How to feature flag poorly & lessons learned

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LaunchDarkly

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IN THE LAST 10 YEARS, THE AVERAGE TIME TO RELEASE AN APPLICATION HAS GONE FROM YEARS TO WEEKS

OLD WORLD

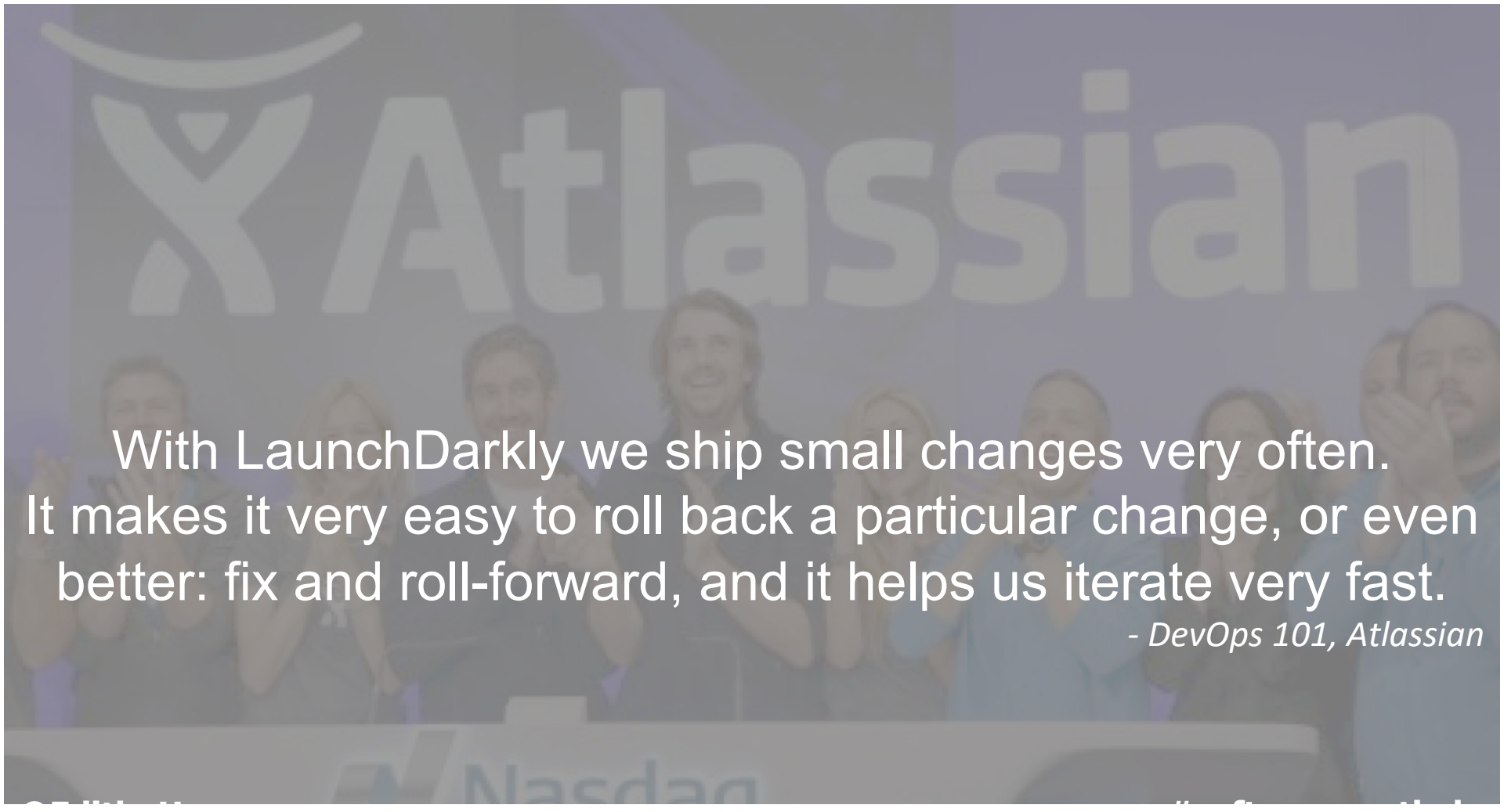
Multiyear RELEASE CYCLE

NEW WORLD

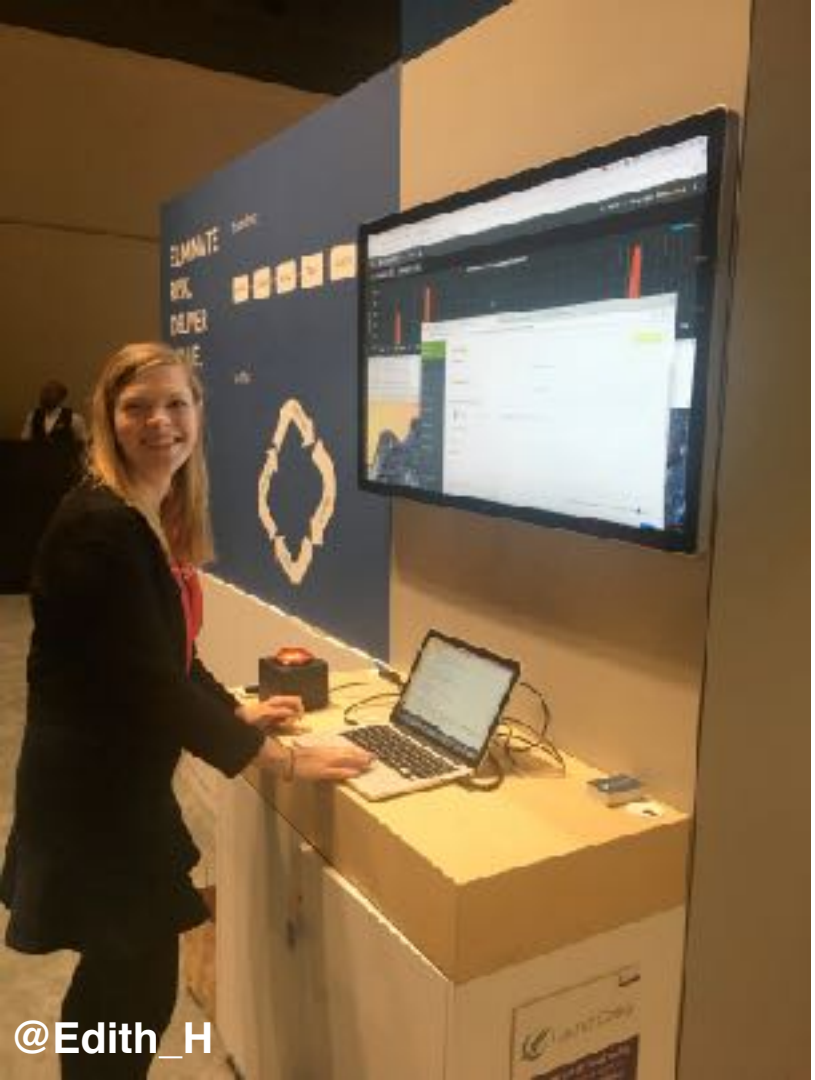
WEEKLY RELEASE CYCLE

Feature flags have become a critical part of how we roll out features, get feedback, and allow engineering and marketing to proceed on their own schedules.
It's hard to imagine DevOps services without them!

- Microsoft Engineering Leadership


Atlassian
With LaunchDarkly we ship small changes very often.
It makes it very easy to roll back a particular change, or even better: fix and roll-forward, and it helps us iterate very fast.
- DevOps 101, Atlassian

700+ customers,
200 billion features (daily)



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Feature **Kill Switches**
for unexpected events

ONE DOES NOT SIMPLY
MERGE BRANCHES WITHOUT CONFLICTS
quickmeme.com

VOLUME I
VOLUME II
Controlled
rollouts
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Early access betas for your
~~best guinea pigs~~
best customers

