Red Badger and Split: Delivering exceptional digital experiences

Software development is central to every business, and nearly every business requires having an exceptional digital experience as central to its success. The key for product and business leaders at today's global enterprises is ensuring that their software development process delivers this exceptional digital journey, an expectation of customers across the globe.

Additionally, the road to modern application development is paved with pressure to innovate perpetually. Given this, establishing a practice of high-frequency, continuous software delivery is now almost a requirement for organisations of any size and scale. And using the right technology, tools, and processes is key to enabling this way of working. This is why today's enterprises turn to Red Badger and Split.

RED BADGER & SPLIT

Red Badger and Split.io offer large enterprises the tools, methodology and expertise to accelerate digital transformation, improving delivery culture and continuously placing value in customers' hands.

Split is a leader in Feature Management and Experimentation. Split's Feature Data Platform™ helps product development teams reduce development time, mitigate release risk, and focus on the features that solve technical and business problems.

Red Badger is the product transformation consultancy selected by blue chips, focusing on creating high-performance digital products and platforms that get enterprises closer to their customers and embed in them new ways of working.

Together our solutions help to create an impact-driven culture for blue chip organisations, minimising risk, and emphasising sustainable, agile product development to accelerate customer and business value.

Why is this partnership important?

Feature flags (also called feature toggles) are a set of techniques used by software development teams to separate code deployment from release.

Split's Feature Data Platform allows digital product teams to deploy code to production hundreds of times per day. By encapsulating code changes behind a feature flag, teams can work on new features in isolation without affecting the rest of the codebase. This allows product leaders and software development teams to deploy small changes regularly, and only releasing a feature when it's ready, rather than building the feature in isolation and deploying it all at once.

At Red Badger, we have employed feature flags with great success, helping our clients across many sectors to deliver at pace, delighting their users and achieving their business goals.
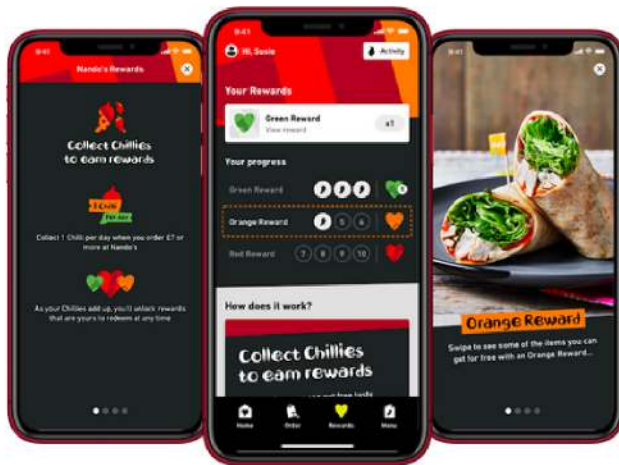
Nando's set out to deliver simple and frictionless digital ordering services for its customers that could endure future business growth. By leveraging the Split platform, Nando's was able to run A/B tests for different approaches to new functionality and enable a flexible release strategy, targeting new journeys and features to specific customers, restaurants, and channels. As a result, not only was Nando's able to achieve this objective, but it can now do so with a 360-degree view of its customers, enabling them to stay ahead of what delights them.

INTERESTED IN LEARNING MORE?

Get in touch to learn more about how we can help evolve your products and services.

About Red Badger
Red Badger is the product transformation consultancy for blue chip companies. Our product design capabilities and technical pedigree build high-performance digital products and platforms that get you closer to your customers and embed new ways of working. Red Badger solves complicated problems in complex places. Your journey to an agile, innovative digital product organisation starts today.

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About Split.io
Split gives product development teams the confidence to release features that matter faster. It's the only feature management and experimentation platform that automatically attributes data-driven insight to every feature that's released— all while enabling astoundingly easy deployment, profound risk reduction, and better visibility across teams. Split offers more than a platform: It provides partnership. By sticking with customers every step of the way, Split illuminates the path toward continuous improvement and timely innovation. Rocket Mortgage, GoDaddy, Twilio, Salesforce, Electronic Arts, Healthfirst, and WePay, a Chase company, trust Split to deliver these experiences. Get started for free at www.split.io/signup.

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