

## THE CUSTOMER

The Qordoba Strings Intelligence Platform enables product teams to create compelling user experiences by managing all of the words in their products. Qordoba is the only machine-learning based solution which extracts text from strings in source code and makes every application's words accessible and measurable across platforms, teams, channels, and technologies. Companies like Postmates, VISA and Marriott use Qordoba to rapidly optimize and release new copy across product, marketing and customer support. Qordoba's platform integrates with over 100 development and marketing technologies, seamlessly fitting into the developer stack and enabling agile strings management. Qordoba manages over 2 billion words every day for customers including the NBA, GitHub, Sephora, and Conde Nast.

## CHALLENGES

### Optimize developer workflows and productivity

A convenience of using Google Cloud Platform's managed Kubernetes service is that clusters and resources can be spun up whenever you need them. Qordoba takes advantage of these features and have several different clusters each with specific configurations. While creating on-demand clusters is fast, the process of updating and deploying new images to their clusters was time consuming.



*Developers stop having to think about this stuff. It frees up our mind to concentrate on our business. ”*

- Waseem AlShikh, CTO

Google Cloud Identity and Access Management (IAM) in Google is flexible, but Qordoba couldn't easily specify the correct level of access and configuration control for their engineering teams which meant that the team had limited insight into what was running inside of the clusters.

### Meet SOC 2 compliance requirements

Qordoba needed an audit trail to show who did what when. They were in the process of meeting these requirements with a set of custom scripts before they learned about Weave Cloud.



## HIGHLIGHTS

By adopting GitOps best practices and Weave Cloud, Qordoba:

- Increased deployments by almost 60%.
- Reduced Mean Time to Recovery from hours to minutes improving customer response time by 43%.
- Met SOC 2 compliance with full audit trails accessible in Weave Cloud.

## KEY BENEFITS

- Improved customer response time.
- Increased time efficiency & reliability for re-deployments.
- Less context switching across entire team.

## CONTACT US



[www.weave.works](http://www.weave.works)



[help@weave.works](mailto:help@weave.works)

## SOLUTION

The Qordoba development team is now using Weave Cloud to continuously deliver and deploy machine learning models. Weave Cloud's continuous deployment feature allows the team to roll out new code reliably and roll back changes with a single click.

To increase observability, Qordoba engineers follow GitOps best practices which makes managing Kubernetes easier and sets them up for automated delivery pipelines. With Weave Cloud as the main release management and monitoring tool, the engineering team was able to increase deployment velocity by 60%. In addition, an audit trail that meets SOC 2 compliance is also conveniently provided.

**“** *Time is THE scarce resource in any software driven enterprise. Saving engineers time learning what else is going on or getting their new thing running with all the other things pays huge dividends in productivity and morale. Weaveworks delivers on both!*” - Waseem AISHikh, CTO

### Deploy fixes faster

Weave Cloud allows Qordoba developers to deploy fixes to production in **less time**. Qordoba went from 1 to 2 releases a week to 30 releases a day. The stability and confidence in their

releases allows the team to address customer issues more quickly.

Not only are deployments automated and essentially hands-off, but when viewed in combination with Weave Cloud's unique Explore feature, access to a cluster's internals is also available to the entire team. The team can now drilldown, isolate and even interact with processes running in Kubernetes all from one single convenient dashboard.

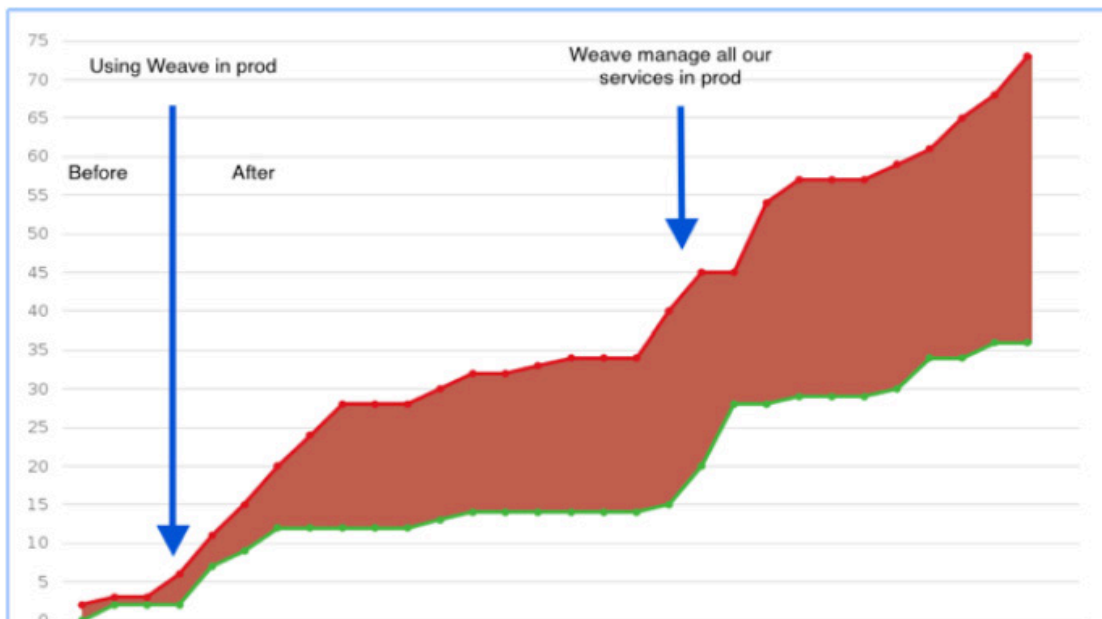
### Faster mean time to recovery

With Weave Cloud, Qordoba's mean time to recovery (MTTR) was also reduced by almost 43%.

Lost clusters can be quickly recovered and recreated with a few clicks from the Weave Cloud deploy dashboard.

### SOC 2 compliance met with GitOps & Weave Cloud

By implementing Weave Cloud alongside GitOps best practices, which uses Git as a source of truth, Qordoba easily met compliance regulations with a full audit trail across their development team. In addition to this, the management and backup of their Kubernetes clusters were easily enforced with Weave Cloud's ability to easily roll back when needed.



Weave Cloud automated pipelines results in 60% faster deployments