NONE SHALL PASS

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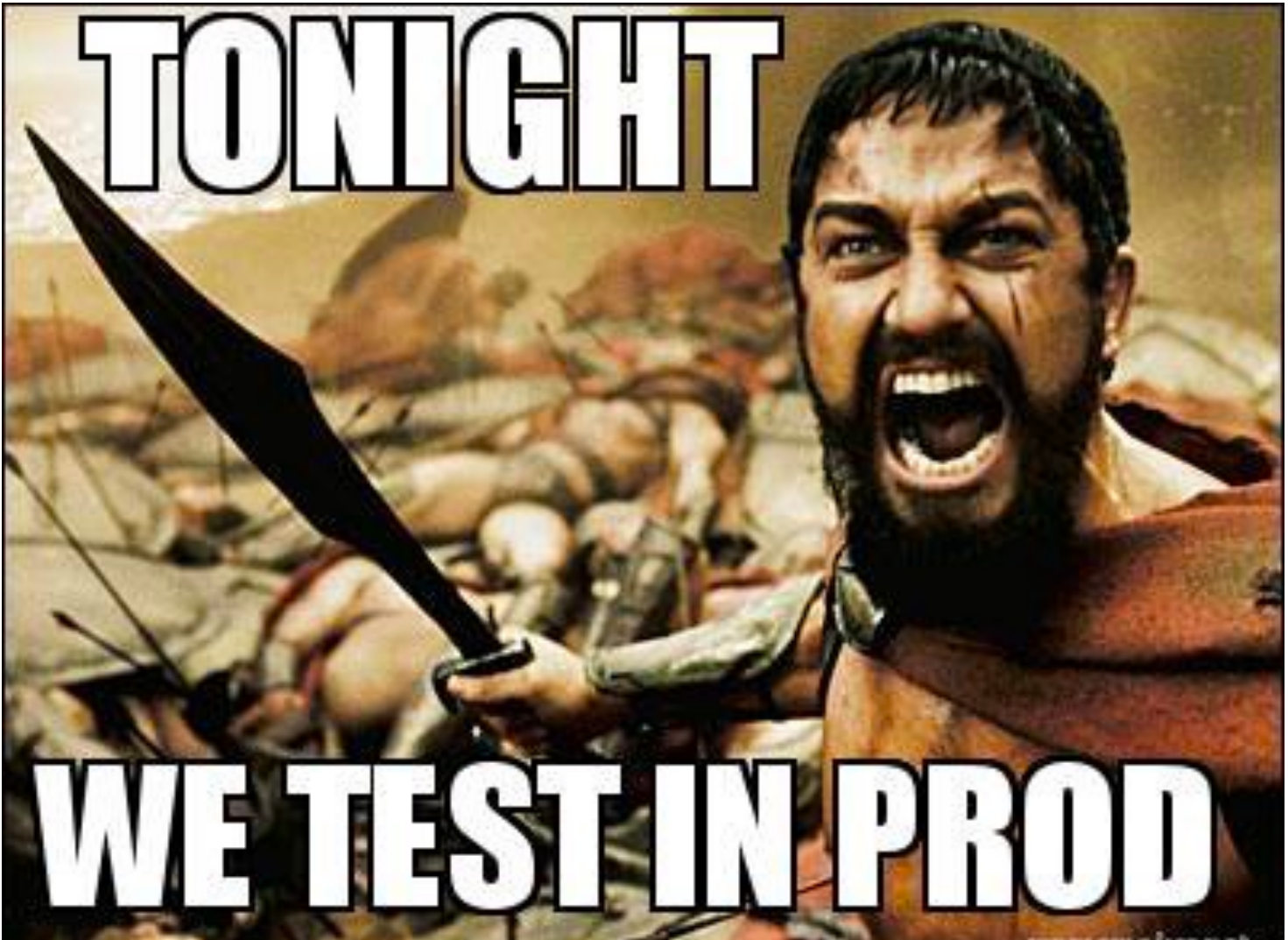

