split + experian™

Experian Case Study

HOW EXPERIAN INCREASED RELEASE VELOCITY X50

Experian is a multi-national consumer credit reporting company with a strong focus on putting their consumers first. Currently, they have employees across 44 different countries, diligently gathering and analyzing consumer data to help them improve their financial well-being. With consumers at the forefront of everything they do, Experian leads the industry by creating a new way to improve and maintain affordable credit.

WHAT PROBLEM DID EXPERIAN NEED TO SOLVE?

Experian is on a multi-year journey to improve the financial health of consumers all over the world. With 3,000 employees working in product management and software engineering at the organization, cross-functional teams were relying heavily on one another to ensure their feature releases were safe and had little exposure to risk. As a result, they would coordinate large releases to happen all at once. This slowed down the process, leaving team members feeling stressed about their "big bang" releases that often occurred at the end of the day. Their goal was to implement small releases continuously throughout the workday. Before Split entered the picture, it was debilitating for teams to collaborate across multiple time zones at once.

HOW HAS EXPERIAN GROWN SINCE SPLIT?

With Split, Experian has been able to release new features risk free. Adding control to the rollout process, engineers can now continuously release and protect their rollouts behind feature flags or splits. Controlled rollouts with Split allows features to become available to a small portion of Experian users. As a result, this gives developers the opportunity to experiment with real consumer data without overloading new features with too much traffic.

Before Split, the Experian team was experiencing slow deployments, because releases were coordinated and happened as a "big bang". The team has gone from releasing two deployments a month to now releasing 100 deployments each month. With the ability to release new features stress-free, Experian engineers can rest easy knowing that Split will protect their individual rollouts. Having the option to easily turn on and off new features ensures their users will have the best experience while using Experian.

THE FUTURE OF EXPERIAN + SPLIT

Split's bidirectional integration with Jira, Split for Jira, links feature flags directly with issues in Jira. From there, it's just one click for the team to get to related code commits and deployments across over 50 microservices and front-end repos in Moneyfarm's GitLab instance. Split for Jira saves the team hours of research and eliminates the cognitive load of having to dig for that information.

"Split has become my culture hack."

WILL SOPER
Head of Development at Experian

"Split provides so much more than just a tool set change in that respect. You know, it sounds simple, feature toggles, but it's transformative in nature. It's transformative in terms of the teams, in terms of the culture that we adopt."

MIRZA BAIG
Senior VP of Engineering at Experian

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Visit **split.io** to learn more or **schedule a demo** today.

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