A photograph of a modern desk setup. In the foreground, a silver laptop is open on a light-colored wooden desk. To the left of the laptop is a small potted plant with green spiky leaves in a grey pot. Behind the laptop is a white water bottle with a black logo. To the right, a mouse is on a dark mousepad. In the background, a desk lamp with a white shade and a brass-colored base is mounted on the wall. A computer monitor is visible on the right, displaying a webpage with a landscape image and some text. The overall scene is brightly lit, suggesting a window nearby.

Feature Experimentation For Engineering & Product Teams.



split

PRIMER

Who is Split?

Split is an emerging leader in continuous delivery and full-stack experimentation. Our mission is to empower businesses of all sizes make smarter product decisions. We do this through our product, a feature experimentation platform called Split. Split gives organizations a secure way to release features, target them to customers, and measure the impact of features on their customer experience metrics.



The Challenges We Solve

Organizations need to be able rapidly turn ideas into products, measure every outcome, and deliver superior customer experiences to stay profitable and to have a significant competitive advantage. This means they need to be able to release features fast and often with minimal risk, while at the same time have access to real-time insights on how customers are interacting with these features.

The reality today however, is that organizations approach this in a siloed manner, making software delivery and speed to market a DevOps concern, while measurement of outcomes is viewed as a product management concern. To support these requirements separate systems have evolved, resulting in three negative implications for the business:

Slow Innovation:

- By siloing software delivery and optimization practices, a 'bottleneck of innovation' is created within the organization.
- There is no continuous feedback loop between the development team responsible for building and delivering software, and the product team responsible for measuring the success of these experiences as customers consume them.

High Risk:

- With software being delivered continuously and as small iterative features, it introduces a high element of risk with every feature iteration to these business metrics on a daily basis.
- Without an effective means of limiting the blast radius of problems, each new iteration to the product has the potential to disrupt experience for all customers.

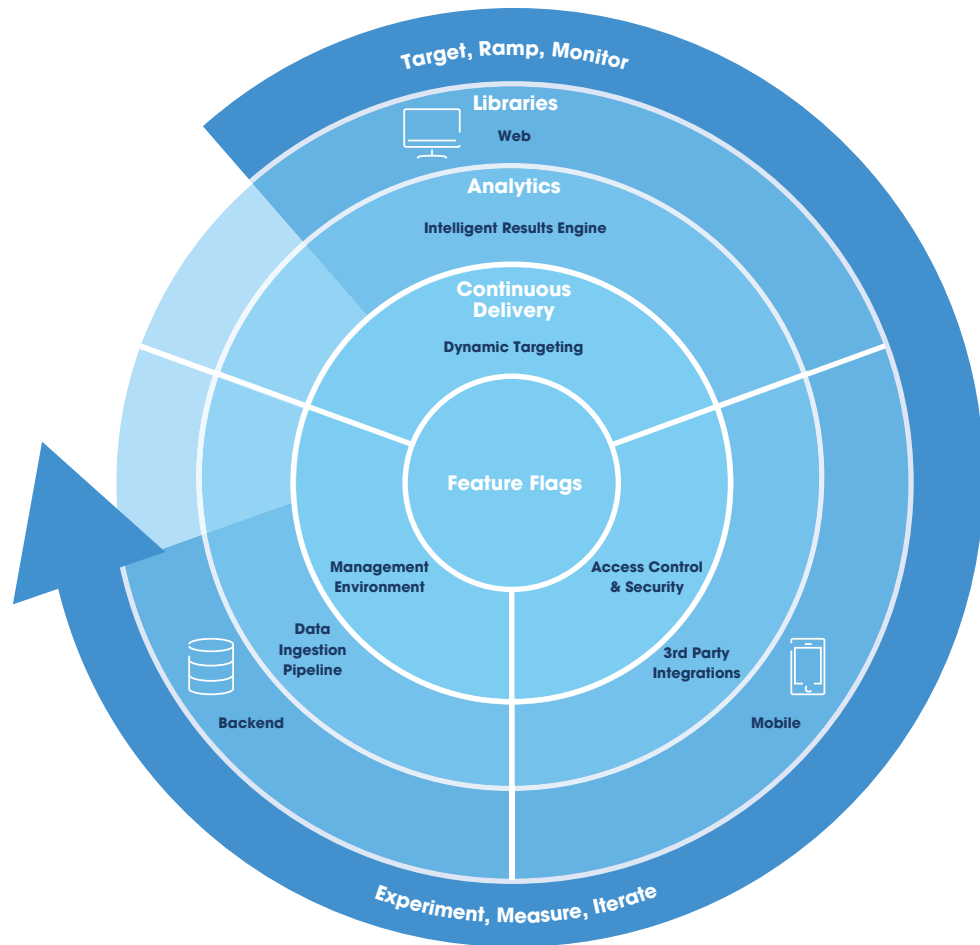
Minimal Visibility:

