

The AWS logo, featuring the word "aws" in a lowercase sans-serif font with a white curved arrow underneath it, pointing from the 'a' to the 's'.

aws SUMMIT

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ETECH005

Feature or function? Using feature flags in AWS Lambda

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About the speaker

Adrian Lee
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About LaunchDarkly

2014

Year founded

4000+

Customers

600+

Employees

>20%

of Fortune 100





What is a Feature Flag?

Decision Point

IF Statement

- A decision point in code whose behavior can vary during runtime based on external input.



Feature Flags

Decision Point

IF Statement



```
if(one.click.checkout)
{
    "key": "bob@example.com",
    "custom": {
        "groups": ["aws"],
        "inBeta": true
    }
}

then

/*show the one-click checkout feature */

else

/* show the old feature */
```

Feature Flags

Decision Point

IF Statement



```
if (one.click.checkout)
{
    "key": "bob@example.com",
    "custom": {
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/*show the one-click checkout feature */

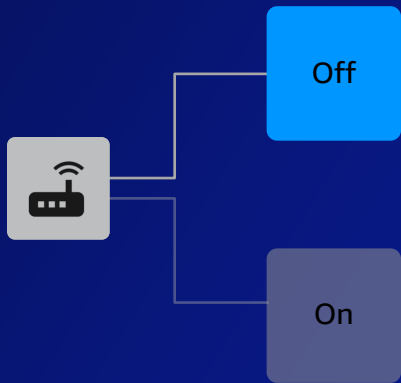
else

/* show the old feature */
```

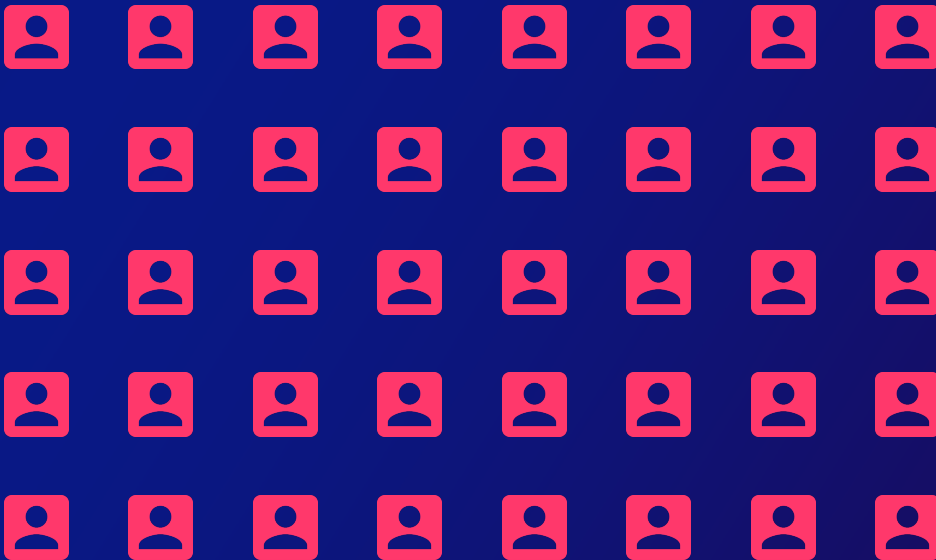
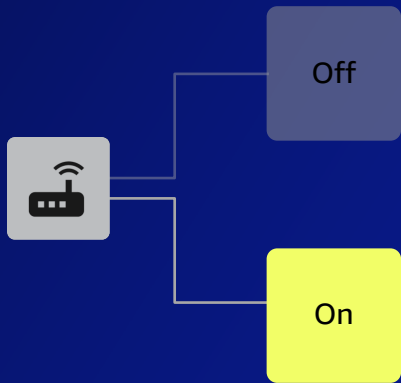

