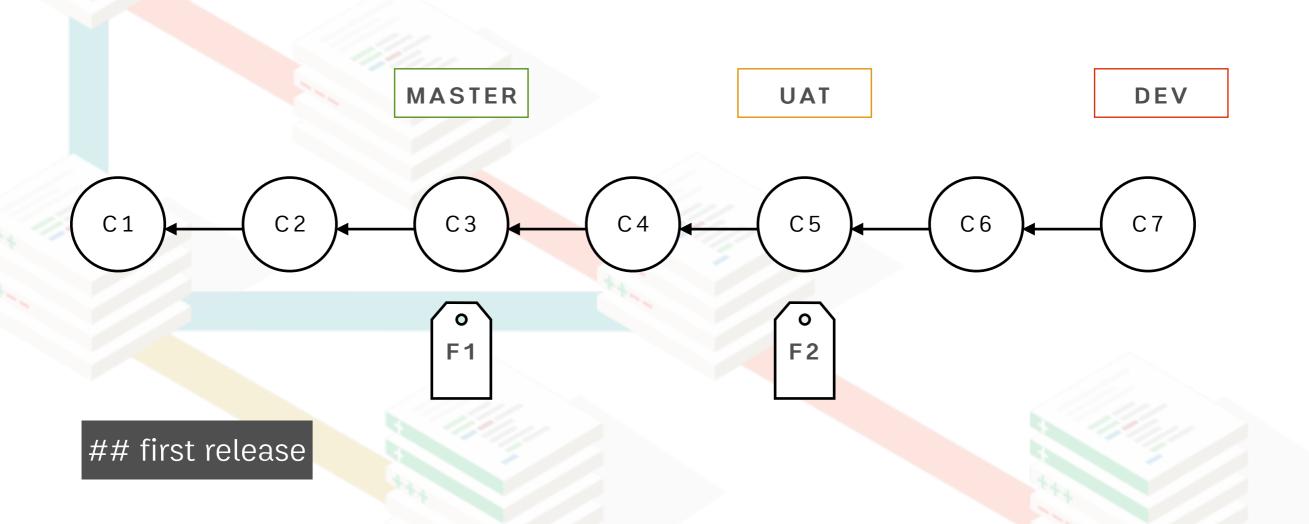
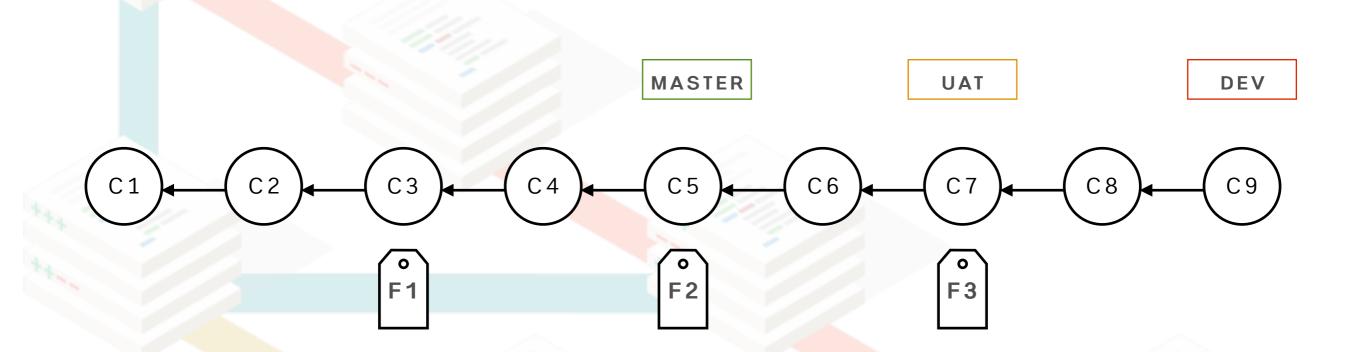
Feature toggle