- Without a closed feedback loop between software delivery and technical and product metrics, teams deliver lots of ideas to the market fast, only to see them fall flat with customers.
- The ability to measure outcomes is limited to customer visible experiences only, ignoring critical innovation throughout the software stack.



What is the Split Feature Experimentation Platform?

The **Split Feature Experimentation Platform** is a unified solution for continuous delivery and full-stack experimentation.



Split unifies DevOps and product management, helping agile engineering and product teams accelerate the pace of product delivery and make data-driven decisions, through its robust feature flagging and extensive experimentation capabilities. With Split organizations can now accelerate time to value mitigate risk and drive better outcomes, in a unified platform.

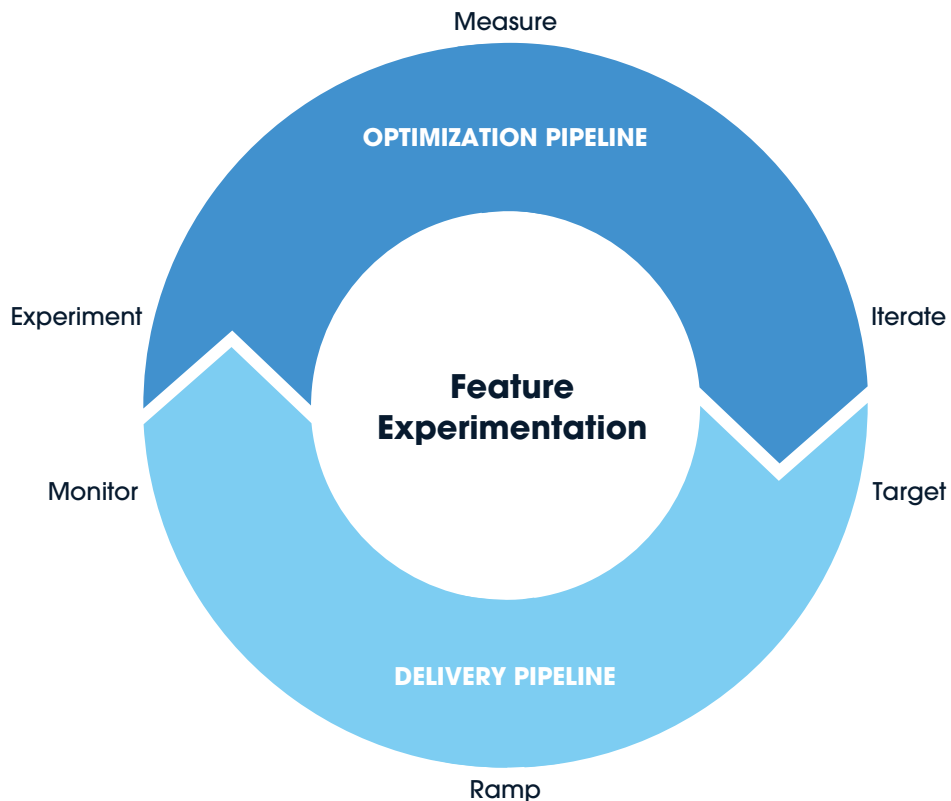
To learn more about Feature Flags, read the [Primer](#).



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Your Features, Our Flags,
Smarter Decisions.

Split sits at the intersection of of DevOps (CD, Microservices, Collaboration, Monitoring) and Experimentation (Optimization, Targeting, Insights), and addresses the key parts to any software development lifecycle:

1. **Delivery Pipeline (Speed to Market): Target, Ramp, Monitor**
2. **Optimization Pipeline (Measurement): Experiment, Measure, Iterate**



Key Components of the Platform Include:

Open source SDKs: Split is powered by our custom SDKs, available for most of the popular languages in use. These SDKs install easily at the application layer, and act as the engine deciding what feature version to show customers.

Feature flags: Split uses feature flags to control the rollout state of individual features that wrap any feature, anywhere in the stack, and communicate with the SDK to turn the feature on or off, or to show multiple variations of the feature.



