split + bynder

Case Study

About Bynder

Bynder's digital asset management (DAM) platform enables teams to conquer the chaos of proliferating content, touchpoints, and relationships in order to thrive.

With powerful and intuitive solutions that embrace the way people want to work, and a richly integrated ecosystem, Bynder is the brand ally that unifies and transforms the creation and sharing of assets, inspiring teams, delighting customers, and elevating businesses.

> *"We have in total about 14 teams working on the platform. All of the teams are using Split."*
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> ***– Roald Bankras***
> *Director of Engineering*

Bynder's Engineers Needed More Control of Their Rollouts

Prior to onboarding with Split, new feature releases were owned by Customer Success Managers (CSM) at Bynder, leaving engineers with limited control when it came to feature rollouts. When releasing new features, the CSM-controlled feature toggles would be turned on at their convenience; there was no way to release features in a controlled manner. This caused a lot of stress and uncertainty for the engineering team, unable to know how they would affect customers upon every new release. They needed a feature management solution that would greatly reduce the amount of hot fixes that came with rolling out new features.

Split's LMS Helped With Early Adoption & Education of the Platform

When Bynder initially onboarded with Split, there was only one team using the platform. This has grown over time, but not until we moved to a newer version of ColdFusion with compatible JRE, Split's Java SDK gave the engineers seamless compatibility with the last pieces of the platform.

To get teams trained and up to speed quickly, Split offered a self-paced Learning Management System (LMS) named the Split Arcade.

The Split Arcade helped spread awareness around how to use the platform, providing actionable knowledge on integrating feature flags into their feature releases. Roald Bankras, Director of Engineering at Bynder said, "I only had to drop one message in a channel and then all these people started to use it."

Thanks to the Split Arcade, engineers had the flexibility to go through detailed training on their own time. After completing the courses, teams received professional certifications. Today, all fourteen engineering teams at Bynder have now adopted Split.

With Split, Bynder Gained Confidence & Control of Their Rollouts

Split's feature management platform allowed Bynder to decouple deploy from release which gave engineers confidence and control with deployments. As Roald mentions, "The fact that our development teams can now do incremental rollouts, that helps us finalize releases much quicker than before. We have more control over everything." Split eliminated the stressful, "big bang" releases for Roald and the engineers at Bynder. Now engineers roll out new features to 5% of their users and monitor memory & CPU usage, response time and error count. If all of these metrics are within normal limits, the engineers then continue to roll out that new feature until 100% of customers have access to that feature. Split gives them the assurance that any new feature releases will not cause issues for users or their platform.

"We are moving into a microservices architecture; it allows us to do much more incremental releases on a smaller scale and give developers more control of whatever gets deployed."

– Roald Bankras, *Director of Engineering*

With safety in deployments, the engineering team is able to deploy more often and with confidence. Roald explains, "They're deploying more often to production because it's hidden behind the split." As a result, the engineers will release multiple small features into production for testing, and once all of the independently deployed features have been verified, the team can make one single release to their customers. Whether that feature is shown to 5%, 50%, or 100% of their customers is up to the individual teams.

Now They Can Move Quickly With Customers Who Prefer Less Frequent Updates

Bynder has a number of customers who are hesitant to receive frequent updates because as Roald explains, "a change in UI needs an update of the handbook for all their users. And so they've asked [Bynder] to hold back on changes. So, we've put those accounts in a separate segment so every split can actually adapt to that [as part of the] rollout." Segments in Split allow developers to decouple the accounts that want frequent updates from those who would prefer not to see those changes as frequently. By segmenting these accounts, they can still release features and receive feedback while keeping all customers satisfied.

Managing External Dependencies With Attribute-based Targeting? Check!

Some of Bynder's legacy features, created before they began using Split, are incompatible with new features they are rolling out. Split's attribute-based targeting rules allow the teams to manage these dependencies anyway. Developers simply send a list of enabled legacy features to the Split SDK in their app. Then, they use attribute-based targeting rules to ensure that if the legacy feature is on, the new feature remains off. When the legacy feature is later turned off by a CSM, the new feature becomes instantly available without further effort.

No Wonder Developers Seek Companies With Feature Management

The impact the feature management process has on the recruitment process at Bynder is major. It provides a lot more psychological safety for employees. With the ability to test in production, engineers have new levels of confidence and control.

> *"Being a developer myself, I would definitely be in favor of a company who does that"*
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> ***– Roald Bankras***
> *Director of Engineering*

The Future for Split+Bynder

Going forward, Bynder would like to expand Split's use to product managers at the company, granting them visibility on new feature releases. In order to expand the platform to those employees, the team plans to use Split Arcade's curriculum for education and training.

In addition to expansion into other functions at the company, Bynder will use Split to facilitate the migration from their legacy platform to their new system. They plan to use Split to implement a "strangler fig pattern," a technique used where a legacy system is gradually surrounded by new functionality and the process continues until the old one has been completely replaced.