

The Forensic Infrastructure Audit Checklist

A Baseline Assessment for Enterprise-Grade Digital Operations

This document is designed to help you identify the delta between "automated noise" and "engineered infrastructure." If you cannot confidently answer **YES** to these items, your business is likely leaking value to third-party dependencies.

Data Sovereignty & Integrity

Ownership Audit: Can you export your primary customer and operational data into an agnostic format (e.g., CSV, SQL, JSON) without proprietary third-party permission?

Data Portability: Is your data stored in a way that allows you to migrate your entire stack to a different host or provider within 48 hours?

Access Logs: Do you have audit-grade logs showing exactly who (and what automated process) touched your data in the last 30 days?

Workflow Architecture

Process Decoupling: Are your core business processes (e.g., lead ingestion, fulfillment, invoicing) independent of your marketing platforms?

Error Handling: When an automated sequence fails, does it create an actionable alert for a human, or does it silently drop the transaction?

Version Control: Is your website's code base managed under version control (Git), or is it being modified directly in a live, proprietary editor?

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Infrastructure Stability

Value vs. Vanity

The "Offline Test": If your primary social media channel or "AI-assistant" went offline for one week, would your revenue stop?

Architectural Roadmap: Do you have a 12-month plan for infrastructure improvements that aren't tied to a specific marketing campaign?

The Forensic Summary

If you checked fewer than 6 boxes: Your business is currently a **"Managed Liability."** You are likely paying for convenience while accumulating technical debt that will eventually force a complete rebuild.

If you checked 6–10 boxes: Your business is **"Operational."** You have a foundation, but you are likely vulnerable to single-point-of-failure risks.

If you checked 11+ boxes: You have **"Engineered Infrastructure."** You are in the top 1% of businesses that own their own stack.

Ready to Refactor?

Don't let your business remain a "black box" held together by API duct tape. If you are ready to move from *Managed Liability* to *Engineered Asset*, reach out to **BrandUp Tech** for a formal architectural review.

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