



Empower your product teams to manage the adoption of individual product features

Take control, deliver faster and increase productivity with an unrivalled feature management solution.

Managing your product features is quicker and easier

DX FeatureFlags provides Product Managers with an intuitive interface to manage product features across multiple environments and applications. Individual features can be toggled on and off, allowing them to be independently developed, tested and released. The powerful management console makes AB testing, alpha and beta testing and adoption monitoring easy, providing insights that enhance feature development.

What problems does it solve?

DX FeatureFlags puts Product Managers in the driver's seat to significantly improve the development and delivery of new products and enhancements by enabling them to manage individual product features.

It allows Product Managers to:

- » Plan, release and manage individual product features
- » Run A/B testing and gather feature adoption insights
- » Provide access to special features for selected users
- » 'Sunset' individual product features, i.e. progressively disable, remove or replace a feature for selected users
- » Quickly create flags for individual product features for different user groups

It allows Development Teams to:

- » Increase productivity + save time & money by working on various product features in parallel
- » Support progressive delivery
- » Speed-up release of new product features and enhancements
- » Standardise the way features are toggled on/off across applications and environments

The key benefits of using DX FeatureFlags

- » Improves control over product feature planning & management
- » Saves time and increases productivity as developers can work independently on individual features
- » Supports progressive delivery
- » Speeds-up release of new product features, enhancements and bug fixes
- » Provides consistency of applications across environments
- » Provides insights into feature's usage and user experience

DX FeatureFlags Case Study

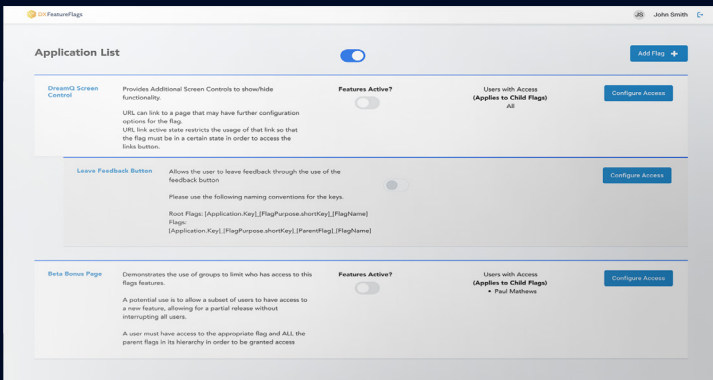
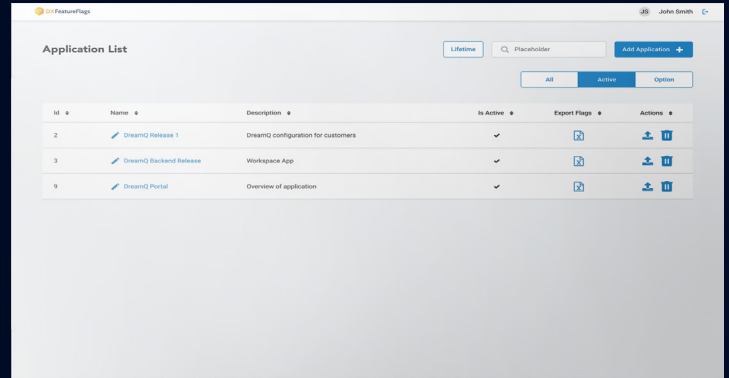
Pepper Money, an award-winning consumer & commercial finance company, needed to develop a universal customer portal for its three key product lines - Personal Loans, Personal Asset Finance and Home Loans. The innovative lender wanted to progressively release the 3 product lines in the portal so that their customers didn't have to wait until all 3 streams were complete to enjoy the benefits.

Pepper Money employed DX FeatureFlags to help them manage the development and progressive release of the customer portal and their soon-to-follow digital mortgage product. Using the accelerator, the Personal Loans, Personal Asset Finance and Home Loans streams were developed, tested and deployed into production at varying speeds. Now that all streams are live, Pepper Money continues to use DX FeatureFlags to enable concurrent streams of development and controlled Performance Verification Testing (PVT) testing to increase developer productivity and deliver greater convenience to their customers sooner.

| DX FeatureFlags: How does it work?

Step 1: Wrap the features

Developers embed the DX FeatureFlags' widgets into their apps, enabling them to quickly create flags and attach them to individual product features such as UI components or business flows.

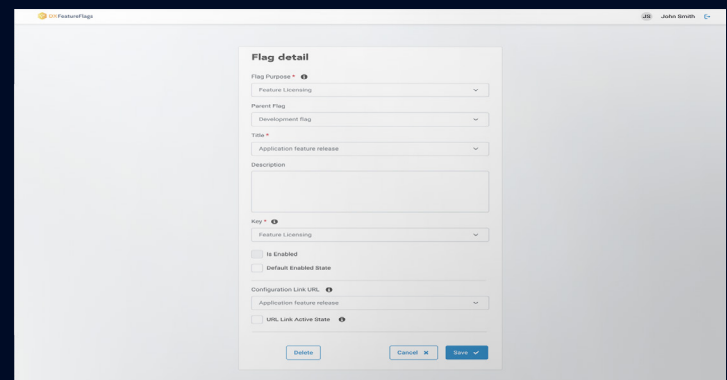


Step 2: Configure the flags

Product Managers can use DX FeatureFlags' management console to turn specific product features on/off. When on, the product feature is revealed. When off, the product feature is hidden.