**Deploy when
you want**

**Release when
you're ready**

ToggleBank w/o feature flags



ToggleBank w/o feature flags





WELL DONE



DEPLOYMENT WENT WELL

ROLLBACK NOW!! :(

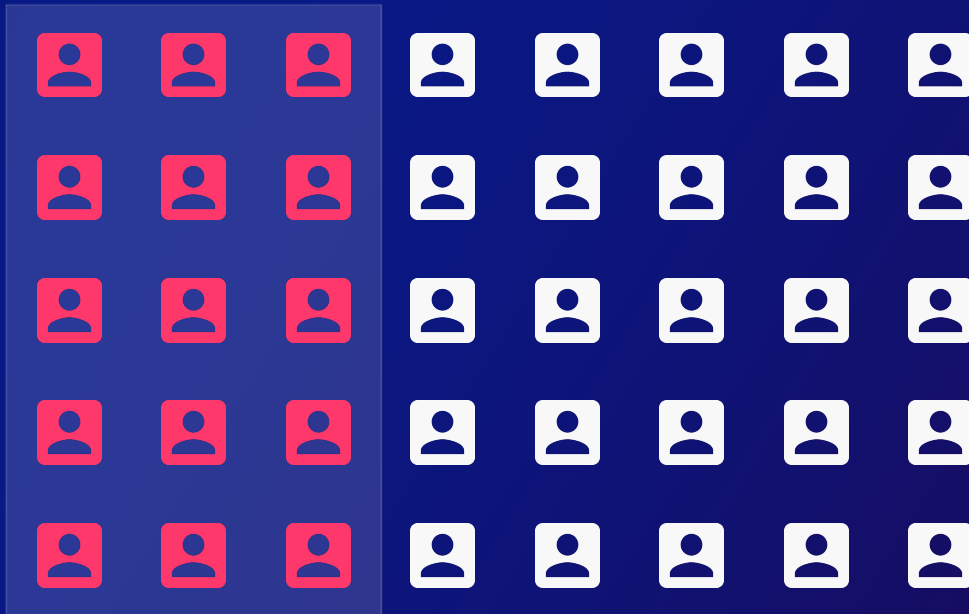


ToggleBank w/ feature flags :)

New approvals functionality



Early access customers



Releasing a new feature w/ feature flags

New approvals functionality



10% Premium customers

Premium customers



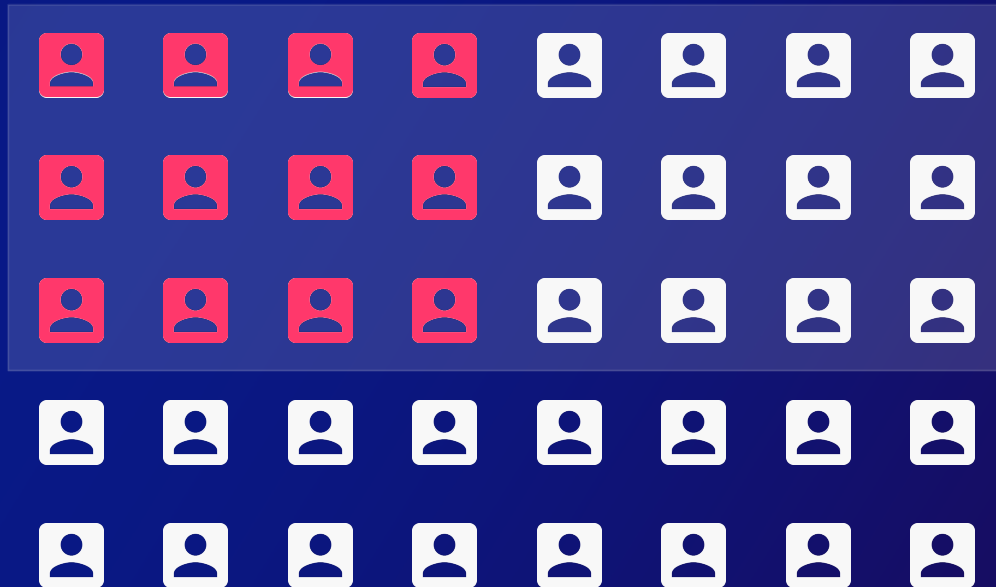
Releasing a new feature w/ feature flags