Key Components of the Platform Include: (continued)

Management console: A key component of Split is the editor hosted in the cloud, an easy-to-use yet powerful way to roll out a feature to a segment of individually targeted users, a random percentage of traffic, or any set of attributes that makes sense for the business.

Intelligent Results Engine: Split provides a robust statistical engine built from the ground up to ingest product and operational metrics helping teams drive to outcomes across the organization. Split's Results engine is metrics first, automatically highlighting significant changes due to feature releases across the metrics that matter most.

Split Intelligent Security Framework: Split leverages industry-standard security practices and never requires user - identifiable data to be sent to Split servers, approaching security from these six vectors:

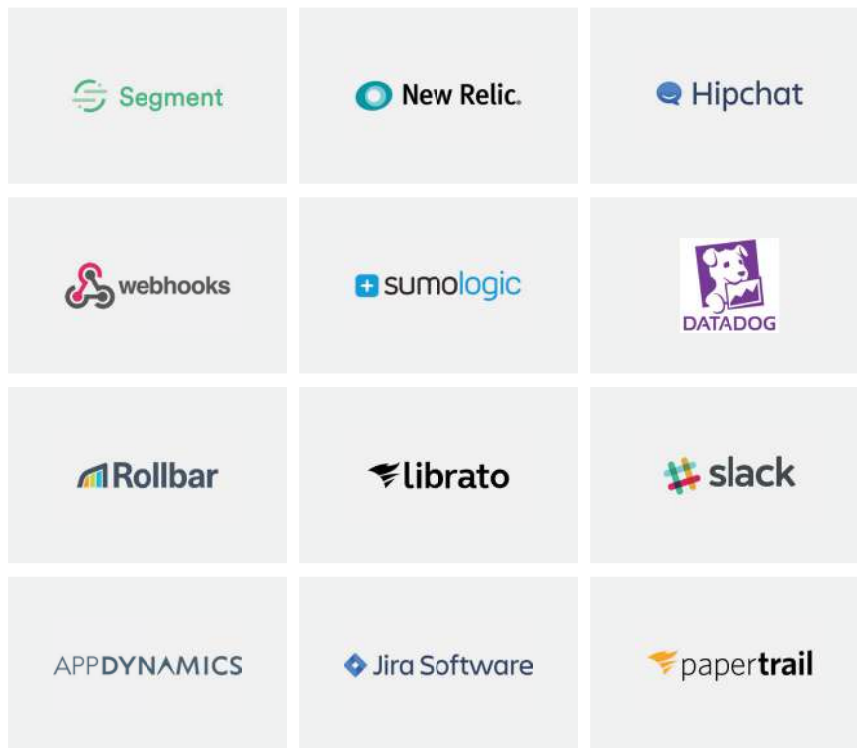
- **Access Security:** Two-factor authentication, JWT tokens, SAML-based account provisioning, role-based access controls and detailed audit logs enable customers to define the access level of each of their teammates;
- **Data Privacy:** Pushing complex user targeting to an on-premise software development kit ensures that Split will help organizations target experiences to their customers while securing customer information and data;
- **Product Security:** Secure development practices govern the release of each change to the Split platform. In addition, Split regularly undergoes rigorous third-party security auditing by Gotham Digital Science and has achieved OWASP-10 certification;
- **Infrastructure Security:** Infrastructure penetration testing, limited access to production systems by only trained professionals, and periodic backups secure Split's infrastructure against threats;
- **Compliance:** By not requiring user data to be sent outside your network, Split brings targeted feature rollout to compliance-sensitive companies.

To learn more about the Split's enterprise security practices, read the [Primer](#).



What Tools Does Split Integrate With?

Split integrates with the majority of collaboration, DevOps, and analytics tools you already use today.



AppDynamics

[AppDynamics](#) allows users to proactively monitor, manage, and optimize the most complex software environments. Split integrates with AppDynamics to provide custom events in AppDynamics highlighting Split changes. Our integration lets you bring Split's audit log data (metadata including environment, split name, definition, the Split user who initiated the change, and a link back to the Split interface) into AppDynamics.

Datadog

[Datadog](#) is a cloud-hosted monitoring and analytics platform for development and operations teams. Our integration lets you bring Split's changelog data (metadata including environment, feature name, definition, the Split user who initiated the change, and a link back to the Split interface) into Datadog.



