Partner-Driven Version Deployment: Canary Strategy Justification

# 1. Why This Proposal Exists

A key partner has requested the ability to test new versions of our API code in production without impacting existing traffic. They need the ability to:  
- Gradually roll out new changes to a portion of their traffic.  
- Retain control over which version receives traffic (e.g., via headers).  
- Roll back instantly without relying on Synchrony's release schedule.  
  
While most stakeholders are aware of this partner requirement, this document includes context for any new participants in the review.

# 2. Problem Summary

Our current deployment process uses a single app route per foundation. Any change to this app replaces code for all consumers. This approach does not allow partners to test newer builds in isolation or roll back safely. It also puts production stability at risk during releases.

# 3. What We Need to Support

To meet the partner’s expectations, we need:  
- A version-aware deployment strategy.  
- Safe rollback capability controlled by the partner.  
- Routing logic controlled by header value and Apigee Developer App attribute.

# 4. Proposed Solution: Canary Routing via Header + App Attribute

We recommend using canary deployments alongside Apigee routing logic. This allows:  
- Multiple app versions deployed in parallel (e.g., v1 main, v2 canary).  
- Partner controls exposure by sending `featureFlag=new` header.  
- Synchrony controls exposure by setting `dialup=true` in Apigee Developer App config.

# 5. Key Benefits

- Enables partner-driven A/B testing or rollout without full release.  
- No impact on other partners or clients.  
- Seamless rollback by removing `dialup` flag or header.  
- Minimal changes to existing app and proxy setup.