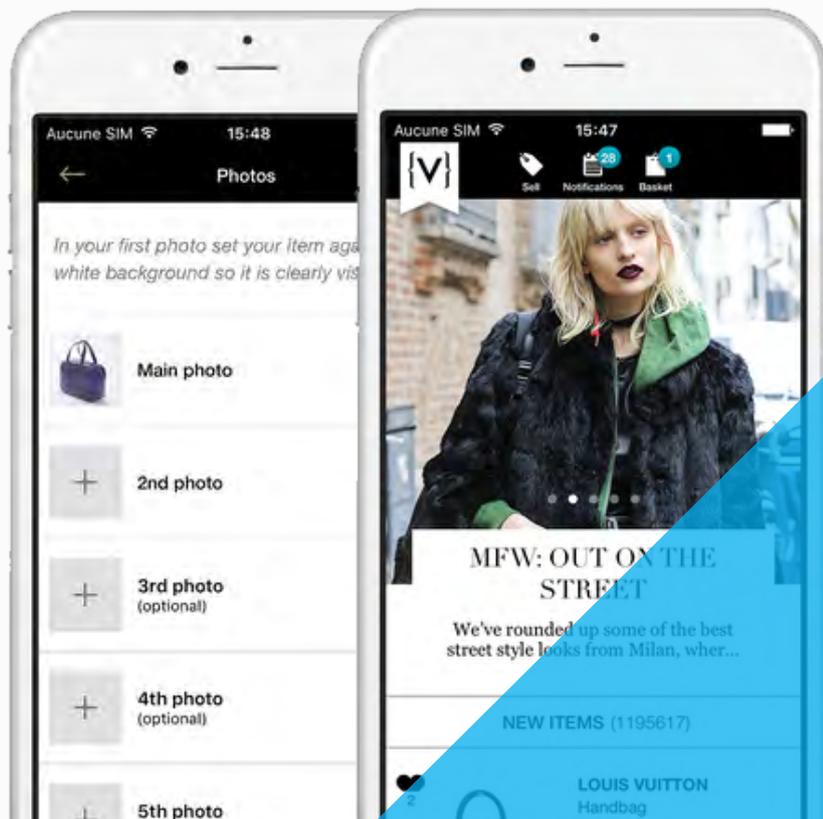


Rollout.io Case Study

Vestiaire Collective Keeps Customers Happy with Rollout.io



About Vestiaire

Vestiaire Collective is a leading global resale marketplace & community for trend-driven, hard-to-find, unique and 'coveted' luxury clothing, accessory and lifestyle products. With offices in Paris, London, New York and Berlin, they have over 3 million members with 100,000 new members joining each month across 40 countries. Every day more than 3,000 new items are added to their collection of over 400,000 items, all of which are authenticated and quality checked by their team of experts.

The Challenge

Vestiaire Collective was one of the first luxury marketplaces to have their own mobile app. They launched the first version of their app back in 2009 soon after the company was founded. Providing users with an outstanding mobile experience has been a priority from day one.

Early on they realized that even after extensive QA, issues still appeared in the wild. They were not always able to reproduce user's issues in-house and even though they use SDKs for crash reporting and diagnosis, often they were still not able to diagnose the root cause. Debugging was a difficult and painful process.

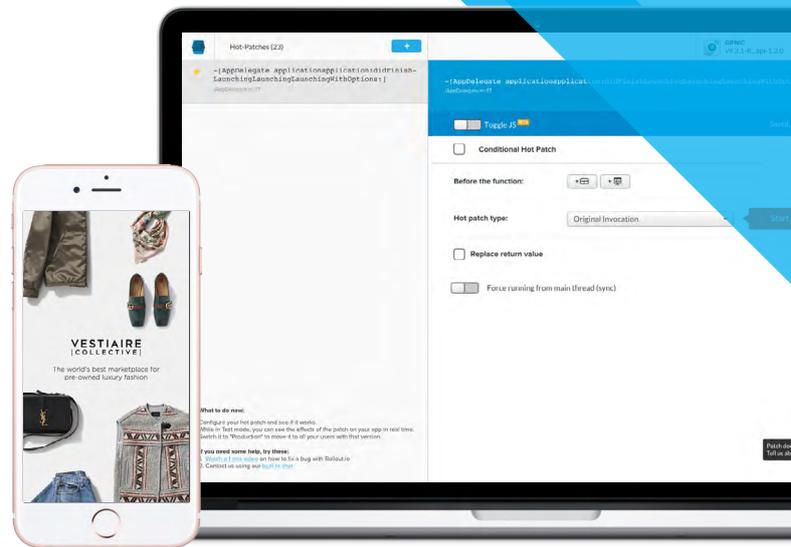
To overcome these issues, initially they ramped up the QA and acceptance process, but this led to release delays of up to a month. In order to speed up the release

process, they later created in-house feature flagging technology so they could test new features and disable them if needed. This helped, but wasn't enough as they still couldn't address some of the bugs and changes they wanted to make.

