



CASE STUDY | BILLIE

“I no longer have any fear of deployments. We usually deploy at the end of the sprint, but the amount of time it takes me has been reduced significantly from 5 hours to 1 hour.”

Billie is a FinTech startup in Berlin that provides innovative financing solutions for small businesses. Since its founding, Igor Chtivelband, Co-Founder and VP of Data, has been building one of the strongest teams of Salesforce talents in Berlin. They soon realized that in order to maintain high quality standards as the company grew, they needed to have a powerful CI and deployment tool for Salesforce. With the help of Gearset, Billie has streamlined their deployments, sped up project delivery, and succeeded in adopting a mature source-driven development process.



“Gearset has succeeded in building a tool that just saves time. Previously, a typical release would take me five hours. With Gearset, that has been reduced to 40 minutes. I’ve saved around seven hours of my time every month and significantly reduced the strain on my nerves - it was a no-brainer!”

IGOR CHTIVELBAND

Co-Founder, Billie

Summary

Billie is a fast-growing startup that not only takes pride in offering innovative financing solutions to small businesses, but has also built up one of the strongest teams of Salesforce talents in Berlin. It became obvious to Billie early on that it needed to find a modern deployment tool to manage its Salesforce releases and development process. After evaluating other tools, Billie decided that Gearset offered the best platform for keeping deployments simple, stable and fast, while also delivering other must-have requirements, such as version control integration, continuous integration (CI), and rollback.

Background

Based on big data analytics, fully digitalized processes and a highly scalable state-of-the-art tech platform, Billie's solutions offer the simplest and fastest way for small businesses to access capital - with no hidden fees, no paperwork, and no boring bank branches. It's financing as it should be.

Right from the founding, Salesforce has been crucial to Billie's success, used throughout the business within the sales, operations, marketing and risk departments. Billie's Salesforce release process is managed via two-week agile sprints with a pipeline that consists of three orgs: DEV and UAT sandboxes, plus a production org. We caught up with Igor Chtivelband, Co-Founder and VP of Data at Billie, to chat about their Salesforce development process and how Gearset has helped shave hours off their deployment time.

The Problem

Before choosing Gearset, Igor and his team were using the standard first-party tooling but soon ran into issues. Igor spent a lot of time configuring package XML which, along with the lack of full automation, ended up generating a considerable amount of manual work.

“We were using a typical setup of Ant and Jenkins. I constantly had to deal with package XML, which was pure pain. It was quite problematic because I could never be sure whether I had really included all the components that I wanted to deploy.”

Eventually, each deployment meant following a long list of preparatory steps and manual change tracking. This process was not only tiresome, but also error-prone and overcomplicated.

“It was a lot of manual work and semi-automated ‘monkey business’. And it was always a kind of voodoo: there were these parts that we could deploy successfully, and then there were parts that we just could not - it was really annoying.”

Like anyone looking at new solutions, Igor spent quite a bit of time examining and trying out the various alternatives on offer in the market. There were cheaper and more expensive options available but none that matched his requirements. Along with stability and simplicity, Igor had a minimum set of ‘must-haves’, which included rollback functionality, easy integration with Jira and a simple setup for unit testing.

“After looking at different tools, I realized that Gearset was the way to go - it’s the proper deal. Gearset also offers quite a generous trial period, which allowed me not just to play around with it but also to use it for one or two development sprints and to really validate that, yes, it works, it’s reliable and it makes my life much easier.”

How is Gearset helping

Now the team at Billie are deploying with Gearset, their entire source-driven development process has been streamlined. Gearset’s integration with Github has allowed them to deploy with ease between their VCS and Salesforce orgs, and adopt a mature source-driven release process in Gearset based on a single source of truth.

“Our developers work in specific feature branches and, when ready for

review, compare and deploy to a DEV branch in GitHub via Gearset, creating a Pull Request directly in Gearset for the code to be reviewed. Once the branch is merged, a CI job is kicked off to merge the DEV branch to a DEV sandbox, invoking unit tests. Once we've tested, I can use Gearset to combine all of the particular feature deployments that have been tested into one new deployment package, moving from the DEV branch into the UAT branch in GitHub, and then cloning and deploying that package to UAT for testing. When we're happy, I deploy that same package from UAT branch to Master in GitHub, and finally from Master to Sandbox PROD."

The easy-to-use deployment process, coupled with the powerful GitHub integration and CI feature, has resulted in huge efficiency gains and time savings. This has led the team at Billie to deploy more often and more quickly, as Igor explained.

"I no longer have any fear of deployments. We usually deploy at the end of a sprint, but the amount of time it takes me has been reduced significantly from 5 hours to 1 hour."

Gearset's ability to roll back changes is a standout feature for Billie, as it also helps ensure the company doesn't lose any money should something go wrong with a Salesforce deployment.

"We humans all make mistakes and it's happened to me more than once that we deployed something to production that completely screwed our system: our business was paralyzed. But now with Gearset I'm not afraid of breaking stuff. I know that with just a couple of clicks I can roll back, and ten minutes later we were back in business. That's why, if you take into account the business worth Gearset provides, it's definitely worth it."

On top of providing a reliable way to reverse unwanted changes, Gearset has been useful for comparing environments. By highlighting any differences, the team at Billie know exactly what they're deploying, and what the impact will be.

"Gearset has an amazing functionality of comparing your environments:

it shows your actual metadata and the differences in each line of code. It makes it easy to understand exactly what I'm going to deploy, and what changes will be made to my code. Whereas with the standard solutions, you can only guess what you're actually going to be deploying."

Your experience using Gearset

When you introduce a new tool into your workflow, you're likely to have a question or two while you're getting to know the different features. Igor reached out to our customer support team whenever he had a question, and was delighted with the responsiveness and help provided.

"I had quite a few questions at the beginning but I've never had a situation where I felt neglected or that someone didn't answer my questions."

In particular, Igor seemed impressed at the quick response he got regarding a question he'd asked about deploying Lightning Web Components.

"A couple of months ago, Salesforce introduced Lightning Web Components and I needed to know how to deploy them using Gearset. I asked Gearset's support and they explained that you just click here and here for a complete list of all your metadata components, including those Lightning Web Components. It was very useful and very quick."

Would Billie recommend Gearset?

All in all, Gearset has made life much easier for Igor and the developer team at Billie, saving them around 4 hours of work each sprint.

"What do I mean by it makes my life much easier? Gearset has succeeded in building a tool that just saves time. Previously, a typical release would take me five hours. With Gearset, that has been reduced to 40 minutes. I've saved around seven hours of my time every month and significantly reduced the

strain on my nerves - it was a no-brainer!"

So with more than 500 team deployments under its belt and continual CI and unit testing jobs set up, would Igor, and the rest of his team at Billie recommend Gearset?

"For me, Gearset is like the iPhone among smartphones. If you really want to save time, if you really want to save your nerves, and if you want to be more efficient, then go for it! Gearset is a good use of your money - just like that."

Find out how your business could save time and money by switching to Gearset. Visit www.gearset.com for more information and to start your free 30-day trial, or email team@gearset.com to arrange a demo.