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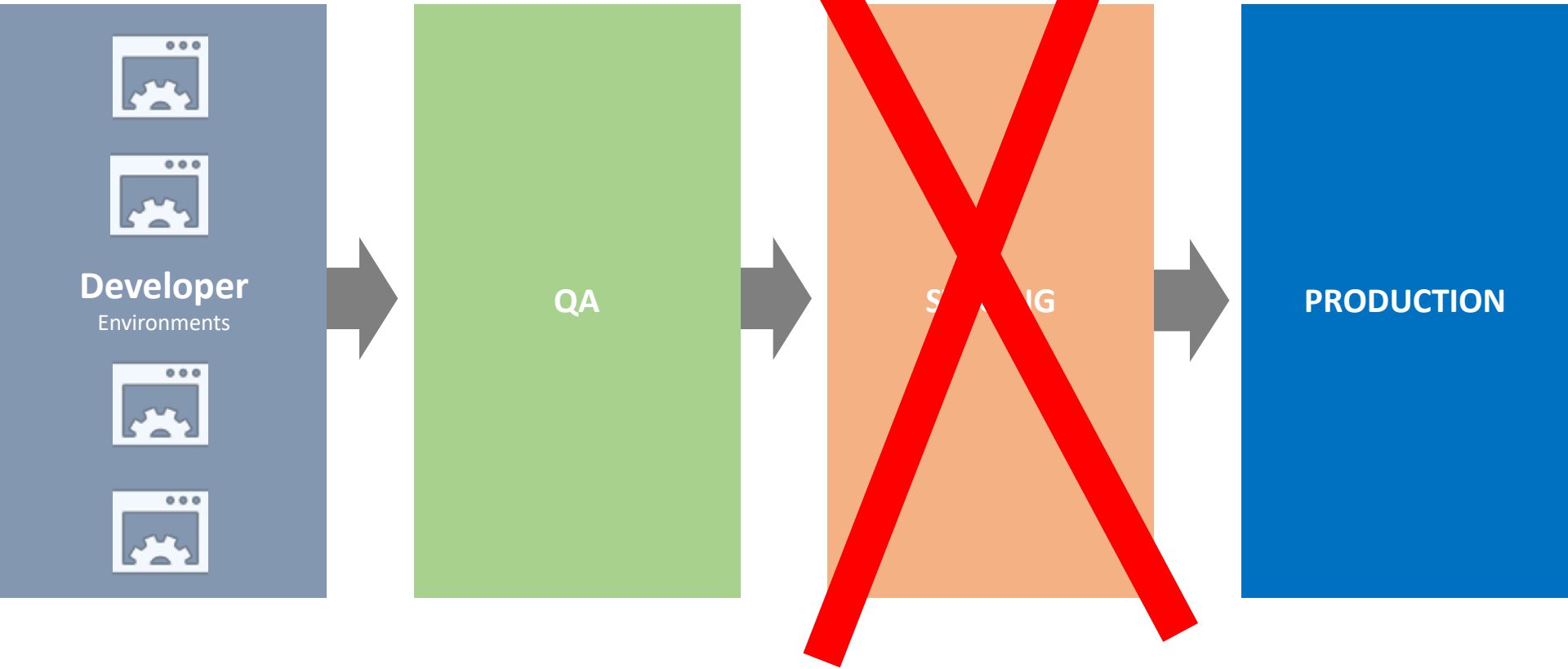
Kill your staging server