IDEAL

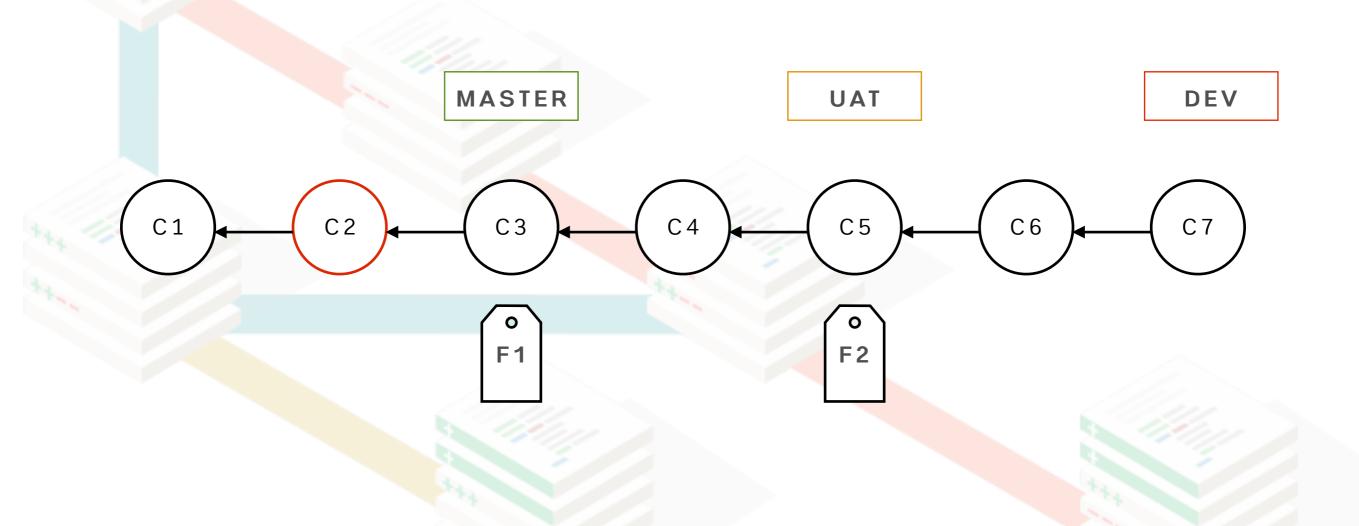


IDEAL

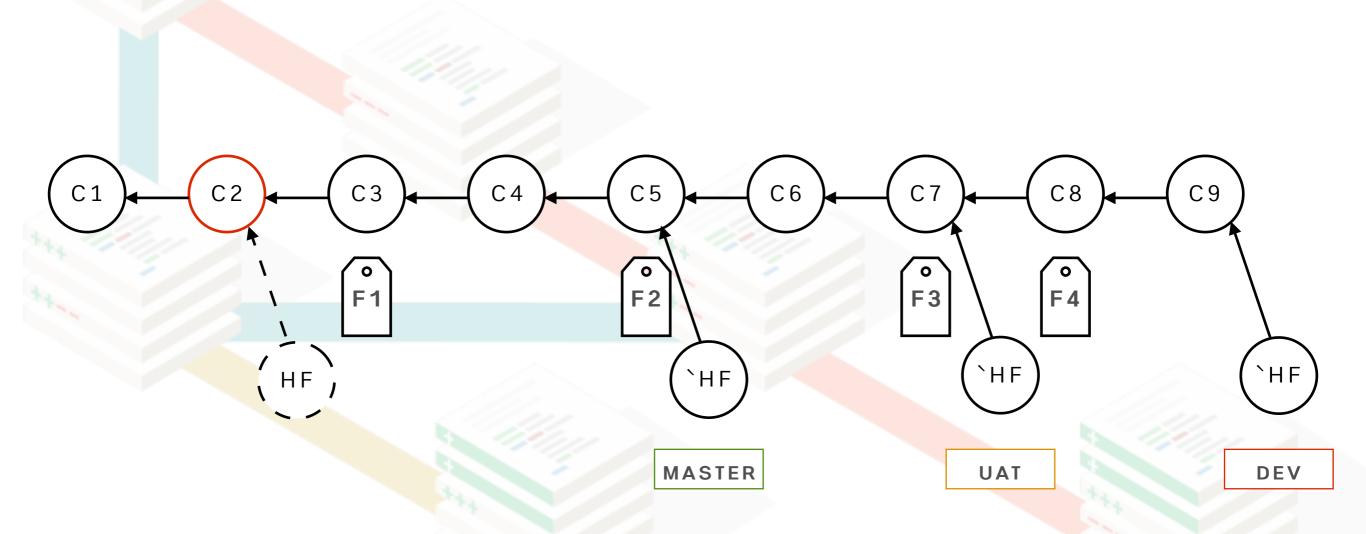


second release

BUG!!!!