Step 3. Control the flags

The flags can be nested in a hierarchical structure that includes main features and sub-features. You can set up security restrictions per flag by granting access to selected user groups.



Main features



Hierarchical flag structure

Developers and Product Managers can manage sub-feature flags within main flags to give them greater control.



Feature management console

The console visually represents whether feature flags are toggled on/off. This makes it quicker and easier to control and manage individual product features when imported to another environment, as the flags configuration is created once and standardised across environments.



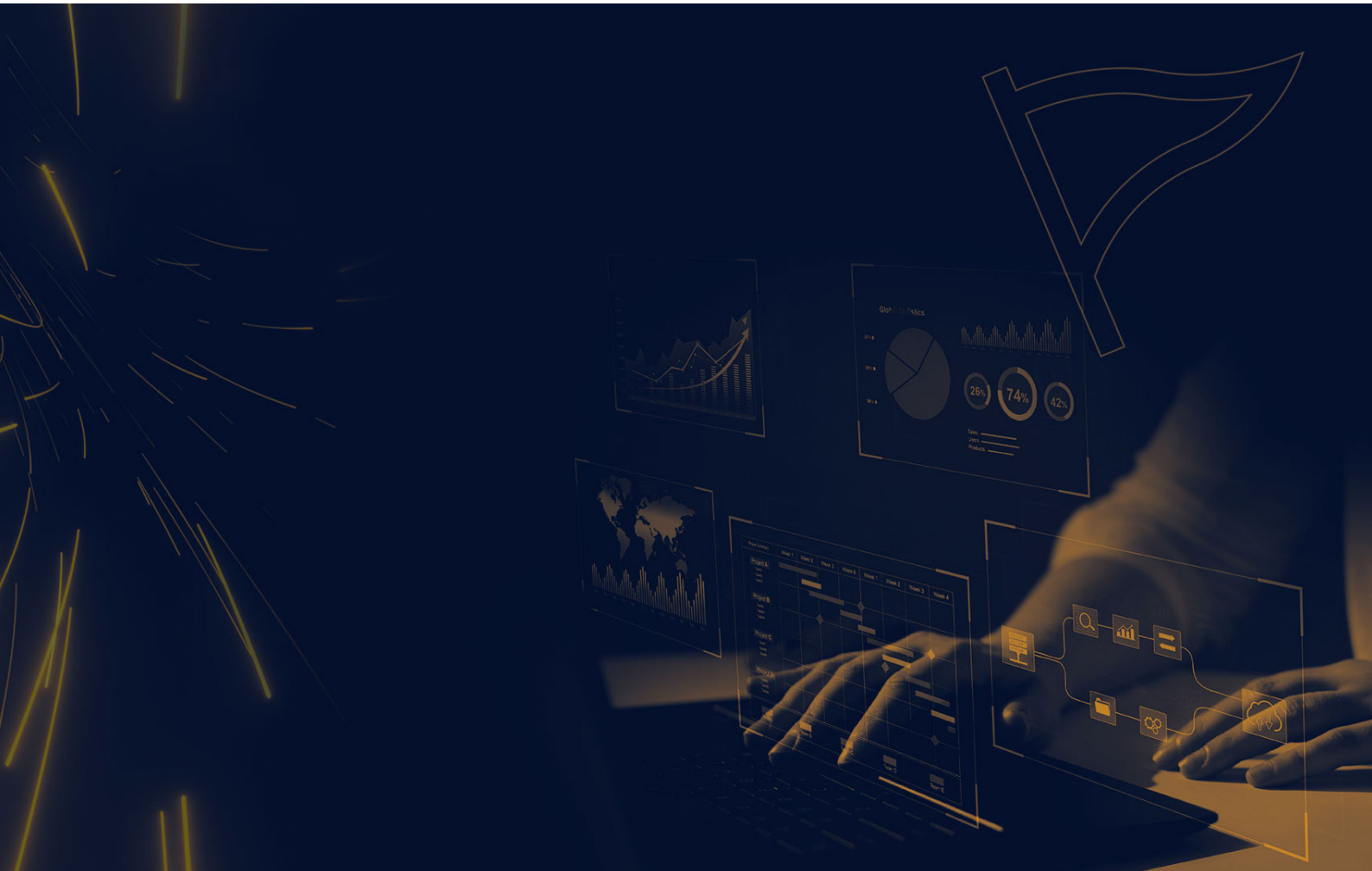
Feature flags export/import

Feature flags can be exported to CSV and then re-imported to another application development environment, saving time and increasing consistency.



Complete access control

Product Managers can link feature flags to specific user groups to grant them access to an individual feature. Product features can be turned on/off globally or for specific users or groups.





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The complexity of technological ecosystems can make it difficult for enterprise organisations to quickly evolve their digital capability to keep pace with market expectations. PhoenixDX helps IT Leaders deliver enterprise-grade digital solutions that help them run, grow and transform their business while enabling continuous innovation.

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