Introduction

Trajectory 2022 was the fourth installment of our annual thought leadership conference. This two-day event gathered industry thought leaders and practitioners, as well as LaunchDarkly users, customers, and partners, to share and discuss the latest software industry trends and best practices and showcase cutting-edge development and delivery on a global scale.

Mind’s Eye Creative captured each of our 25+ keynotes and conversations, creating entertaining and informative illustrations that provide a fun, high-level overview of the conference.

Mind's Eye Creative
mindseyecreative.ca
@mindseyeccf

LaunchDarkly
STATE OF FEATURE MANAGEMENT

EDITH HARBAUGH

FEATURE FLAGS
- Decouple deployment from releases
- Using feature flags at scale
- Flags in a workflow
- Flags that depend on each other
- Incorporate into overall software process

WHY FEATURE FLAGS
- #1: Quality
- #1: Greater confidence & less stress

WHY
- Smooth releases
- Avoid disasters
- Improve software quality

MATTERS TO OVER 4000 CUSTOMERS

FEATURE MANAGEMENT
- Survey 1000+ software & IT professionals
- How do you currently use or plan to use feature flags?
- 69% view FM as critical/high priority
- 98% believe feature flags save their company money & demonstrate ROI
- 60% started using FM just 12 months

USE CASES
- 74% believe FM budget should be $100K+
- 79% expect to increase FM budget
- 33% use: experimentation
- 40% use: testing in production
- 39% use: trunk-based development
- 36% use: beta tests
- 29% use: dark launching
- 29% use: long-term operational controls
- 42% use: entitlements & plan management
- 43% use: modernization & migration

ROI
- Invest $1 in feature flagging, save $10 in risk & cost

TRAJECTORY
LaunchDarkly →
PRODUCT VISION

JOHN KODUMAL

SPEED

THE QUEST FOR SPEED DELIVERS

IN A SOFTWARE POWERED WORLD, SPEED DRIVES SUCCESS

FEATURE MANAGEMENT

SPEED WITHOUT RISK

SPEED WITH MEASURABLE BUSINESS VALUE

A FEATURE ISN’T ALWAYS RELEASED TO A USER

NEW CUSTOM CONTEXTS

UNLOCK CUSTOM USER EXPERIENCES

FEATURE WORKFLOWS

AUTOMATED PROMOTION

EXPERIMENTATION

RESULTS DATA VISUALIZATIONS

CONNECT DATA TO INDIVIDUAL RELEASES

NEW ACCELERATE

EARLY ACCESS

RELEASE METRICS

FLAG MANAGEMENT

FLAG HEALTH OVERVIEW

FLAG INSIGHTS

LAUNCHDARKLY ➔ TRAJECTORY

WE DON’T JUST DELIVER SOFTWARE TO USERS, WE DELIVER TO EVERYTHING

DEFINITE TARGETING

PROGRESSIVE ROLLOUT

DEFINE SUCCESS METRICS

ITERATE & IMPROVE

INCREASED CONTROL

BUSINESS IMPACT

TEAM INSIGHTS

TRUSTWORTHY DECISION-MAKING

ENHANCED COLLABORATION

MAXIMIZE VALUE

NEW FEATURE MANAGEMENT

INCREASED BUSINESS VALUE

AS RISKY WITHOUT GUARDRAILS

DOESN’T GUARANTEE BUSINESS VALUE

WE DON’T JUST DELIVER SOFTWARE TO USERS, WE DELIVER TO EVERYTHING
OPENING KEYNOTE
GENE KIM

WHAT IS IN COMMON WITH
DEVOPS AGILE RESILIENCE ENGINEERING TOYOTA PRODUCTION SYSTEMS SAFETY CULTURE
THEY ARE INCOMPLETE EXPRESSIONS OF A WHOLE

