split + Microsoft Azure

SPLIT EXPERIMENTATION FOR AZURE APP CONFIGURATION

A new, native feature within Azure App Configuration to enable engineering teams to safely measure and understand the impact of every feature variation.

Powered by the combined use of Azure App Configuration Feature Manager, Application Insights and Split Software, teams get access to Split's experimentation capabilities natively within Azure. By leveraging data from Application Insights, anyone doing progressive delivery can now gain quantifiable insights that enable faster, safer product releases.

EXPERIMENTATION + FEATURE MANAGEMENT

Release Faster
Ship product changes up to 50x faster by eliminating friction and fear

Control Exposure
Selectively release features to beta testers, early adopters, or canaries

Test & Iterate
Measure the impact of every change to make informed decisions as you go

Gain Autonomy
Run experiments without relying on experts or technical resources

This feature gives engineers a more efficient way to release changes that reduce the severity and duration of incidents while maximizing positive impact. In a world where teams are pressured to do more with less, experimentation gives you the confidence to move fast without breaking things.

Progressive Delivery
Use a variant allocation to validate whether a feature is helping or hurting your performance.

Releasing Intelligent Applications
Gain the insights needed to roll out new AI with confidence.

Iterating and Optimizing AI
Run experiments to rapidly improve the performance of integrated AI models.

Full Stack Experimentation
Run tests across frontend, backend, and mobile apps to drive business metrics.

HOW IT WORKS

To run experiments natively in Azure, customers must connect to the Split workspace resource, be doing a percentage-based rollout via Azure App Configuration Feature Manager, and capture behavioral and performance data with Application Insights. Once configured, users click into each individual feature flag, compare different variants, and quickly learn if product changes are making things better or worse. With this engineering teams can take immediate action to continue on a set path or not.

Create an active flag via Feature Manager	Send event data from Application Insights	Create metrics using custom events	Use a variant allocation to release the change	Understand the impact to take action
Split joins the variant-level flag telemetry with user-level behavior and performance data to continuously calculate the impact between variants.		Configure, only once, the metrics that matter the most for your organization.	Gradually roll out your features using percentage allocation to minimize the blast radius.	Click into each flag to understand the impact and take action.

WHY IT'S IMPORTANT

"At the point engineers make deployments live, they want to understand how the features are performing, from a customer experience, user value, and system standpoint. We know that one of the big challenges developers face in understanding impact is how to get all of the data in the first place. Together with Split, we can now make that easy."

BALAN SUBRAMANIAN
General Manager, Azure App Platform Services, Microsoft

split + Microsoft Azure

To learn more, visit Split Experimentation for Azure App Configuration in the Microsoft Azure Marketplace.