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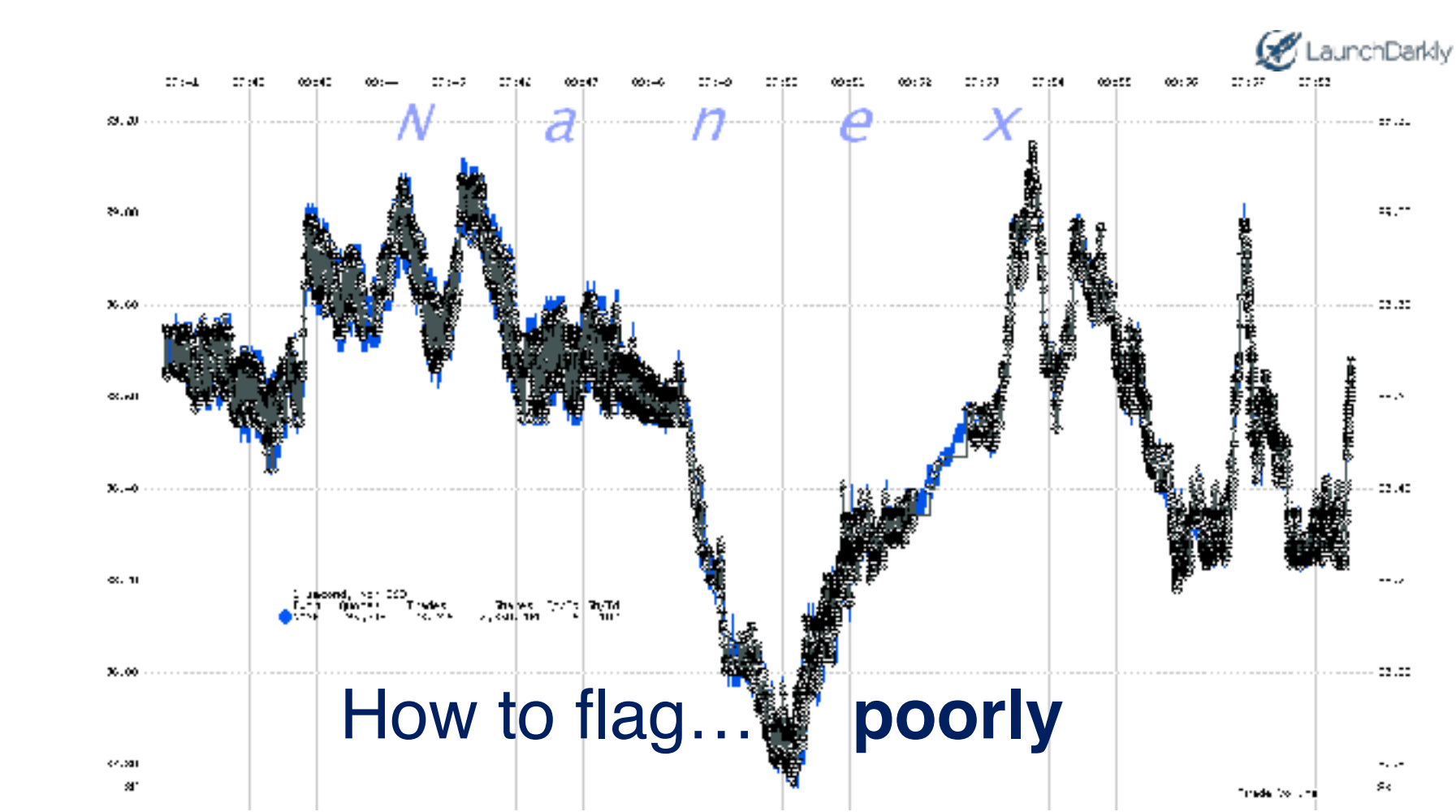
Subscriptions

Sunset



