

aws marketplace

Split

Reviews, tips, and
advice from real users



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Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 8

Other Solutions Considered..... 9

Use Case..... 10 - 11

Customer Service and Support..... 12

Other Advice..... 13 - 15

About PeerSpot..... 16 - 17

Product Recap



Split

Split Recap

Split provides organizations with advanced capabilities for managing feature flags, maximizing their impact through experiments and data-driven insights to enhance product development and delivery.

Split's use case revolves around enabling teams to experiment with feature rollout safely and effectively. By offering a controlled release environment, Split aids in identifying what resonates with users and making data-driven decisions. Developers and product managers benefit from Split's ability to mitigate risks associated with feature deployments. Integrating with tools used in development workflows, Split ensures seamless implementation and utilization.

What are the valuable features Split offers?

- **Feature Flags:** Control and modify features without redeploying code, improving agility.
- **Experimentation:** Conduct A/B tests to understand user behavior and impact of changes.
- **Analytics:** Detailed insights into the performance and reception of new features.

What benefits and ROI should users look for?

- **Improved Time to Market:** Accelerate releases while maintaining quality and stability.
- **Enhanced User Experience:** Iterative improvements based on reliable data analysis.
- **Reduced Risk:** Rollback capabilities prevent adverse effects on user experience.

In e-commerce, Split optimizes user experience through experimentation to enhance conversion rates. Finance sectors utilize it to test security features without compromising user data. By implementing Split, industries tailor deployment strategies to specific operational demands, ensuring scalable results.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Split has increased some of our CVR; for example, in a recent pop-up model experiment, our conversion was around 15% and once we started the experiment, the on-variant won by increasing the CVR up to 35%, making it a really good tool for determining which particular feature would deliver the expected CVR.”



AmitGupta1

SDE 1 at a outsourcing company with 1,001-5,000 employees

- ✓ “Split helps streamline feature management, improve release confidence, and support a more agile development process.”



Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

- ✓ “Split is a great way to handle the config based on checks and in a dynamic way if you want to control your software without doing any deployment.”



Ankit-Mishra


Cloud Software Engineer at a tech vendor with 1,001-5,000 employees

What users had to say about valuable features:

“Split's best features are feature flag management, controlled rollouts, audience targeting, experimentation, and analytics. Feature flags allow teams to release code safely without exposing features to all users immediately. Controlled rollouts reduce deployment risk, while targeting enables personalized user experiences. The experimentation and analytics capabilities provide valuable insights into feature performance and adoption, helping teams make data-driven decisions and deliver software with greater confidence..”

Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

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“The best features Split offers include A/B experimentation itself, multivariate experiments, and a limit exposure feature that allows us to manipulate the traffic going through the split. We can decide to send only 10% of the traffic or 100%, depending on our limit exposure design. Additionally, we have a tracking mechanism and live trail monitoring, making these tools really good.

The limit exposure feature in Split decides if the experiment is healthy or not. For example, we enroll the experiment for 5% of users and check the experiment's healthiness from that. We verify if the on variant is working properly and if the off variant is functioning well to ensure that extra users are not affected if something goes wrong. That is the main feature of limit exposure.

I would say Split has impacted us a lot because we use it for gating new features while going into production, ensuring that those features are not rolled out prematurely. Overall, our organization is positive about using Split..”

AmitGupta1

SDE 1 at a outsourcing company with 1,001-5,000 employees

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“Working with dynamic configs is very good and was very easy because we have an environment where we can set up staging, prod, and dev. We can have multiple checks based on which field and which checks we want to apply to a particular config. All these options make us more flexible to change or update the config on a dynamic basis.

The dynamic config updates with Split work without requiring any deployment of the service or software. The APIs we used were very fast and we get the response within 10 milliseconds or so. It is very fast to use an API call for all the config fetching from Split.

Split offers multiple environments, and we have so many fields and checks which we can apply. We can specify countries and apply different checks such as if, else, not in, and in. This provides more flexibility in applying the config based on the checks.


We first try in a dev environment while working on a project. Then we do all the experiments with it and finalize it and move it to the staging environment. There we also do a final round of checks to ensure that all the configs we have defined are working as intended. Then finally we go to production, and there also if we want to have any changes, we can do it on the fly.

The environment feature allows us to approve from dev to staging and then finalize the same thing to prod. The multiple checks are really important features.

The environment feature and the workflow have become very smooth because for a small change in the config, we do not have to deploy the software again. We only have to go and change the config in Split. This gives us more flexibility and a dynamic way to handle and manage the prod config. For example, if I am launching something in India first and then want to launch it for other countries, I only have to go to Split and update the config. .”