HipChat (Atlassian)

With our [HipChat](#) integration it is easy to communicate with your team and keep your colleagues up-to-date on changes in Split. By combining Split's feature roll-out capabilities with HipChat, you can keep your team notified and up-to-date as new features are enabled, which feature roll-outs are modified and by which of your teammates.

Jira (Atlassian)

[JIRA](#) Software offers flexible issue and project tracking with best-in-class agile tooling for software teams. By combining Split's feature roll-out capabilities with JIRA tracking software, you can keep your team notified and up-to-date as new features are enabled, which feature roll-outs are modified and by which of your teammates.

Librato - Solarwinds

[Librato](#) allows your team to collect, store, and visualize any metric across all levels of your application stack. Integrate Split data into Librato to monitor and measure the performance impact of Split changes. Our integration lets you bring Split's audit log data (metadata including environment, split name, definition, the Split user who initiated the change, and a link back to the Split interface) into Librato.

New Relic

[New Relic](#) provides real-time application performance management. Integrate Split data into New Relic to monitor and measure the performance impact of Split changes. Our integration lets you bring Split's audit log data (metadata including environment, split name, definition, the Split user who initiated the change, and a link back to the Split interface) into New Relic.

Papertrail

[Papertrail](#) provides cloud-hosted log management solutions. Integrate Split data into Papertrail to get rollout and rollback events in Papertrail. These events can be overlaid with any other log data to quickly detect and correlate application issues with Split changes. Our integration lets you bring Split's audit log data (metadata including environment, split name, definition, the Split user who initiated the change, and a link back to the Split interface) into Papertrail.



Rollbar

[Rollbar](#) is a powerful and popular error tracking and analysis service that works in every language Split supports. Our integration brings Split's changelog data (metadata including environment, feature name, definition, the Split user who initiated the change, and a link back to the Split interface) into Rollbar. Together, these details can help you drive powerful correlations in incident investigations, with Rollbar telling you what's going wrong and Split data showing you which features could have caused the problem.

Segment

[Segment](#) is a single platform for collecting customer data and sending it to analytics, marketing, and data warehousing services. Our Segment integration lets you bring Split impression data into Segment to enrich your existing analytics solutions and identify the specific feature-level impact on your customers. You can also use Segment to send your Split impression data to your warehouse or third-party applications.

Slack

[Slack](#) makes it easy to communicate with your team and keep your colleagues up-to-date on changes in Split. By combining Split's feature roll-out capabilities with Slack, you can keep your team notified and up-to-date as new features are enabled, which feature roll-outs are modified and by which of your teammates.

Sumo Logic

[Sumo Logic](#) is a cloud log aggregation and analytics platform for development and operations teams. Our integration lets you bring Split's changelog data (metadata including environment, feature name, the Split user who initiated the change, and a link back to the Split interface) into Sumo Logic.

Webhooks

[Webhooks](#) allow you to create or configure custom integrations which subscribe to certain events in Split. When one of these events is triggered, we'll send an HTTP POST payload to the webhook's configured URL. Use webhooks to send Split events and data into the tools and systems your team is already using.



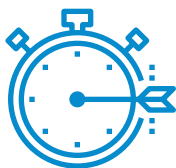
What Languages are Supported by Split?

Split works with a broad range of languages supported by your applications.
Our supported SDKs:



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Split Benefits



Accelerate Time to Value

Release fast and often, by unblocking dependencies that exist between feature releases.



Mitigate Risk

Minimize the blast radius of any feature release incident by gradually rolling out features across the customer base using feature flags.



Make Smarter Decisions

Measure and understand the impact of every new feature on the product and operational metrics that matter.



How Can You Teams Leverage Split?

Engineering

Goals:

- Make the production launch a “non-event”.
- Minimize time spent on rollbacks or emergency fixes that will eat into my next sprint’s work.
- Deliver products faster.
- Focus on building product rather than work on regression tasks.

Why Split?

- A single-platform for engineers to collaborate with product managers (PMs) and other stakeholders.
- A visual control panel with rich targeting capabilities.
- Packaged with the critical tools required by engineers to run a production system - permissioning, tagging, audit logging.
- Out-of-the box SDKs and open APIs

Product Management

Goals:

- Successful and safe product launches.
- Iterate faster, increased feature adoption and accelerate revenue growth.

Why Split?

- A visual control panel with rich targeting capabilities.
- Allows data export of valuable customer metrics to the data warehouse, for the product Analytics / data science team to perform analysis.



How Can You Teams Leverage Split?