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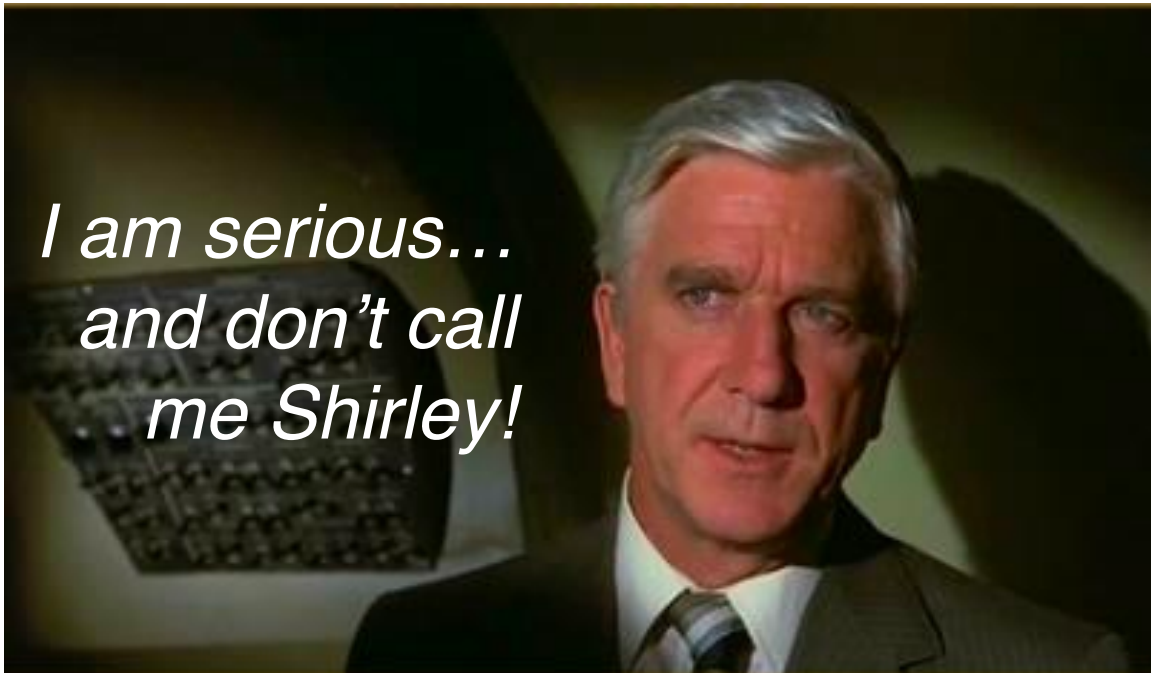
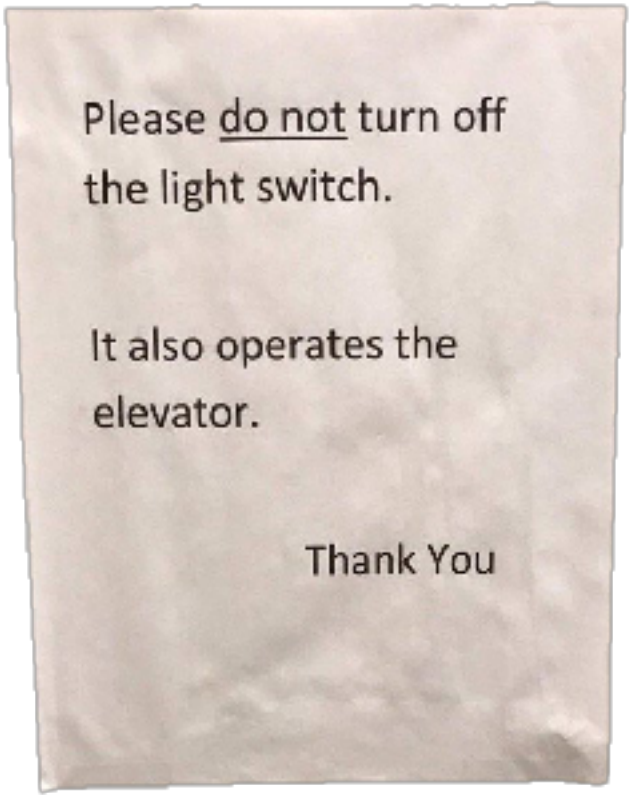
Ambiguously named flags