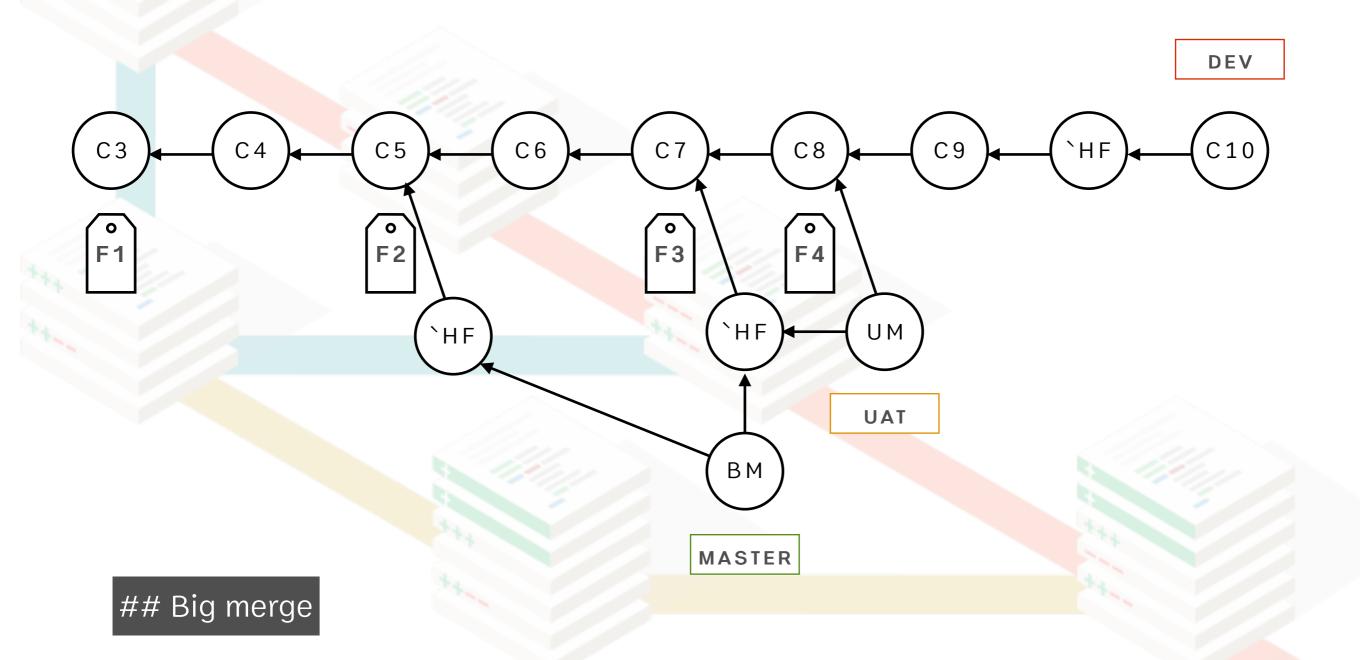
FIX IT!!!



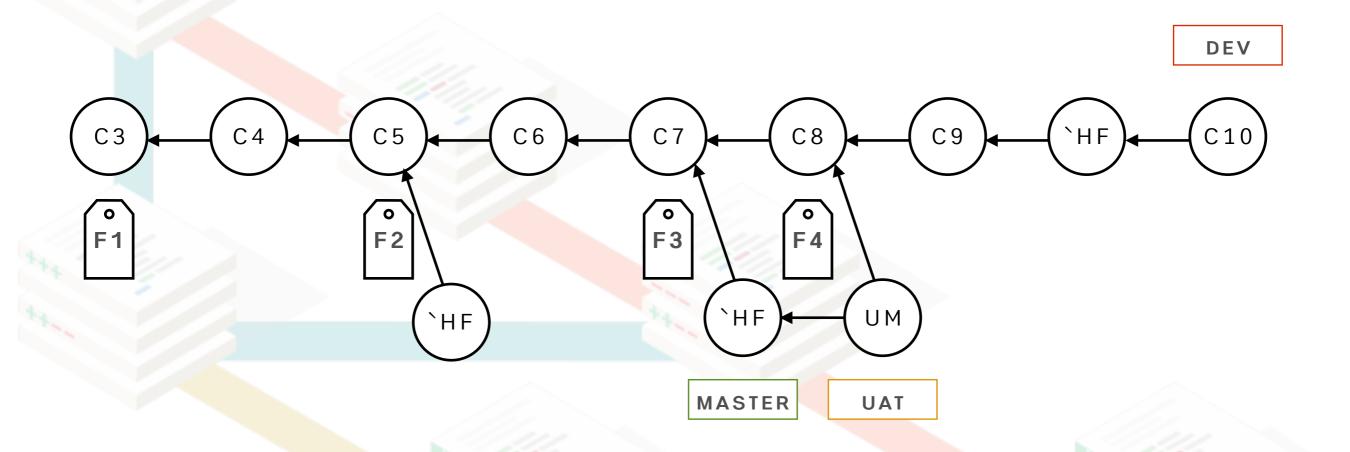
hot fixed ## cherry-pick



MERGE IT!!!

