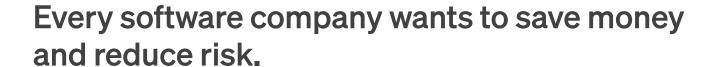**LaunchDarkly** →

Kill (switch) your homegrown flagging solution

Increase business results by swapping your internally-developed feature flagging tool with LaunchDarkly

Every software company wants to save money and reduce risk.

On the surface, developing niche solutions internally seems like it could be a clear way to achieve both of those goals, but the reality is far muddier. When it comes to feature flagging, it's possible your development team has already created a somewhat sufficient internal tool... for now.

Looking ahead, unless your organization experiences the sort of stratospheric growth that allows you to devote a team of engineers to the internal feature flagging solution, it will start buckling under the weight of scale. When it does, more internal resources will need to be poured into the solution to keep it functioning correctly.

And when you are experiencing a surge of demand for your product or service, do you really want your developers focusing their attention on patching the overall software release process versus just releasing quality software?

When it comes to feature flagging, LaunchDarkly is the clear leader in the space, with a range of features—such as advanced targeting, feature workflows, kill switches, and comprehensive analytics— that just work. The real magic isn't in the software features we provide, however, it's what our customers are capable of achieving after implementation.

Impacts our customers have seen, on average:

- 9x increase in deployment frequency

- 27% decrease in time to release new features

- 90% achieve MTTR of less than a day

- 93% change fail rate below 15%

We'd love to help your team ditch your internal flagging tool and start fundamentally changing the way you deliver software. Worrying about a software launch was yesterday's problem, and your organization has bigger problems to solve. Here's a bit more about how we can help.

"

To maintain a service... that could do what LaunchDarkly does would take an entire team, and we wanted our teams to move faster.

KnowBe4
Human error. Conquered.

DJ Spatoulas
Principal Software Engineer - Platform Services

Business results internal solutions can't drive

When you have a platform that empowers developers and the overall business to release new features faster and more efficiently than ever, it changes everything. Here's what we mean.

Increased developer productivity

Your development team's main focus should be on raising the quality of the products you're selling, not continuously delivering life support to an internally-created engineering solution that was never built for the growing demands being placed on it. Beyond that, when each developer in your organization is personally responsible for writing their own feature flags or toggles, you end up with disjointed code and a heap of technical debt.

Life with LaunchDarkly: Not only will your teams never have to give a thought to maintaining our platform or adding new features, but they'll also significantly reduce the toil associated with managing the tech debt of feature flags. LaunchDarkly's flag status indicators will save your teams' hours of time by proactively indicating when and the exact line of code that needs to be updated.

Customer proof: [Paramount](#), the leading global media company—which counts brand names like Showtime, Paramount+, MTV, Nickelodeon, BET, and Comedy Central in its portfolio—went from [deploying twice a month to 7 times a day](#) with LaunchDarkly.

Enterprise-ready service

Enterprises take security and privacy extremely seriously, and so does LaunchDarkly. Feature flags are essential tools to granularly-control software releases, but you need to make sure that every team member has the exact permissions they need: no more, no less. Homegrown tools often don't, or simply can't, account for things like permissions, audit logs, and roles.

Life with LaunchDarkly: For every project, we provide built-in roles with different permissions, as well as the ability to create your own custom roles. Plus, our "teams" feature gives account admins the ability to group members into teams to better reflect your organizational structure within LaunchDarkly.

Customer proof: Northern Trust, a global bank that's been operating since 1910, reduced its cycle time to around 10 days and went from 2-3 deployments per month to 21.

Cross-team functionality and insights

At some point, there's going to be interest from the business in either creating feature flags, monitoring the performance of product releases, or both. Without a feature management platform like LaunchDarkly, every request to start, stop, or modify a feature tied to a flag will necessitate a pull request and additional engineering time. This leads to silos and bottlenecks that hinder the performance of your team and application. Plus, if you're running a homegrown feature flag system, getting that data to the appropriate parties wouldn't be possible without adding yet another tool on top of your internal solution.