Data Science

Goals:

- Unlock the power of data to derive deeper insights with advanced analytics.
- Enable the organization to build better products and deliver exceptional customer experiences by aligning advanced analytics and with business metrics

Why Split?

- A visual control panel with rich targeting capabilities.
- Allows data export of valuable customer metrics to the data warehouse to perform analysis.
- Single platform to collaborate with PM and engineering.

Experimentation

Goals:

- Build and operationalize a high functioning engineering and development team that delivers a quality product, consistently on time or ahead of schedule.

Why Split?

- A unified (single) platform for my engineering and experimentation team to collaborate on.
- Ability to rapidly release and mitigate risk - meet business metrics and improve customer experience.



Why Split?

Split is the industry's first Feature Experimentation Platform built for engineering and product teams:



Out-of-the box solution that integrates continuous delivery and full-stack experimentation in a unified platform.

Granular customer segmentation capabilities, such as in browser segmentation, that serve the needs of both product and engineering teams.

Rich suite of integrations with leading collaboration, DevOps, and analytics tools.

An easy to use, yet powerful management console built for teams as they scale.

Robust statistical engine to ingest product and operational metrics helping teams drive to outcomes across the organization.

Enterprise-grade security that enforces access control, data privacy, and maintains compliance requirements.



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How Our Customers Use Split?



Continuous Delivery

Separate code deploy from feature releases.

- Deploy new code anytime to production.
- Keep new features in the dark until ready for release.



Trunk Development

All commits to one branch.

- Allow code in progress to be committed to the shared branch.
- Prevent new code from breaking the branch or delaying deployment.



Migration to Microservices

Migrate Monoliths without Moving Mountains.

- out of the monolith.
- Move traffic for that feature to a new microservice.



Quality & Performance Testing in Production

Evaluate the actual quality and performance impact of every feature.

- Target new functionality to a 'safe' set of customers.
- Use actual production infrastructure instead of performance labs.



Paywalls

Target features to customers based on their subscription.

- Deliver custom or subscription-based features to different customers.



Experimentation

Measure every Idea, anywhere in your stack.

- Measure every Idea, anywhere in your stack.
- Highlight changes due to feature releases across the metrics that matter most.



Splits In-production at Innovative Companies

Split is deployed by engineering and product teams in organizations where speed to market and data-driven decision making are mission critical for operating the business. Our customers want:

- Frictionless product delivery, access to real-time insights on product and operational metrics, and customer experience optimization to help them unlock new revenue opportunities and stay ahead of the competition.
- To rapidly turn ideas into products, measure every outcome, and deliver superior customer experiences.

By leveraging Split, our customers are seeing:

21% increase in new software and products delivered/released.

22% improvement quality of deployments.

19% increase in revenue within the first 6 months.

50% fewer failures.



How Split is helping organizations make smarter product decisions:

The logo for Vevo, featuring the word "vevo" in a bold, black, lowercase sans-serif font.

[Vevo](#) has increased its mobile customer engagement using Split. With Split, Vevo's data science team is now able to run experiments resulting in better targeting of Youtube channels, and increased viewing time of Vevo videos.

The logo for Twilio, featuring a red circle with four white dots inside, followed by the word "twilio" in a bold, red, lowercase sans-serif font.

[Twilio's](#) product management and engineering teams use Split for experimentation. With Split, Twilio can now target and deliver every feature to end customers, ranging from new steps in their onboarding flow to core backend functionality, measuring its impact on their key metrics.

The logo for WePay, featuring a stylized blue and green arrow pointing right, followed by the word "wepay" in a blue, lowercase sans-serif font.

[WePay](#) ramped up its release cadence and migrated to microservices using Split. With Split, WePay can now ship new discrete features as often as they'd like, testing them first internally, then with select customer groups, before slowly ramping them to all of their customers.

Read more [case studies](#) to learn how organizations are making safer and smarter product decisions with Split.

[Try Split for free or contact us for a personalized demo.](#)



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About

Split is the leading platform for feature experimentation, empowering businesses of all sizes make smarter product decisions. Companies like Vevo, Twilio, and LendingTree rely on Split to securely release new features, target them to customers, and measure the impact of features on their customer experience metrics. Founded in 2015, Split's team comes from some of the most innovative enterprises in Silicon Valley, including Google, LinkedIn, Salesforce and Databricks. Split is based in Redwood City, California and backed by Accel Partners and Lightspeed Venture Partners. To learn more about Split, contact hello@split.io, or get started for free at www.split.io/signup



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