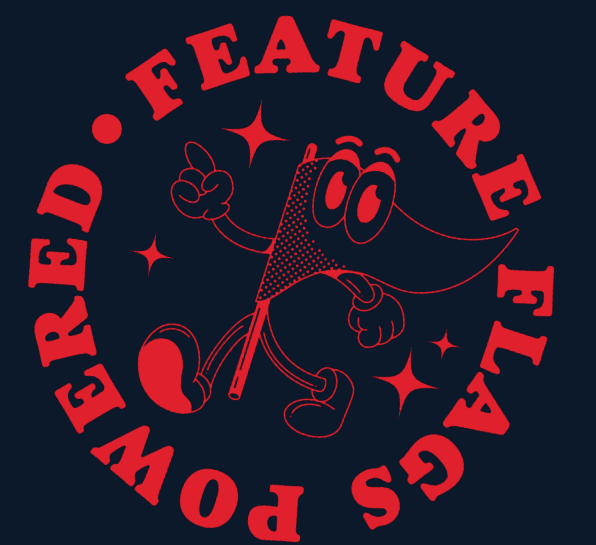




# Feature flags unleashed

Brought to you by Roger Gros

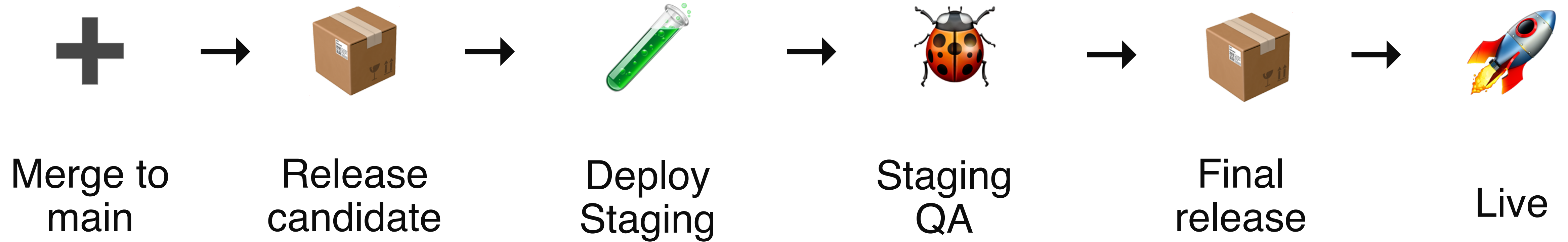


Hi 🖐️, my name is **Roger Gros** and I'm a  
**Senior Engineering manager at Factorial**

**One year ago I was working on a SaaS startup.**

**We released new changes every one or two weeks.**

# Our release process was like that



**It was slow, it was painful, and most of  
the days we were scared.**



Releases too big



Releases stuck in Staging



Migration issues



Painful rollbacks



Client requests

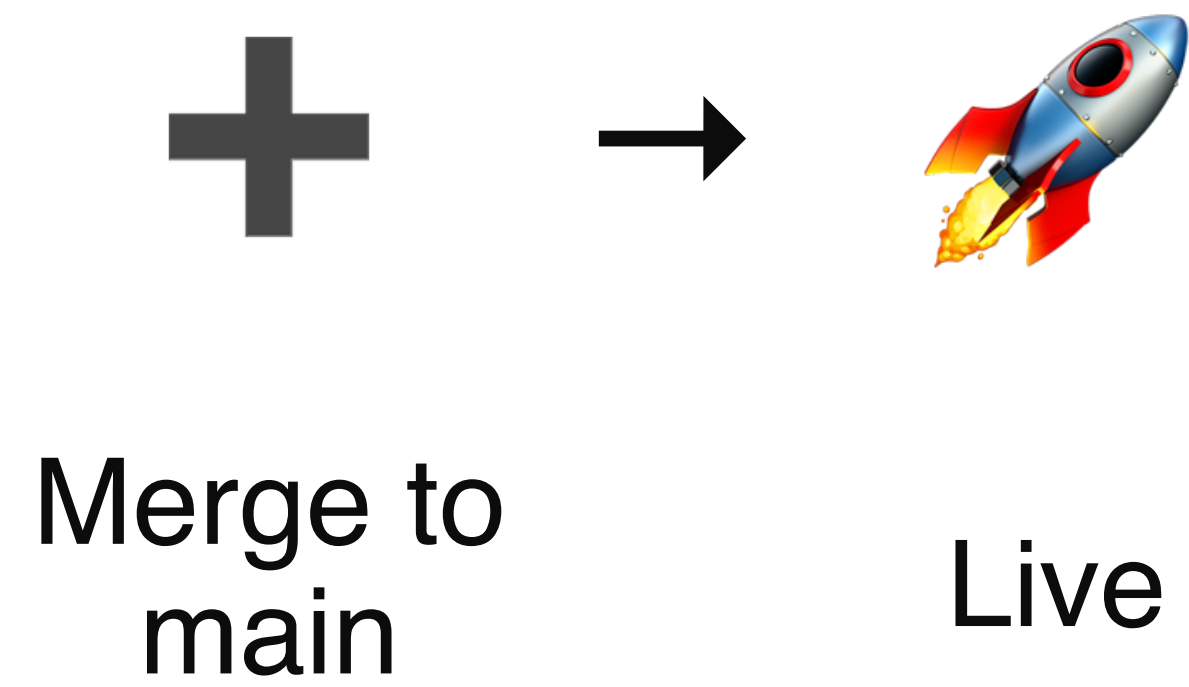
New bugs



**And then, I joined **factorial** and started working with feature flags.**



# This is our **release process** at factorial



# We move fast

**150+**

Engineers

**40**

Average daily deploys

**1**

Repository

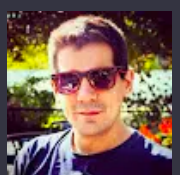
**280+**

Feature flags

# What's a **feature flag**?



A feature flag is a programming technique used to control the availability of certain features or functionalities within a software application. It allows developers to enable or disable specific features remotely without deploying new code.



Thanks ChatGPT

**So... a feature flag is just an if?**

# The essentials



Fast and convenient, No boilerplate



Built-in dimensions or segmentation



Managing tool

# The essentials



Fast and convenient, No boilerplate



Built-in dimensions or segmentation



Managing tool

# The essentials



Fast and convenient, No boilerplate



Built-in dimensions or segmentation



Managing tool

**With that you can unlock their full potential.**



# Feature flags superpowers



Merge often



Complex DB migrations



Canary release & betatesting



Test on production



Feature rollback



Customisation & plans

# Feature flags superpowers



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**With great power comes great responsibility.**

# Which are the main risks?



Breaking current behaviour



Operational complexity



Tech debt



Initial investment



# Which are the main risks?



Breaking current behaviour



Operational complexity



Tech debt



Initial investment

# Which are the main risks?



Breaking current behaviour



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# Which are the main risks?



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Initial investment

# Some best practices



Short lifecycle and small scope



Feature flags management app



Testing both scenarios (With and without FF)



Rock solid and trustable CI

# Some best practices



Short lifecycle and small scope



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# Some best practices



Short lifecycle and small scope



Feature flags management app



Testing both scenarios (With and without FF)



Rock solid and trustable CI

# I really hope that I had started using them sooner.

~~Releases too big~~

 Merge often

~~Releases stuck in Staging~~

 Test on production

~~Migration issues~~

 Easier DB Migrations



~~Painful rollbacks~~

 Feature rollbacks

~~New bugs~~

 Canary release & Beta Testing

~~Client requests~~

 Customisation



**I can ensure you that once you try them it  
feels like superpowers.**

# Thank you

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