New approvals functionality



50% Premium customers

Premium customers



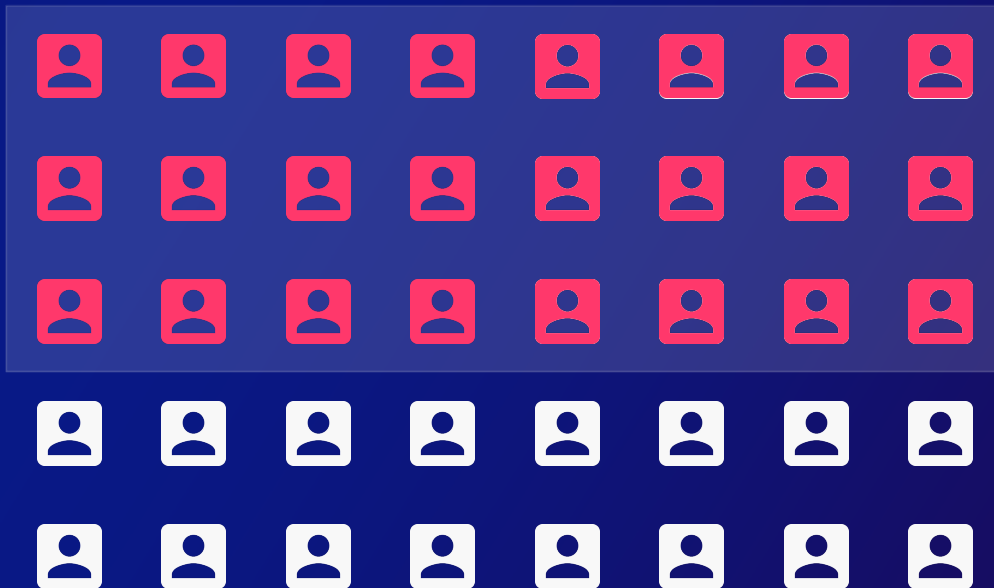
Releasing a new feature

New approvals functionality

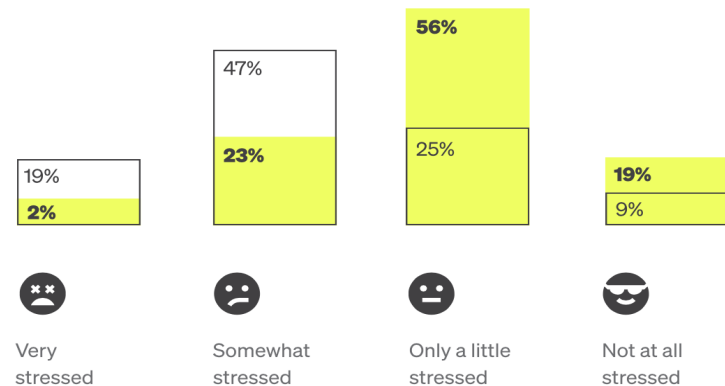


100% Premium customers

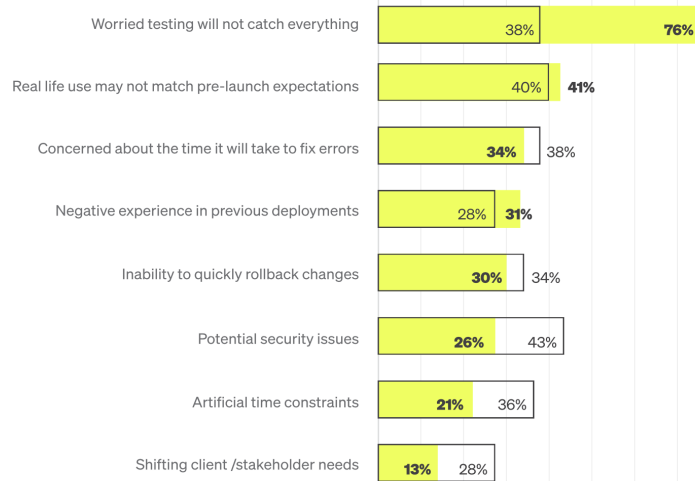
Premium customers



Managing **stress** during deployments



Causes of your stress



Source: [State of Feature Management report](#)

**But wait how does this help in
modernizing applications?**

Challenges with application modernization

- ✗ Business disruption
- ✗ Inability to control end-user experiences
- ✗ Costly outages
- ✗ Unknown cost and performance impacts

How feature management helps

- ✓ Break initiatives into manageable milestones
- ✓ Migrate gradually, with precise control
- ✓ Reverse changes instantly
- ✓ Quickly validate new components

LaunchDarkly for App Modernization

- ✓ Migrate to the cloud faster by rolling out and testing traffic incrementally
- ✓ Re-architect cloud applications more safely with lower costs and better performance
- ✓ Scale confidently with APIs that support you now and in the future

Target users who match these rules

If is one of

AND

Serve

ADD RULE

Default rule

Serve





Migrating 500 websites to AWS

- ✓ Migrated 500 websites to AWS with zero infrastructure-related downtime
- ✓ Employed LaunchDarkly + Lambda@Edge to manage complex routing
- ✓ Went from deploying 1x per week to 20x per day



Thank you!

Adrian Lee

Enterprise Solutions Engineer
LaunchDarkly



Please complete the
session survey

