Case Study

Industry: SAAS

Value Path

- ✔ Velocity
- ⚠️ Risk
Tenzin Wangdhen  
Staff Site Reliability Engineer | Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize campaigns across email, push, SMS, in-app and more with unparalleled data flexibility. An integrated, cross-channel solution—built for marketers, trusted by engineers, designed with intelligence.

Compelling Event
Iterable’s existing deployment method couldn’t keep up with the company’s growing complexity and transition to Kubernetes.

CI/CD Ecosystem
CircleCI  
Terraform  
AWS - Kubernetes  
Elastic  
Datadog

“I’d recommend Harness to anyone who needs to deploy software securely.”
Tenzin Wangdhen | Staff Site Reliability Engineer

Iterable Uses Harness and Kubernetes to Triple Deployment Speed and Reduce Downtime 85%

“We deployed in weekly batches, and when something failed it was extremely difficult to untangle where the issue originated.”
Tenzin Wangdhen | Staff Site Reliability Engineer

Iterable’s Software Delivery Challenges
• The deployment process was originally created for a simple application comprised of 2 API machines and 2 web servers. As their environment grew to over 1000 servers, deployment complexity increased. This caused stability and quality issues.
• Developers were deploying from their laptops and declaring changes in a slack channel. The process was unsafe and allowed developers to work over each other.
• Deployments were a full day process of slowly rolling out to API’s while praying nothing breaks.
• 40% of deployments failed and took 4 hours to roll-back.
• 1 developer spent 8 hours a week maintaining CD scripts.

Harness CD Benefits
• Self-service Continuous Delivery
• Deployed 15 services in the first 15 days using Harness
• 537 deployments a month, up from 150
• 15-minute deployments, down from 8 hours
• 20% change failure rate, down from 40%
• 20 minute rollbacks, down from 4 hours

Business Impact & ROI
• 3x increase in deployment velocity
• 85% reduction in downtime risk
• 97% reduction in deployment effort
• $60,000 saved in maintenance cost

Harness is the industry’s first Continuous Delivery-as-a-Service platform that automates the entire CD process, keeps it secure, and uses machine learning to protect you when deployments fail.

www.harness.io | demo@harness.io

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