Surely you can't be serious?





Overused flags

SCHOOL DAY EXCEPTIONS
MON, TUE, THU & FRI
8:20 THRU 1:20
CCUSD PERMITS
15 MINUTES
1:30 THRU 2:15
SCHOOL BUSINESS
2:15 THRU 4 PM
CCUSD PERMITS
SCHOOL BUSINESS
SCHOOL DAY EXCEPTIONS
WEDNESDAYS
8:20 THRU 1:20
CCUSD PERMITS
15 MINUTES
1:30 THRU 2:15
SCHOOL BUSINESS
2:15 THRU 4 PM
CCUSD PERMITS
TOW AWAY
SCHOOL DAYS
CCMC 7.03.010
1 HOUR PARKING
5:42 79°
abc 7
ABC7
Conflicting flags
@Edith_H

DO NOT
PUSH
BUTTON
Feature
flag!
@Edith_H
#softwareseatbelt

Lactaid
MILK
Almond Breeze
French's
Leftover flags
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Recipe for effective feature flag-driven development

Flag carefully

Lock down access

Remove flags

LaunchDarkly

Built for Dev + Ops Teams

Application Level Flagging

Feature flags live in your code at the decision point.

Open API Support

Use our powerful REST API to build custom integrations.

Centralized Dashboard

One dashboard to manage all of your feature flag lifecycles.

Auditing and Access Controls

Flexible policies that allow you to control everything for your teams.

We Proudly Support

Enterprise Ready

End-to-end encryption

With LaunchDarkly your data is safe every step of the way.

Trusted

SOC 2 Type 2 certified. Privacy Shield and GDPR compliant.

Penetration testing

Independently tested every 6 months.

Private instances

Private, single-tenanted instances for enterprise customers.

Everyone Needs to Control Features

Dev
Continuous Delivery
Database Migrations
Multi-Site Management
Testing in Production

Sales
Entitlements
POC Previews
Upsells

Ops
Kill Switches
Safety Valves

Marketing
Betas
Scheduled Releases

Product
Dark Launches
A/B/n Testing

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LET'S TALK

Slides, T-Shirts & more at launchdarkly.com/Edith