Marketron Triples Velocity While Reducing Failures by 70%

“I either needed to hire more DevOps people or improve our tooling.”

Mike Jackson | SVP Software Engineering

Software Delivery Challenges
- Marketron was deploying legacy application using Jenkins and manual executions.
- Before Mike arrived at Marketron, the company was deploying once every six months. Mike used DevOps principles to increase deployment velocity to once a quarter. He realized this was the upper limit of their current tooling.
- This labor-intensive process required a 4-hour downtime window because multiple deployments were needed.

Harness Benefits
- Self-service Continuous Delivery for Developers and QE using an internal tool developed using GraphQL APIs
- Production deployment velocity has increased to monthly and deployments only require a 1-hour change window with zero downtime.
- Marketron deploys to non-production environments 1200 times a month. This increases quality by running automated tests at deployment time.
- Smoother transition to Kubernetes.

Business Impact & ROI
- 3x increase in velocity from 4 deployments a year to 12
- 75% decrease in deployment time