

Sporcle unblocked deployments and gained **robust backup**



Sporcle is a trivia entertainment company, offering over a million quizzes on their site that have been played over five billion times, alongside 550 weekly in-person shows in over thirty US states.

Size 45+ (with 500+ end users)

Location Worldwide

Customer since 2023

Industry Tech/Entertainment

Disruption was the final straw

Sporcle adopted Salesforce in 2013 to help them scale their customer acquisition and experience. But with this rapid growth, *“it was becoming harder to keep everything in sync”*. Though Sporcle were trying to build a mature workflow using Salesforce tooling — SalesforceDX and DevOps Center — *“work items would get stuck in the pipeline, tests would often fail, and deployments were tricky”*.

Sporcle was frustrated with blockages in their release pipeline, but the issues reached fever-pitch when a new release caused downtime in their production org and stalled their live events. The Sporcle team had no rollback feature to return to a stable version of production and their Salesforce tooling prevented them from releasing a fix. Enough was enough: *“The pain was too much, and it was that pain that pushed us to look for another solution.”*

Sporcle now has faster delivery and increased security

Sporcle was looking for a new deployment solution, alongside the ability to roll back changes and restore a stable version of production. They quickly found Gearset, and set it up right away — *“it was immediately impactful”*. With Gearset’s automation, back-promotion, and environment syncing Sporcle have reduced their release time, freeing up more time for new development work. Faster delivery with Gearset has also improved the Sporcle team’s workday: *“with our old tooling, it was a daily battle. **My workday has definitely improved with Gearset**”*.

Alongside Gearset’s deployment features, Sporcle adopted integrated backup and noted how easily it integrated with the rest of the platform. The Sporcle team views backup as *“an investment in the continuity of the business”*, one that ensures new development work and production stay secure as Sporcle continues to scale. While adding backup into their Gearset package was a small investment for Sporcle, *“it’s one that means all of us are able to sleep at night — that’s what I love about Gearset’s platform”*.



*“That’s why Gearset is the best thing ever, not only from a technical perspective, but also by **creating a great work environment for the whole team.**”*

Ali Aydar | CEO |  sporcle