Case Study

Industry: SAAS

Value Path

 Velocity
Aditya Chandra
VP of Infrastructure and Security | Zeotap

Zeotap is the next-generation Customer Data Platform. Its Customer Intelligence Platform (CIP) empowers brands to unify, enhance, and activate customer data in a cookieless future, all while putting consumer privacy and compliance front and centre. Recognized by Gartner as a “Cool Vendor,” Zeotap works with over 80 of the world’s top 100 brands, including P&G, Audi, and Heineken. It is also the founding member of ID+, a universal marketing ID initiative.

Compelling Event
Amid modernizing Zeotap’s build pipelines, Aditya recognized a need for a sophisticated deployment tool.

CI/CD Ecosystem
CircleCI
J-Frog Artifactory
GKE (Kubernetes)
New Relic

“We avoided deployments because if things went badly, we couldn’t roll back.”
Aditya Chandra | VP of Infrastructure and Security

From Downtime Windows to Deployment Nirvana: How Zeotap Increased Deployment Velocity 36x

“Harness helps us prevent brain drain by removing the frustration engineers face while deploying.”

Aditya Chandra | VP of Infrastructure and Security

Software Delivery Challenges
• Over 40 applications and 400 pipelines with no standardization.
• Little visibility into deployment velocity or success rate.
• Bundled deployments and 4-hour downtime windows were used to help reduce the risk of downtime.
• Deployment issues were diagnosed using a 10-day feedback loop.
• No defined rollback strategy.

Harness Benefits
• Zeotap onboarded 40 applications in 3 months.
• Zeotap performs multiple deployments a day.
• Harness provides instantaneous visibility into success rate, velocity, and deployment issues.
• Harness RBAC integrated with change management process to increase GDPR, ISO 27001, and CSA STAR compliance.
• All pipelines are standardized with defined rollback strategies.
• Developers are given the independence to deploy on their own schedules and have more time to work on high impact projects.

Business Impact & ROI
• 36x increase in software deployment velocity.
• 90% reduction in change failure rate.
• Reduced rollback time by 99% from 4 hours to seconds.
• Reduced deployment effort by 70% from an entire team for 4 hours to 1 developer for 30 minutes.

Harness is the first complete software delivery platform. Continuous Integration, Continuous Delivery, Feature Flags, and Cloud Cost Management are all combined into the perfect pipeline.
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