WHAT IS COMMON WITH

FULLY UNLEASH CREATIVITY FULLY EXTINGUISH CAPABILITIES
WORK TOWARDS COMMON GOAL HELP EACH OTHER

ARCHITECTURE ONE OF THE TOP PREDICTORS OF PERFORMANCE
FEATURE FLAGS MAKE AN IMPACT
IMPACT HOW WORK IS PERFORMED

WHAT CREATES GREATNESS?
1. RABINOW'S LAW
   - IF YOU HAVE A DOPE AT THE TOP YOU WILL HAVE DOPE AT THE BOTTOM

WHAT DOES IDEAL LOOK LIKE:
- SOONER
- SAFER
- HAPPIER

THOUGHT EXPERIMENT
- CREATE A SYSTEM
- WE CAN VERY EASILY MESS UP THE SYSTEM
- THINGS CAN QUICKLY GO WRONG

- COMMUNICATION
- COORDINATION

- CREATE A SYSTEM
- THOUGHT EXPERIMENT

YOUR WORK MATTERS MORE NOW THAN EVER
PAIR UP WITH SOMEONE
IN A DIFFERENT DOMAIN FROM YOU

TRANSACTIONAL
- VS.
- CO-CREATON
- CONTRIBUTOR
- THE WHY
- VISION
- MORE THAN ONE BRAIN WORKING ON A PROBLEM

HOW EASY IS IT FOR THEM TO DO THEIR WORK

THE WHY

ONE OF THE HIGHEST PAID
Licensing Region

Device Type

Plan Tier

Way they consume the media

Introducing Custom Contexts, Accelerate and Flag Lifecycle

Flag Lifecycle

Enhanced context "kind" management

Many new features coming soon!

Multi-context targeting

New contexts dashboard

Move beyond targeting the individual user. Release features for their device, region & more!

Jon Schulman

Flag health overview

Ensure that teams can continue to move fast without accruing technical debt from using feature flags at scale.

Accelerate combines key engineering metrics in one place to highlight bottlenecks & track long-term trends

Feature flags impact the key DORA metrics

SPEED & STABILITY

LaunchDarkly → Trajectory

Deployment insights

Release insights

Flag insights
Building Dynamic Configuration into Terraform

Why

- Feature management in Terraform
  - Controlled access
  - Avoid small code changes
  - More independence

Small, non-destructive changes
- Attributes with static data types
- Minimize failed applies
- Self-explanatory attributes

Security

- Design your entry points
- Restrict variation values

Tweak & manipulate the thresholds for their individual API SLOs by a feature flag

Flags evaluation provider for Terraform

Provide anyone with controlled access
Update configurations

How the average DevOps engineer spend their time

Review 1-3-line simple PRs
Complaining
Actual DevOps-y things
Fielding questions from engineers

LaunchDarkly — Trajectory
Fireside Chat

Why LaunchDarkly

- We want our teams to have autonomy to release into production as part of a well-defined CI/CD pipeline
- Microservices architecture from the ground up
- Right products at the right time
- Agile
- Rebuilt our front end
- Engineering culture
- Drive towards trunk based development
- More confidence in our teams

Lessons

- Nothing comes for free
- Once people see the benefits, other teams want it

Training days for teams

- Encourage reuse
- Introduce principal engineering

Advice

- Shared capabilities
- Shared resources
- Experiment and learn from them
- Be team led

Digital First

- Transformation journey so far
- 9000 engineers

Recent hackathon
GENERAL MOTORS' JOURNEY TO FEATURE FLAGS WITH LAUNCHDARKLY

**Problem**
- Big bang releases
- All or nothing
- Long integration cycles
- No ability to learn from customers

**Next Steps**
- Automatic feature switch ramp up/down
- More A/B testing

**JIM DEMERCIURO**

**Increase release frequency**

**Decrease development cycle time**

**Continuous deploy/release with targeted switches**

**Deploy before complexity increases**

**Time between deployments**

**Testing complexity**

**Feedback**

**Learning**

**Test our early features in production with company vehicle drivers**

**Defensive flag**

**Our first introduction to feature flags**

**Kill switch**

**Make deployment a non-event**

LaunchDarkly → TRAJECTORY
Unlocking the Monolith

Lessons Learned from Naviance's Journey

Adam Hisley

**Monolith** vs. **Microservices**

- What's the best option for you?
- Monolith productivity:
  - As team increases, the developer output decreases
  - Goal: enable loosely coupled, high velocity teams to deliver value to the customer

**Micro Frontends**

- Zero build-time dependencies between the monolith & our new domain experiences
- Separate UI experiences

**Domain API**

- ≈25 LOC (includes UI + full IAC)
- Daily code deployment
- 90-100% unit test coverage (plus 826 automation)

**New DB + Data Migration**

- Use feature flags with our data migration
- Can it be rerun?
- How do I plan to pre-emptively detect issues?

