PRODUCT BUILD | QA | APPLICATION MODERNIZATION

Global Jewellery Retailer

We worked with a global jewellery retailer with a strong culture for innovation. As their online business matured, so did their ambition to deliver tailored digital experiences to markets across the globe, fast. Their vision hinged on the ability to push features to production rapidly, test them safely, and adjust them without friction. To do this, they needed to unlock the full power of LaunchDarkly, a feature flagging platform that would allow code to reach production swiftly while controlling exposure by region. Yet despite identifying LaunchDarkly as a cornerstone tool for this evolution, adoption lagged. One year in, not a single flag had made it to production, they needed momentum. That's when gravity9 stepped in with their 'Embedded Acceleration' approach.

Review of Challenges

They had invested in LaunchDarkly but had not realized the expected benefits of the platform. Their engineering teams lacked confidence and clarity on how to embed feature flags into their workflow. Despite LaunchDarkly's presence, teams defaulted to batch-style releases, delaying value and risking bottlenecks. Developers weren't using the tool, Product Managers weren't writing flag requirements, and QA weren't validating flags. The roadmap to online growth, especially across multiple regions was at risk. Frustration bubbled within leadership. They needed a transformation in how features were built, shipped, and turned on.

Our Solution

Whilst LaunchDarkly had been identified as a strategic enabler, the teams lacked the knowledge and confidence to use it effectively. Our solution focused on enablement. We worked hand-in-hand with their internal teams to embed LaunchDarkly into their everyday development process, explaining the platform, showing how to make it work in their domain, and turning it from a theoretical asset into a core part of their delivery pipeline.

We provided more than guidance, we offered working examples, design sessions, and hands-on support. We modelled best practices directly in the live codebase, helping teams understand how to use feature flags to build, test, and release with greater confidence. By doing this inside their real product work and not side projects, we ensured relevance, understanding, and adoption.

The goal wasn't just to get LaunchDarkly running, it was to build lasting capability. We created a foundation that would allow them to scale its use of feature flags across markets and teams, with governance and confidence. The result was a change not only in tooling, but in mindset with a shift toward continuous delivery, greater flexibility, and faster feedback loops.

Feature flags went from theory to production...

Utilized Technology Stack

Feature Flag Platform: LaunchDarkly

Frontend: React, Microfrontends (Salesforce PWA Kit)

Backend: Node.js

Our Approach

We began on the ground, face to face at their office, we commenced with an in-person workshop; meeting the teams, diving into the codebase, and uncovering where the friction lived. We listened, asked questions, and built trust.

Next, our team got to work gathering both technical and business requirements. Together with their architects, we shaped a robust integration plan for LaunchDarkly, one that spanned both the client and server sides of the application. This wasn't just a plug-in job, it needed to work across a complex ecosystem and to stand up to the demands of global traffic and user personalization.

In parallel, we engineered a solution using LaunchDarkly and Cloudflare to progressively route traffic to their new application. The stakes were high with performance, scalability, and user experience having to align. Drawing on our experience and working closely with their team, we met those demands head-on.

To keep momentum, we returned to site and ran a hands-on session with the wider teams. This wasn't theory, we showcased working examples of LaunchDarkly inside the live codebase; the same one developer's touched every day. Real code, real context and real value.

Then came execution, we launched Sprint 0 and embedded two of our senior engineers directly into the FIND and DECIDE squads. They were contributors, building product features they were building a roadmap whilst modelling how feature flags could change the game. Every line of code, every commit, showed what agile delivery could look like when powered by the right tools and mindset.

Subsequent Outcomes

The shift was tangible. Flags began making their way into production. Product Managers started writing flag requirements into JIRA. Developers embraced trunk-based workflows, pushing code daily with confidence. |QA environments began validating flags, while governance mechanisms like automated archival and kill-switches emerged. A mindset shift took hold. What began as a feature-flag enablement became a broader transformation in how they deliver software; faster, safer, smarter. As the rollout window approached, teams were no longer blocked by incomplete work. They were ready to deploy features regionally, selectively, and without the wait.

Client Feedback

Our leadership welcomed the change. What had once seemed like an unrealized investment became a clear strategic advantage. gravity9 had not just delivered best practices, we had embedded a new way of working. The development teams, once cautious, were now confident. The product organization, once frustrated, was now empowered. Across squads, functions, and time zones, the value of LaunchDarkly was no longer theoretical. It was real, in production, and shaping the future of jewellery retail online.

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