



GEARSET CASE STUDY

Traction on Demand



QUICK STATS

- Founded: 2007
- Founder & CEO: Greg Malpass
- Number of Employees: 270+
- Industry: IT & Software Consulting
- HQ: Burnaby, BC, Canada

Traction on Demand is North America's largest dedicated Salesforce consulting and application development partner with 3,000+ projects on the platform. Traction develops innovative cloud technology solutions and applications for North America's largest and most influential brands, as well as for hundreds of small and medium-sized companies.

CHALLENGE

Traction has completed over 3,000 successful Salesforce projects over the last six years for clients across North America.

In the past, they had used several change and release management tools, but none provided them with a complete solution and the support needed to effectively manage deployments for their large client base.

With several hundred projects running at any given time, Traction wanted to ensure they were leveraging the right tools to not only execute efficiently, but also with accuracy and consistency.

Traction's release management tool requirements included:

- A tool that would save significant time during deployments and lead to more efficient projects
- An intuitive interface that would allow less technical team members and clients to use the tool

- A tool backed by amazing support. Being knowledgeable on release management already, Traction needed a vendor who could answer their most technical and difficult questions
- A tool that contributed positively to Traction's E3 Metrics (ecstatic customers, enjoyable workplace and efficient delivery)



"Gearset's support has been first class. They always get back to us quickly and, as Traction is a company full of people who like to figure out how things work (and break things), their speed in support is much appreciated."

*~ Calex Peterson, Delivery Operations Manager,
Traction on Demand*



SOLUTION

Traction's deployment specialists performed an evaluation of the top tools within the Salesforce ecosystem and came to the conclusion that Gearset was their tool of choice.

What stood out to the team?

- Gearset provides a single tool for both developers and administrators. It's quick to master if you don't have a technical background and the interface is incredibly user-friendly and easy to navigate
- Gearset speeds up releases by automatically identifying and resolving many deployment errors before you hit them
- Gearset allows for rapid comparisons between orgs, saving hours over manual change tracking documents, and reducing the chances of human error
- Gearset is much faster than native functionality and provides better control of what gets deployed, and allows for easy deployment to additional environments
- The Gearset support team is very responsive to feedback, requests and bug support, and rapidly implements suggested improvements (often within hours of the request!)



"When working with enterprise clients, it's very challenging to have the metadata deployed and synced easily. One of our current clients has five sandbox environments the metadata must be deployed to before we make the big push to the production environment. Leveraging Gearset's powerful and intuitive platform was instrumental for the success of the project. Gearset has cut our deployment time in half, increasing productivity and quality. Gearset will be an integral tool for all of my projects moving forward."

*~ Peter Reimer, Developer,
Traction on Demand*



RESULTS

Traction has now been using Gearset for all release management activities for over six months. In that time, they have:

- Halved deployment time, saving countless hours on projects and allowing them to deliver results to their clients faster than ever
- Built better relationships with their clients by enhancing collaboration and reducing code conflict
- Enhanced their enterprise client deployment capability
- Trained 56+ Gearset deployment specialists
- Completed 550+ unique deployments and created 56,000+ events within Gearset



"If your organization is rapidly evolving and scaling, if you run projects where changes are needed to your Salesforce instance, or if you have a mature environment management structure, Gearset should 100% be a part of your technology stack."

*~ Mike LaVigne, CTO,
Traction on Demand*



Find out more about Gearset and start your free 30-day trial at www.gearset.com