**Tiered Release Strategy**

- Ties everything together
- Internal evaluation
- Beta/early access
- Controlled availability
- General availability

**Our Blueprint**

- LaunchDarkly

**Challenges**

- Data is harder than code
- Avoid 'big bang' releases

**Expect to improve over time**

- Good architecture is simple
- Internal testing in production is essential for high confidence

**Trajectory**
The Journey with LaunchDarkly at One Medical

Ben Yee

One Medical

Founded in 2005
250+ Engineers

In 2020 Kicked Off ADR

Architecture Review

We Need to Have:
- Flag History, Permissions: Approval Workflow Support
- HIPAA Compliant
- Highly Scalable & Configurable
- Multiple Language SDK Support
- Easy to Use Admin UI & Detailed Debugging

LaunchDarkly

Introducing

Flag Evaluation
- Toggle & 1+N
- Flag Targeting
- Avoid Use Flags
- Evaluation Precision

Identity Management
- SDK Implementations
- Asynchronous Logic

Flag Configuration Scenarios

Documentation
FAQs

Example Application/Platform Code Implementation

Password-less Registration
Video Chat Wait Times
Additional Payment Methods

LaunchDarkly

Trajectory
INCIDENTS
The Customer Empathy Workshop You Never Wanted

Ryan McDonald

Customer Support

1. Proactivity Build Rapport with Support
   - Invite them out
   - Build relationships
   - Bring them into your research

2. Clear/Crisp Communication Interfaces
   - Keep people in the loop
   - On the same page on why you are all here

3. Let support behind the responder curtain
   - Include them
   - This could take some work
   - They can help with continuity & context
   - They can provide feedback from customer point of view
   - They can test changes

INCIDENT Retrospectives

Make space for customer-facing responders

Capture all improvements, not just technical ones

Customer Empathy

The action of understanding, being aware of, being sensitive to, vicariously experiencing the feelings of your customer.

Better process & product improvements

Deeper learning

INCIDENTS

Incidents suck less

It will feel better to work through incidents together

Gain product experience

Interact with the product

Surface customer impact during incidents

On the same page on why you are all here

Impacted business metrics

$...$
How Chronosphere Releases Features at Massive Cloud Native Scale

**USE CASES**
1. Feature Releases
2. Tenant Configuration
3. External Clients Control Plane
4. Instance Debugging

**OUR USE CASES**
- Feature Releases
- Tenant Configuration
- External Clients Control Plane
- Instance Debugging

**WHAT DOES THIS LOOK LIKE**
- Chronosphere
- Production
- Staging
- Test
  - Tenant A
  - Tenant Z
  - Test A
  - Test 2

**OUTCOMES**
- Persisting our feature flags
- ISO feature flags in production

**EFFICIENCY GAINS**

**RELIABILITY TWEAKS**
- LaunchDarkly Client Wrapper
- Context: Makes sure we have the right flag
- Back up feature flag data

**MINDS EYE CREATIVE**

**SIDNEY WIJNGAARDE**
SHIFT THE FEEDBACK CYCLE LEFT WITH FEATURE FLAGS & CLOUD DEVELOPMENT ENVIRONMENTS

**Cloud Development Environments**
- No longer limited by your local machine
- Sharable
- Don't have to wait until staging or prod
- Have your own replica

**Feature Flags**
- Help you decouple code release from feature release

**Shifting**
- Collaboration makes the entire software lifecycle faster
- Early feedback means getting to market faster
- I can send to people so they can see it live
- I have a URL
- Environment is running remotely
- All code changes will synchronize from local machine to remote environment

**LaunchDarkly**
- Enable admin panel
- React app
- Connect LaunchDarkly

**Deployment**
- Pick repo
- Launch
- Deploy own environment
- Now you have a copy of the environment
- Also includes launchdarkly environment
- I have all the flags!
5 OPEN SOURCE SECURITY TOOLS ALL DEVELOPERS SHOULD KNOW ABOUT

SHLOMICH KUSHCHI

YOU NEED TO MAKE YOUR CODE SECURE!