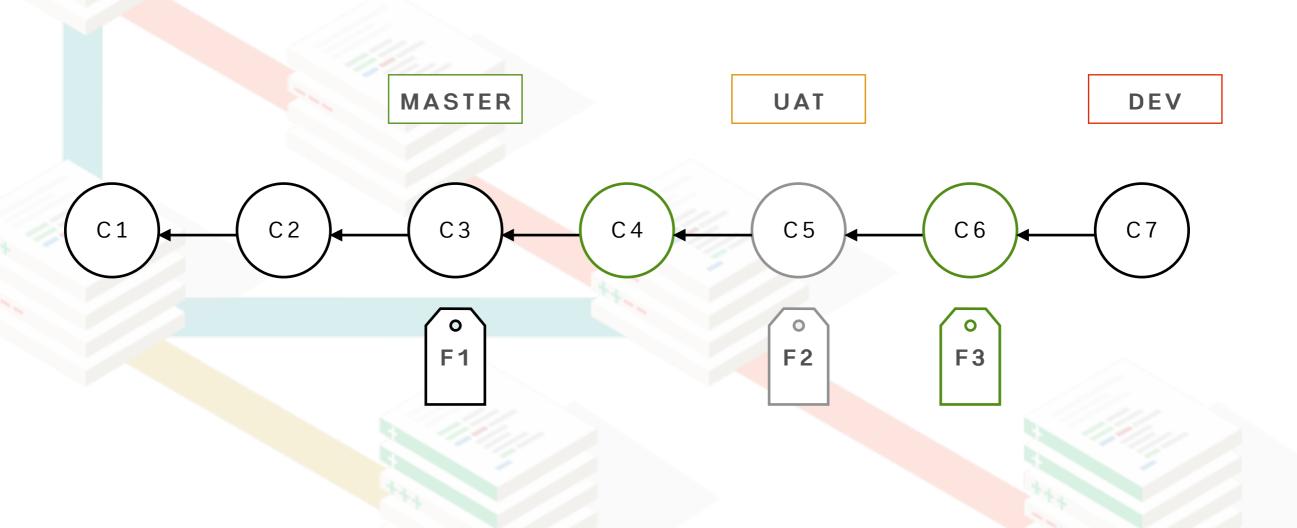


MERGE IT!!!

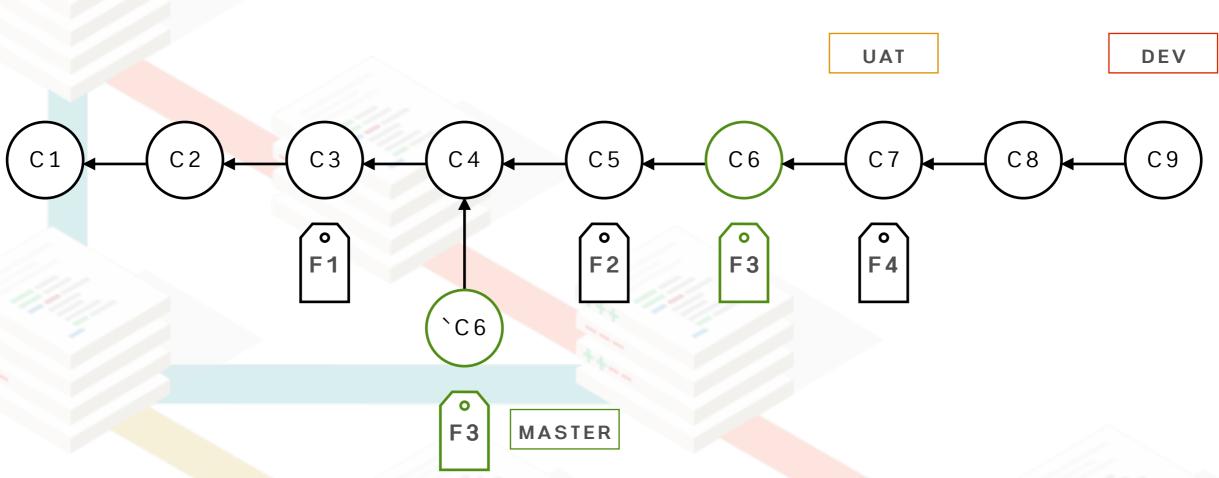


Big magic

I WANT THIS!!!!

