

A black and white photograph of a person with curly hair and sunglasses, wearing a plaid shirt and dark pants, sitting in a shopping cart. The person is leaning back with their feet up, looking upwards. The background shows a parking lot with a white car and a building.

ibotta

“Harness Continuous Delivery is a competitive advantage; building CD yourself is not.”

“There isn’t a deployment pattern we’ve seen that Harness doesn’t support.”

Scott Bassin, Engineering Director, Ibotta Inc.

Ibotta Saves 125 hrs/week Deploying Hundreds of Microservices with Harness Continuous Delivery

About

- Scott Bassin
- Engineering Director, Ibotta Inc.
- Launched in 2012, Ibotta has nearly 22 million downloads, and is one of the most frequently used shopping apps in the United States. Smart shopping starts with Ibotta

Compelling Event

Migrating from a Ruby on Rails monolith to new Microservices architecture

CI/CD Challenges

- Up to 16 production deployments per day
- Developers spending up to 45 minutes per deployment context switching across branches, consoles, tools, and logs
- Manual health checks and rollback can take an additional 45 minutes. Difficult to detect anomalies & regressions.
- Currently deployment process won't scale with hundreds of microservices
- Need to formalize & automate process and move away from the developer's laptop
- Mitigate risk from Blue/Green deployments to canary deployments

Harness Benefits

- Single pane of glass minimizes context switching for developers and reduces noise
- Provides a real-time read-only view of production
- Machine learning automates health checks using New Relic, Datadog, and Sumo Logic data
- Canary Deployments for all deployments, mitigate risk. 2% users vs. 100% users
- Reusable deployment patterns and templates for teams
- Automated Rollback
- Secrets and key management across pipelines

CI/CD Ecosystem

- Ruby on Rails monolith (legacy)
- Docker/K8/Java/python/node.js (microservices)
- AWS
- Travis CI
- New Relic & Datadog
- Sumo Logic
- Slack

Evaluation

- Harness deployed in staging environment
- Deep visibility of deployment pipelines
- Met all of Ibotta's CD requirements
- Broad coverage of deployment patterns (blue/green, canary, helm, K8s ...)
- Fully extensible to support custom processes

Business Impact

- Ibotta can support hundreds of microservice deployments per day with no added headcount
- Reduce engineering deployment time and effort by 90%
- Reduce rollback time by 78% from 45 minutes to 10 minutes
- Rapid engineering & customer success support for new features and onboarding

ROI

- Team lead and engineer time savings
- Save approximately 25 hours of engineering resource per day (125 hours per week)
- ~\$600k of productivity savings