MINIMUM VIABLE SECURITY

START EARLY SHIFT-LEFT ITERATIVE

SECRET DETECTION

DEPENDENCY CHECK YOUR LIBRARIES

CONTAINER SCANNING

RUNTIME SCANNING

TRIVY

ZAP

JIT

TAKING IT TO THE NEXT LEVEL

AUTOMATING SECURITY PLANS USING OSS SECURITY TOOLS ORCHESTRATION

LaunchDarkly → TRAJECTORY

ACCOUNTABILITY

USABILITY

ACCURACY
SHIFTING CLOUD NATIVE SECURITY TO THE LEFT

- Cloud Native
  - Containers
  - Automation
  - Accelerated Releases

SO MUCH OBSERVABILITY DATA

WHAT ARE DEVELOPERS DOING?

- Deployment (Dev doing Ops)
- Code
- Other

- Spend more money
- Stop collecting so much data
- Add more tools
- Short-term fixes

SHIFT LEFT

- Take back control
- Come out of the rain

HELP CUSTOMERS GET TO REMEDIATION AS QUICKLY AS POSSIBLE

- Insight
  - Interactive metrics & cardinality profiling
- Awareness
  - Real-time metrics

KNOW TRIAGE UNDERSTAND REMEDIATION

RE-SHAPED DATA ON THE FLY

CONTROL

Eric D. Schabell
USING OBSERVABILITY TO ACCELERATE CONTINUOUS INTEGRATION

Borja Burgos

Shift-Left...

The detection of application problems earlier in the software development process

Observability

Goals

Reduce MTTR
Distributed Tracing
Increase MTBF
Increase developer productivity
Debug without reproducing test
Enabling profiling
Understand flaky behavior

Build & ship better software faster

Accelerate feedback cycle

Test impact analysis

Detect problems earlier

Commit a 187 ms 4.13 s
Commit b 774 ms 5 slower

Catch it before production

LaunchDarkly

Trajectory

MINDS EYE CREATIVE
THE POWER OF TARGETING VIA ATTRIBUTES

TARGETING RULES ARE POWERFUL
- Use regular expression
- Self-documenting

TARGETING RULES
- Don't need to redepoly code
- Like writing code but in LaunchDarkly

CUSTOUM USER ATTRIBUTE
- Can be a string, boolean, number or array
- Can be used in targeting rule
- Can be changed for every flag evaluation

INDIVIDUAL TARGETING
- GLOBAL TARGETING

BEST PRACTICES
- Name targeting rules really well
- Clean up rules often
- Create a diagram of expected behavior

PITFALLS
- Remember default variations
- Test during implementation
- One feature flag for everything is a double-edged sword

DYNAMIC USER ATTRIBUTES
- Will need to use the server side SDK

TARGETING RULES
- Can abstract business logic from your codebase, enabling you to deliver safely with LaunchDarkly

LAUNCHDARKLY

TRAJECTORY
Developer's Guide to Experimentation

- Hypothesis
- Metrics
- Variations
- Audience

- Provide data for the metrics we want to record
- Created a flag
- Created experiment on the flag
- Code for metrics
- Push start
- Run for a week or two

- Test plan
- Watch for vague or missing problem statement
- How did we get this projection
- Hypothesis should be measurable & clear

- Making an impression
- Control which users are included in an experiment
- All flags or variation calls
- Delay calling variation
- One time thing

- Support post-analysis
- Use a built-in metric
- Do these metrics already exist
- Custom metrics
- Send to REST API
- Track call