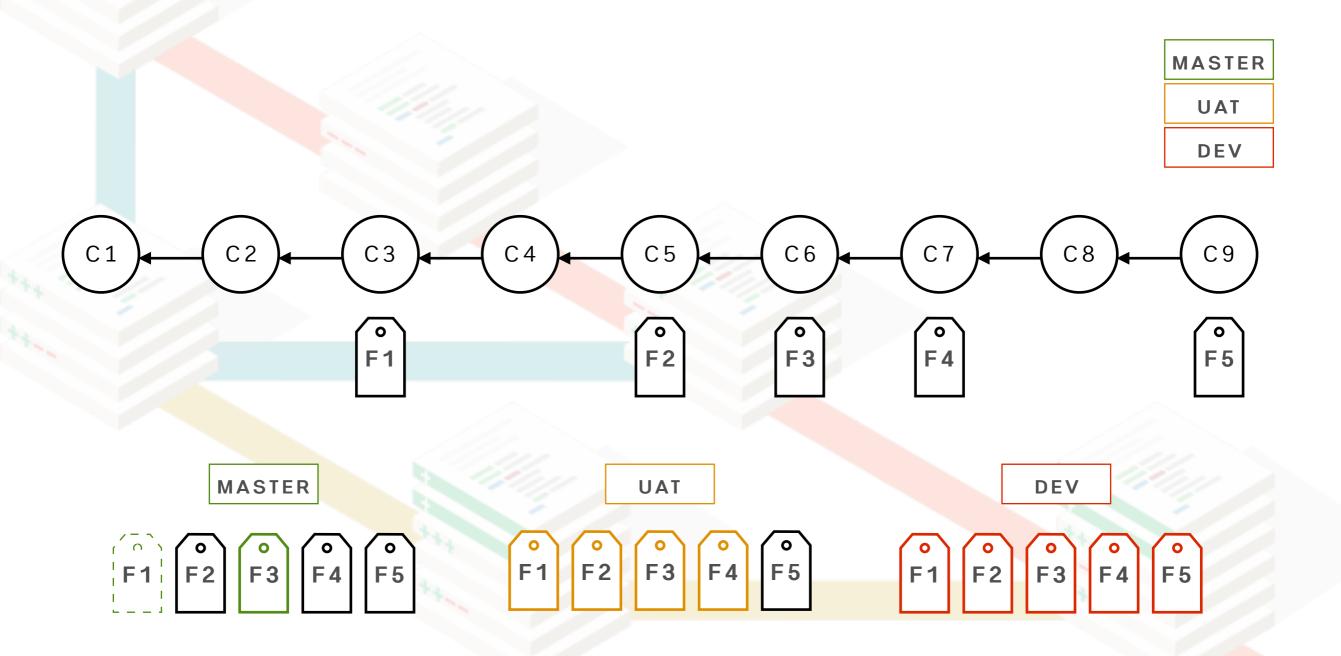






\$git bisect start

FEATURE-TOGGLE



GOAL!

Decoupling deployment from release.

Choosing code paths at runtime.



TOGGLES BY?

Release Toggles [Canary release, Beta Test]
Ops Toggles [Kill switches]
Permission Toggles [Premium features]
Experiment Toggles [A/B Test]

LONGEVITY

Release toggles are around for days.

Permission toggles are around for years.



DYNAMISM

Release toggles vary per deployment. Experiment toggles vary per request.



OWNERSHIP

Release toggles owned by development team.

Ops toggles owned by operation team.

Permission toggles owned by Product.

Experiment toggles owned by Product.

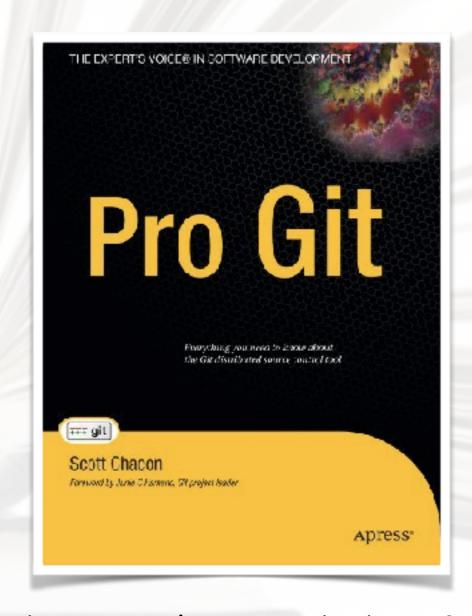


TOGGLE CONFIGURATION





Books to Read and Practice



http://www.git-scm.com/book/en/v2



http://shop.oreilly.com/product/0636920034520.do