Option 1 - Multiple Accounts 1 account per business domain Marketing Data Product 1 database per environment Data Owner: Harsha Gunnam Data Steward: Joe Bulkin / Shawn McCollum Data Governor: Indranil Konar DT_MARKETING_DW ******snowflake MART_PRD - DEV - UAT - PROD ANALYTICS - POWERBI - SIGMA DATA SHARING ALTERYX RAW_PRD - CALIBERMIND - SEGMENT - MARKETO - FLAT FILES Marketo , ⇒ segment DT_BUSINESSSYSTEMS_DW ******snowflake RAW_PRD - SALESFORCE - Zendesk - FLAT FILES RAW_PRD - ZENDESK DATA SHARING - TOTANGO - FLAT FILES ANALYTICS - POWERBI - SIGMA DATA SHARING MART_PRD - DEV - HARD - UAT - PROD ANALYTICS - POWERBI MART_PRD - DEV - UAT - PRD - SIGMA ******snowflake DT_CUSTOMEREXPERIENCE_DW **Customer Experience Data Product** Data Owner: ZENDESK (??????) / TOTANGO (?????) Data Steward: ZENDESK (Christian Marchand) / TOTANGO (????) Data Governor: Rinkesh Pati Central BI Data Product Data Owner: ????

Data Steward: ????