To make things worse, the development team was under pressure to release new features even faster.



The Solution



When Vestiaire Collective first heard of RO they were very surprised as they had never heard of a solution that made it possible to change the code in a live app.

Yacine Salhi, Vestiaire Collective's technical lead mobile developer said:

"This was the dream of any iOS Developer - we were stunned! Initially there was some internal hesitation to try out a new technology, but when you get crashes or bugs in production, we knew we had to try it. We incorporated Rollout in the next release of our app and it worked perfectly!

We've been using Rollout in production for over 4 months now, and it's already saved our butts several times fixing both crashes and non-critical bugs. Even the small things matter when you want to give your users a luxury mobile experience.

Here's an example bug fix. When users click on a product deep-link for a new comment that was just added, the app automatically scrolls to the new comment, but sometimes the comments would not be loaded yet, causing the app to crash. We identified the bug within seconds of it going live, and with Rollout, we pushed the bug fix to production in less than 30 minutes!

Before Rollout, a bug in production meant staying up nights or working on weekends. We would need to create an updated version of the app, run it through all of the QA and release process and send a new version for App Store review as quickly as possible. The monetary loss could be hundreds of thousands of dollars in lost revenue.

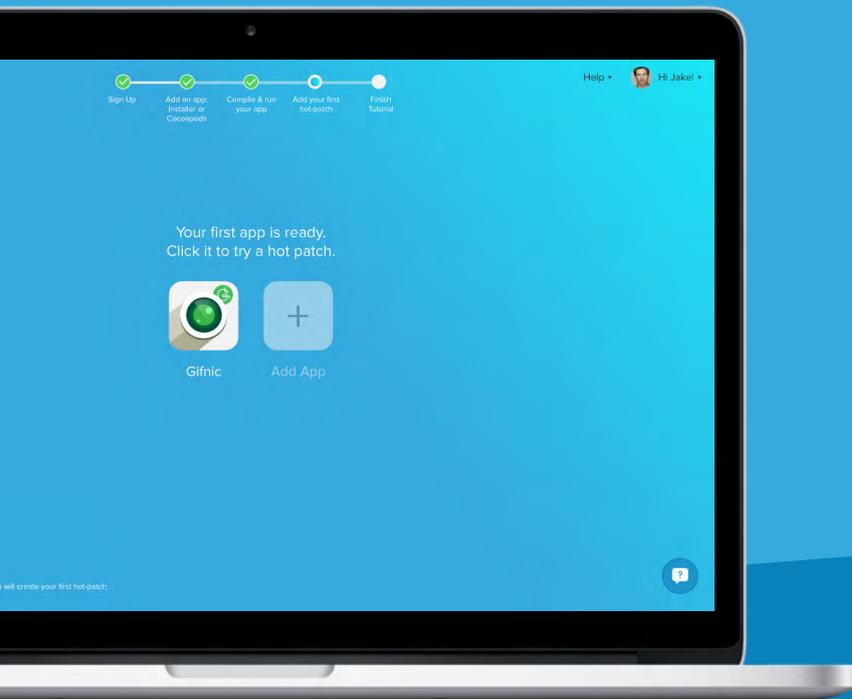
The release process is now much less stressful. If a bug appears after launch we can deploy a patch in real-time and fix bugs immediately, keeping our users happy. We still need to fix the bug in our native code for the next version that will be released in the App Store, but we can do so without any rush or stress.

Rollout has really helped us a lot. Not just the technology which has fixed a lot of bugs, but also their team. They have always been very responsive when we needed them. They are always very understanding and try to everything they can to help. I think we drove them a bit crazy with our problems :)

Furthermore, it's not just the developers at Vestiaire Collective who are happy with Rollout. Even though the non technical teams such as marketing and finance do not understand how Rollout works, they do understand that we can now fix issues in production. This keeps our customers happy and makes everyone here at Vestiaire Collective happy."



With Rollout, iOS developers can instantly fix bugs in native apps. Rollout enables mobile developers to deploy code level changes to live apps from the cloud in real-time, without the need to release a new version through the app store or wait for end users to update their app. As a result, the entire software deployment cycle is shortened, bad reviews are avoided and app uninstalls and lost revenue is prevented. To date, more than 4,000 developers use Rollout in more than 370 apps, running on more than 50 million devices. Companies using Rollout include Yahoo, Intuit, Badoo, ask.fm, Glow and GrabTaxi, among many others. Founded in 2014, Rollout has offices in Tel Aviv, New York and San Francisco.



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