected in Fivetran will be replicated in Snowflake. If a column is missing, reach out the the data engineering team.

### Data Transformation

- There is minimal data transformation at this point for Zoom data.
- Every day, a DBT job is run to create or update views with light transformations. This results in staging views which are stored in the STAGING\_ZOOM schema.

### Data Storage

- Zoom data is exposed via various MART schemas in Snowflake for consumption by downstream applications and business teams.

## Data Governance and Security

## Data Privacy

- Zoom data is handled in compliance with data privacy regulations, with any sensitive information anonymized or encrypted.
- **Personally Identifiable Information (PII) Hashing:** To further enhance the security and privacy of PII data sourced from Zoom, we utilize Fivetran to hash PII data fields. Hashing irreversibly transforms PII data into cryptographic representations, preserving data privacy while permitting analysis. Access to the hashed PII data is tightly controlled and restricted to authorized personnel only.

## Access Control

- Access to Zoom data and related integration components is restricted to authorized personnel.
- The contacts provided below pertain to the data ingested into the Business Systems Data Hub.

Type	Scope	Primary Contact	Secondary Contact
Data Owner	Makes decisions about the data's permissible use, its classification, and its criticality.		
Data Steward	Ensures that data governance policies are implemented and followed. Understands the business context and use of the data and bridge the gap between IT and business units.		
Data Custodian	Handles the technical aspects of storing, securing, and maintaining data, ensuring that the data is available, reliable, and secure.	@Rinkesh Kumar Pati	@Rainy Li

## Compliance

- Our Zoom data integration complies with relevant data protection regulations and industry standards.

## Deployment and Scaling

## Deployment Strategy

- The Zoom integration is deployed within our existing data pipeline infrastructure.

## Scalability

- The integration is designed to scale horizontally to accommodate increased data volumes as needed.

## Objects Display

[illegible]


## Documentation and Maintenance

### Versioning

- Version Control Mechanism: Our Zoom integration captures version changes using GitHub as the version control system. GitHub allows us to track changes and maintain a history of modifications made to the integration scripts and configurations.

### Change Log

- Change Log Documentation: The change log for the Zoom integration is maintained using Jira tickets. Each change, enhancement, or bug fix is associated with a Jira ticket, which serves as a reference point for tracking and documenting changes. This ensures transparency and accountability in our change management process.

### Runbook

- A runbook is available for troubleshooting common issues and performing routine maintenance tasks related to Zoom data integration.