

Xaxis cleared their development backlog and moved to agile development for Salesforce



Xaxis is a programmatic media and technology platform, helping advertisers to reach and engage audiences across the world.

Size 1,800+ people

Location New York

Industry Media & technology

Customer since 2016

Xaxis found that many deployment and CI tools weren't up to the task for Salesforce development

Xaxis has used Salesforce since 2011, when the company was founded. Initially, Xaxis used a combination of change sets, Eclipse and Ant to manage their Salesforce releases. But as the Salesforce team grew, they began accidentally overwriting each other's changes during development.

Development work started to get backed up waiting for a deployment window. In an effort to streamline their releases, Xaxis set up continuous integration using a leading multipurpose solution. But Julie Zaretsky, Lead Software Engineer, and her team discovered that tools designed for use across multiple platforms struggled to cope with the nuances of Salesforce deployments.

"I was extremely frustrated. I figured there had to be something better out there - and I found Gearset."

Gearset has surpassed the Xaxis team's expectations, and helped them to implement agile development

Gearset made Salesforce deployments so much faster for the Xaxis team. Processes that had previously taken two days now take just one hour. But Gearset hasn't just saved the team time. It has helped them to implement an agile release process, and this has strengthened the relationship with their end users. Project Manager, Alex Jones, explains:

"Gearset fills in a lot of the need we have from the business users' standpoint to speed up the release process. It helps us integrate with the Agile process. Previously, we had issues holding on to development work too long which made deployments even more complicated. Now, we've been able to build a better relationship with our end users."



2,887

Metadata comparisons



2,425

Metadata deployments



640

Monitoring runs

*"No matter how you operate, if you use Salesforce, Gearset immediately **simplifies and expedites how you deploy.**"*

Alex Jones, Project Manager at Xaxis