Life with LaunchDarkly: Metrics, dashboards, and an intuitive UI allow all stakeholders to visualize and access mission-critical features.

LaunchDarkly supports role-based access control, and a growing list of integrations for multiple teams.

Customer receipt: When Intuit—a technology company that develops financial management solutions for approximately 50 million customers—switched to LaunchDarkly from a homegrown system, it was able to cut its time for flag changes from ten minutes to nearly instantaneous. Additionally, when the Intuit data science team wanted to test an idea with live users, engineers were easily able to present the test option to 45,000 users so they could run their experiment.

"

We have multiple team members who have built feature flagging services at several companies in the past. We loved how LaunchDarkly handled all of the nasty edge cases for us, while providing the performance and powerful targeting we needed.

Shortcut

Zach Ozer
VP Engineering

Features internal teams can't produce

If you have a homegrown feature flagging solution up-and-running, you'll note these features are probably missing:

- **Advanced targeting**
  Get faster, more controlled feedback by rolling out flag variations to a percentage of users, targeting specific users with flag rules, and adding user details to flag evaluation code— all challenges or impossibilities with your current system.

- **Feature workflows**
  Instead of manually creating each feature flag from scratch, use Scheduling, Approvals, and Flag Triggers to automate safe, multi-step rollouts, and trigger rollbacks in 200ms if there's an error through LaunchDarkly's streaming architecture.

- **Experimentation**
  With built-in testing capabilities, LaunchDarkly allows you to run not only standard A/B/n tests, but also painted door, multi-armed bandits, non-negative, and champion-versus-challenger tests.

- **Comprehensive analytics**
  With LaunchDarkly, your teams can visualize and understand trends, audit changes, and improve conversions without any additional tools or frameworks.

- **Kill switches**
  Instead of anxiously waiting 5-10 minutes for your features to deploy, imagine changes happening within 0.2 seconds, and being able to rollback when there's an issue.

And if you're wondering about reliability, LaunchDarkly's architecture offers several layers of redundancy to ensure service and flag availability including multiple availability zones and 100s of points of presence across the globe through our content delivery network.

ROI that just keeps delivering

Avoiding negative outcomes from an internally-developed feature flag solution should be the baseline of any vendor's platform. LaunchDarkly empowers your team to perform at levels not previously possible, and ensures a more seamless deployment environment that streamlines every process, from design to release.

A sampling of LaunchDarkly's impact—courtesy of a recent report via Forrester Consulting—which focused on four teams ranging from sizes of 75 to 850 users:

- 245% ROI

- $3.80 net present value

- Reduced cost of pre-production environment saves $3.37 million

- Developer productivity equates with $1 million savings

Not everything is so easily quantifiable. When it comes to releases, 75% of LaunchDarkly customers say they're virtually stress free when it comes to releasing software. According to Forrester, that stress reduction translates into things like lower development recruitment costs and a decreased risk of massive errors being found at the point of merging code. Among other benefits that are tough to put a number on, Forrester found that LaunchDarkly helped improve business alignment, customer experience, and compliance with external governance.

Our platform can integrate seamlessly into your stack, and is supported by a wide range of technology partners, integrations, languages, and frameworks.

Through market-leading features and a devotion to developers, the impact of LaunchDarkly extends from your engineering team's hearts and minds to your company's bottomline.

So if you can improve the quality of life and performance of your team, while mitigating risk and saving money, it's time to retire your homegrown solution; we'll even buy it a one-way plane ticket to someplace warm and sunny.

> " LaunchDarkly is a great solution. Pricing is super competitive to homegrown solutions, and LaunchDarkly is always shipping new updates and functionality.

enterprise

Ian C.
Sr. Technical Release Manager

LaunchDarkly ➔

Fundamentally change how you deliver software.

LaunchDarkly.com