- Metrics
- Gideon Goldman
- Aaron Montana

LaunchDarkly ➔ Trajectory
LAUNCH DARKLY ARCHITECTURE

RELEASING FEATURES AT GLOBAL SCALE

FLAG DELIVERY NETWORK
DELIVERING 20 TRILLION FEATURE FLAGS DAILY

GLOBAL DISTRIBUTED (100+) POINTS OF PRESENCE
CACHE & SERVE FLAG & BAKE PAYLOADS

ONLY EVALUATED FLAG VALUES ARE TRANSMITTED TO CLIENTS, PROTECTING SENSITIVE DATA

SEPARATE CLIENT SIDE & SERVER SIDE

SPEED
FRACTION OF A SECOND INITIALIZATION

CONSISTENCY
ALL CLIENTS ARE GETTING THE SAME FLAGS AT THE SAME TIME

SECURITY
SDKS TRANSMIT THE MINIMUM-NECESSARY FLAG INFORMATION

REDUNDANCY
CORE ARCHITECTURE RELAY PROXY, LOCAL MEMORY STORE &Fallback VALUES

LIFECYCLE OF THE SDK
APPLICATION START-UP
SDK INITIALIZATION
FLAG EVALUATION
FLAG UPDATE

SPEED
STREAMING OR PULLING
DEFAULT ONLY FLAG DATA CHANGED TO BE EVALUATED 200ms

YOU SHOULD BE ABLE TO USE FEATURE FLAGS WITHOUT A PERFORMANCE BURDEN

SCALE
TRILLION FLAGS BACKED BY A GLOBALLY-DISTRIBUTED CDN LOW LATENCY UPDATES

CON’TINOUS SYNCHRONIZING BETWEEN DEVICES
USE FEATURE FLAGS TO AVOID DOWNTIME DURING MIGRATIONS

- Deploy when you want
- Release when you're ready

Let's use them for migrations

- Deliver value sooner
- Minimize data loss
- Iterate through issues

Workflow:
- Notice a graph go up & to the right
- Switch 30% back to old way
- Fix the thing that impacted the graph & repeat

Write data to new Kinesis queue
Data processing moved from main application into auxiliary functions

App → Metadata event → λ

Miscellaneous:
- Mike Zorn
- LaunchDarkly → Trajectory
FEATURE MANAGEMENT FOR PRODUCT MANAGERS & MORE

A DAY IN THE LIFE OF SOFTWARE RELEASE

FROM FEATURE FLAGGING TO FEATURE MANAGEMENT SCALES ACROSS AN ORGANIZATION!

DEVELOPER
- Builds & Ships Code to Dev
- PM Configures Targeting Rules & Experiments

PM
- Configure Testing & Feedback
- DevOps & Platform Team Manage Release Workflows & Pipelines
- PM Coordinates Development Work to Remedy Offline

DEVOPS & PLATFORM
- DevOps Team Engaged to Managing Images/Building
- Pipelines Executed to Build, Rolling Back, and Fixing
- SRE Team Observes Problems in Production & Triage Bridge

PRODUCT TEAMS
- Building Release Automation & Shared Application Environments
- SRE
- Supporting the Health of the Application Environment Holistically

SRE
- Automate Kill Switch
- Integrate with observability tools

MANAGE TARGETING RULES
- Personalized Experiences
- Control Releases
- Manage Tech Debt

AUTOMATE CUSTOM RELEASE WORKFLOWS

TRANSLATING CUSTOMER NEEDS INTO PRODUCT VISION

PERSONALIZED EXPERIENCES

PLUG INTO EXISTING WORKFLOW

MANAGE TECH DEBT

CONTROL RELEASES
AUTOMATING PROGRESSIVE DELIVERY

HOW DO WE MAXIMIZE THE SPEED & EFFICIENCY OF SAFE SOFTWARE DELIVERY?

LAUNCH DARKLY WORKFLOWS
- Safely test in production
- Scalable
- Automated
- Automated remediation

DEPLOY != RELEASE

TRUNK-BASED DEPLOYMENT WITH FEATURE FLAGS

SOFTWARE DEVELOPMENT IS ONE BIG GROUP PROJECT AND GROUP PROJECTS ARE HARD!

CUSTOM WORKFLOW
- Stage 1
  - Schedule
  - Set targeting to
- Stage 2
  - Rule 1
  - Start workflow

NEW & COMING SOON
- Actions & shortcuts
- Flag promotion workflows
- Maintenance windows

LAUNCH DARKLY
- Create workflow
- Progressive rollout

LAUNCH DARKLY ➔ TRAJECTORY
SCALING LAUNCHDARKLY TO TEAMS OF TEAMS

WE NEED: SECURITY & COMPLIANCE

,request approval from teams

,invite & assign members to teams

,teams in terraform

,team sync with scim

,bulk member updates

,view restriction enhancements

,teams as flag maintainers

,teams will have a home

,make things easier

,org-wide transparency

,team autonomy

,security & compliance

EMILY KOEHLER

ROBUST ENTERPRISE FEATURES

✓ SAML SSO & SCIM
✓ CUSTOM ROLES
✓ FULL AUDIT LOG & ACCOUNT HISTORY

OUR VISION
HOW LAUNCHDARKLY USES LAUNCHDARKLY

STACY HARRISON

API RATE LIMITING
By route, account, authentication type, & authentication token

RATE LIMITING BY ACCOUNT

WE USE CUSTOM CONTEXTS

MULTI CONTEXT

USER & A REQUEST

API RATE LIMITING

DATABASE MIGRATION

USE FEATURE FLAGS TO DO THIS SAFELY AND QUICKLY

MODE A
- Continue reading & writing to the legacy database: Mongo
- Suite name
- Testname
- Tags

MODE AB
- Operations are performed against both databases
- Suite name
- Testname
- Tags
- Measure performance

MODE BA
- Environment DB is the new database
- Suite name
- Testname
- Tags
- Compare data with verifier function

MODE B
- Environment DB is the new database
- Suite name
- Testname
- Tags
- Compare data with verifier function

CUSTOMER OPEN SUPPORT TICKET

SUPPORT NOTIFIES ENGINEERING VIA 'SHORTCUT'

'PRODUCT AREA' CUSTOM FIELD/SCRIPT

ANONYMOUS: TRUE

NOTIFICATION IN THE RIGHT SLACK CHANNEL THROUGH AUTOMATION

ROUTE OWNERSHIP

ADD ROUTE OWNER TO TRACING BASED ON VALUE FROM FEATURE FLAG

ROUTE OWNER Flag
Flag will return the corresponding squad as the value

SKIPPING FLAKY TESTS
User is really a test custom context

DOGFOOD

LAUNCHDARKLY
Partner Summit

LaunchDarkly →
OPENING REMARKS

LaunchDarkly

Founded 2014
$300M Raised
550+ Employees
3800+ Customers

Feature Development to Meet Challenges

We empower teams to launch, control & measure their software

Feature Management helps software teams become elite

245% ROI over 3 years
9x increase in deployment frequency
75% decrease in change lead time
90% reduction in MTR

We need partners

- Service & Reseller programs
- Tech partner program relaunch

Separate, deploy, release

- Minimize risk
- Minimize mean time to resolve
- Reduce batch sizes
- Maximize value
- Experimentation
- Acceleration

LaunchDarkly

Justin Howlett
Doug Gould

MindsEye Creative

Trajectory
WITH EDITH HARBAUGH

LAUNCHDARKLY STARTED 8 YEARS AGO WITH THE MISSION:

LAUNCH MEASURE CONTROL

PARTNER PROGRAM

THE HOW TO DO THIS
EXPAND OUR REACH
HELP CUSTOMERS GET THE REAL POWER OF LAUNCHDARKLY
PARTNERS ARE A FORCE MULTIPLIER
PARTNERS WILL HELP WITH ADVANCED USE CASES
PARTNERS CAN HELP ROLL OUT LAUNCHDARKLY IN AN EFFECTIVE WAY
PARTNERS CAN HELP TAKE PILOT PROJECTS AND EXPAND THEM ACROSS THE ORGANIZATION

WE CROSSED 100 MILLION IN RECURRING REVENUE
WE HELP ORGANIZATIONS LAUNCH SOFTWARE WITH LESS RISK

LAUNCHDARKLY'S FUTURE IS VERY BRIGHT
BUILD FEATURE-LED DEVELOPMENT SOLUTIONS WITH LAUNCHDARKLY

DANIEL O'BRIEN

BUILDING BLOCKS

FORM VARIABLES
- DESCRIPTION
- SPECIFIC VALUES
- CONTROL CONFIGURATION

PARSERS
- DATA SENT TO LAUNCHDARKLY
- BUILT USING HANDLEBAR LOGIC

TEMPLATES
- MANIFEST

CAPABILITIES

INTEGRATION
- REST API
- INTEGRATION FRAMEWORK
- INBOUND EVENTS / DATA EXPORT

13 CATEGORIES

INTRODUCE
- TRIGGER
- UNRESOLVABLE URL AUTH
- LINK BACK TO THE SOURCE WHERE A FLAG REFERENCE WAS MADE
- NEW CONCEPT OF "UI BLOCKS"

APPROVALS
- ENVIRONMENT FORM VARIABLES
- TEMPLATED HTTP REQUESTS
- APPROVAL STATUS PARSERS

AUTH CONSUMER
- FLAG FORM VARIABLES

TRAJECTORY
WHAT TO EXPECT WHEN CO-SELLING WITH LAUNCHDARKLY

SHAWN PENRICE

THE MARKET OPPORTUNITY IS AMAZING

TRULY PLAN TOGETHER

WHERE CAN WE BOTH HAVE IMPACT?

HAVE WE LOOKED FOR OPPORTUNITY TO INTRODUCE A PARTNER?

IS THERE A CHANNEL PARTNER ENGAGED IN THIS DEAL?

SALES & ENGINEERING LEADERSHIP

WANT TO SET YOU UP FOR SUCCESS

ANNUAL PLANNING TOGETHER

WE NEED PARTNERS TO HELP US SCALE

1 → OK
2 → GREAT
3 → WHERE THE TRANSFORMATION HAPPENS

PARTNERS CAN HELP PAINT THE BIGGER VISION

WE'RE STARTING TO HAVE PARTNERS

JOIN FORECAST CALLS & TERRITORY PLANNING

TRANSACTION
PARTNER PROGRAM BENEFITS

IEVA URBAITE  ELLI OLSON  ALIZA KOGAN

PARTNERS ARE A FORCE MULTIPLIER

SERVICE PARTNERS
FOR LEADING EDGE PARTNERS WHO WANT TO DIFFERENTIATE CAPABILITIES WHILE INCREASING DELIVERY CAPACITY

RESELL PARTNERS
SELL ON BEHALF OF LAUNCHDARKLY, INTO NEW MARKETS AND ORGANIZATIONS

TECHNOLOGY PARTNERS
BUILD & LAUNCH INTEGRATIONS FOR LAUNCHDARKLY'S CUSTOMERS

INTEGRATIONS

TECH

ENABLEMENT

MARKETING

LAUNCH YOUR INTEGRATION
1 DISCOVER
2 ENABLE
3 BUILD
4 LAUNCH

TRAJECORY

MARKETING

SOLUTIONS DESIGN GUIDANCE

DISCOUNTS FOR INTERNAL USE

EXECUTIVE SPONSORSHIP

DIRECT ENGAGEMENT WITH FIELD SELLERS

DEAL REGISTRATION, PROTECTION, & DISCOUNTING

GTM ENABLEMENT

FOR LEADING EDGE PARTNERS WHO WANT TO DIFFERENTIATE CAPABILITIES WHILE INCREASING DELIVERY CAPACITY

FOR SOME MARKET DEVELOPMENT FUNDS

FOR SOME MICRO SITES

CONSIDERATION TO SPONSOR EVENTS

CO-MARKETING CAMPAIGNS

BLOG POSTS

SOCIAL MEDIA

DeVELOPMENT & GYM SUPPORT

SERVICE OPPORTUNITY REFERRALS

COLLABORATION WITH PROFESSIONAL SERVICES TEAM

PARTNERS
EXPAND OUR REACH
AUGMENT OUR CAPABILITIES

Benefits FOR ALL

LaunchDarkly → TRAJECORY

BRANDING PROGRAM GUIDE COMING JANUARY 2023

LISTED IN THE APP
EARLY ACCESS TO FEATURES
Workshops and Demos
FLIGHT SCHOOL TRAINING SESSION

Katrina Miller
Phil Zona

PRE-FLIGHT CHECK

PROJECT
- SINGLE
- MULTIPLE
- IS AN ORGANIZATIONAL STRUCTURE
- IS A HARD Boundary
- YOU CAN HAVE AN ENVIRONMENT IN A PROJECT

ARCHITECTURE

ACCESS

SSO

AUTHORIZED

FEATURE FLAG MANAGEMENT

- TAGGING
  - NAME THEM
  - CUSTOM DASHBOARDS
  - CODE REFERENCES

SDK

USE THE TEMPLATE

COPY SDK KEY INTO VALUE FIELD
ADD NEW SECRET

CLIENT-SIDE

PROJECT

ROLES
- READER
- WRITER
- ADMIN
- OWNER

CREATE FOR SPECIFIC TASK
LEAST PRIVILEGE
MONITOR TEST POLICIES

CREATE A NEW UI FLAG
TURN ON

TARGETING USERS

ADD RULE:
IF [KEY] CONTAINS [FLIGHTSCHOOL]
SERVE [FLAG]

CONFIGURE A PERCENTAGE ROLLOUT
75% TRUE
25% FALSE

SAVE

Review & Save

LaunchDarkly → TRAJECTORY

FEATURE FLAG:
IS A SOFTWARE DEVELOPMENT TECHNIQUE THAT IS USED TO ENABLE OR DISABLE FUNCTIONALITY REMOTELY WITHOUT CHANGING CODE
FLAGGING THE JAMSTACK

- **Create a GitHub Account**
- **Create a Netlify Account**
- **Fork the Repo**
  - Gives you a copy
  - Easily edit in GitHub
  - Update with SDK key
- **Build Command**
  - `cd false npm run build`
- **Deploy Site on Netlify**
- **Netlify Offers a Generous Free Tier**
- **Your First Feature Flag**
  - Create feature flags in LaunchDarkly to independent control feature releases vs. deployment
  - Code comments are in place to help you flip them into place
  - Netlify will rebuild & deploy the updated code as changes roll in
- **Define Feature Flag**
  - YES
    - **Enable Login Screen**
    - Logins are true
  - NO
    - **Delete**
- **Get Credentials**
  - `INDEX.js`
  - Client Key
    - Server Key
  - Index.js
  - Client Side ID
  - Replace
  - Commit change
- **Beyond Boolean Flags**
- **Change Background Image**
- **React ➔ Send Value**
  - `UNCOMMENT LINE 21 & 22`
  - `COMMENT OUT LINE 23`
  - `ON-VARIATION OFF-VARIATION 2`
- **Targeting Device User**
- **Experiment with a Banner**
- **Logical Next Step**
  - `UNCOMMENT`
  - `AD BANNER.JS`
- **Measure**
  - App.js
  - Lines 30-32
  - `AD BANNER STRING FLAG`
  - Hypothesis
  - Helps with flag lifecycle & onboarding new members
- **Deploy Code References**
  - Give a core level view of feature flags
  - Work across multiple Git Providers
- **Environments**
  - Create a feature flag
  - Key needs to match code
- **LaunchDarkly**
  - New folder:
  - LaunchDarkly
  - Coders.js
    - `.PROJECT`
    - 1. KEY: ID CAUSAL SWIFT
    - 2. DIR: SRC
    - 3. Laravel
    - 4. Camoflauge
  - Trajectory
LAUNCH DARKLY DEMO

At Scale:
Rules Based Targeting

Rule:
Email Ends With @launchdarkly.com

Rule:
Operating System Is One Of iOS

We are here to make sure your release strategy is supported through the rules you define in LaunchDarkly

Workflows

Create Consistent Templated Systems

Template Progressive Rollout Maintenance Window Custom Workflow

Archive The Flag Whoa Code References

Triggers For Production Killswitch Automation Integrate With Other Tools

Peace of Mind

Filter to Refine Your Search

Status Is New Add

LaunchDarkly Trajectory
Learn more tips and tricks

These illustrations are a great overview of each Trajectory 2022 session, but for more in-depth recaps, check out our full speaker presentations. You can watch all the talks from Trajectory 2022, and many more from previous years, at the link below.

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LaunchDarkly ➔

TRAJECTORY

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