Ankit-Mishra

Cloud Software Engineer at a tech vendor with 1,001-5,000 employees

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Other Solutions Considered

“Yes, we previously evaluated and used solutions such as LaunchDarkly and open-source feature flag tools. We switched to Split because of its strong combination of feature management, experimentation, governance, and analytics in a single platform. Split's controlled rollout capabilities, targeting features, and enterprise-grade controls provided better visibility and helped us manage releases more effectively while reducing deployment risk..”

Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

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“Before choosing Split, I evaluated alternatives such as LaunchDarkly, Optimizely, Statsig, Harness feature flagging like Split, and ConfigCat, as well as Azure App Configuration. Split was attractive because of the combination of features, management, progressive delivery, experimentation, governance, and analytics in a single platform. Enterprise-grade control, auditing, and capability integration with the cloud environment made it a strong fit for managing and scaling software releases..”

Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

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Use Case

“The main objective of our project was to have a dynamic config with Split without doing a deployment. Split helped us by allowing us to call the Split APIs and fetch the configs on the fly..”

Ankit-Mishra

Cloud Software Engineer at a tech vendor with 1,001-5,000 employees

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“Split has helped streamline our cloud-native application delivery by enabling safe feature rollouts and controlled releases through feature flags. The ability to separate deployment from release reduces risk, improves testing, and allows faster issue resolution. Its intuitive interface, targeting capabilities, and analytics have improved collaboration across teams and increased confidence in our release process..”

Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

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“The main use case for Split would be the experimentation and analytics part. For example, we have two different kinds of components or two different types of pages that we need to test to see which page performs better in terms of users clicking on it via a CTA button. We track them via Mixpanel, making Split an actual use case for determining which variant would be successful in terms of CVR increase.

Recently, we have used Split for an experiment that determined if the user can provide his PII details, such as first name, last name, DOB, etc. Variant A involves entering personal details, while variant B involves entering the employee name to check eligibility. We aimed to find out which would increase the CVR: entering personal details or entering employee details, and we ran this experiment using Split..”

AmitGupta1

SDE 1 at a outsourcing company with 1,001-5,000 employees

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Customer Service and Support

“Customer support is responsive and helpful in addressing issues in a timely manner, and the team provides clear guidance for improving implementation and ongoing usage..”

Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

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Other Advice

“Split is a great way to handle the config based on checks and in a dynamic way if you want to control your software without doing any deployment. Split can help you there. Split is a great way to dynamically handle config without requiring the deployment of the services or software. This is what I primarily associate with Split. I would rate this review a 9 out of 10..”

Ankit-Mishra

Cloud Software Engineer at a tech vendor with 1,001-5,000 employees

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“Split itself has many properties like attributes and split impressions, which are really good tools for [Mixpanel](#) tracking of the experimentation. I would suggest that this is a really good product for the use case of experimentation.

Split has increased some of our CVR; for example, in a recent pop-up model experiment, our conversion was around 15%. Drastically, once we started the experiment, the on-variant won by increasing the CVR up to 35%. This makes it a really good tool for determining which particular feature would deliver the expected CVR. It has also reduced the time it takes to determine such outcomes; in approximately two weeks, we decide whether a feature should be rolled out permanently or not. Moreover, it has minimized errors as well.

I would definitely suggest that others use Split for experimentation purposes, not just for gating features, as that is the only benefit we have experienced from using Split. I gave Split a rating of 8 out of 10..”

AmitGupta1

SDE 1 at a outsourcing company with 1,001-5,000 employees

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“Out of those features, I rely most on streamlined features such as management and improving release confidence, and support of a more agile development process. I would recommend Split to organizations looking to implement feature flagging and progressive delivery practices at scale.

Split positively impacts my organization as a well-structured organization focused on helping engineering and product teams deliver software more safely through features, platforms, and experimentation. The platform enables controlled feature rollout, reduces deployment risk, supports data-driven decision-making, and provides additional benefits.

Split demonstrates a strong focus on governance and security, which is critical in enterprise software delivery. The platform provides role-based access control, audit, approval workflow, and controls feature rollout, which helps organizations maintain compliance and reduce automation risk. From an artificial intelligence perspective, there is an opportunity to expand intelligent recommendations, anomaly detection, rollout automation, and prediction based on feature performance data. Drive analytics could help my team make faster, more informed release decisions.

Split delivers accurate, reliable feature management capabilities. The platform provides consistent feature flag evaluation, control, rollout, and operational visibility, helping teams deploy changes with greater confidence and reduced risk.

I advise others looking into using Split to start with a clear feature flag, integration, and governance model. Integrate Split into the development monitoring process to maximize the value of the platform. It is useful for teams seeking faster releasing, lower deployment risk, and better control over feature rollout. I rated this product as a 9 out of 10..”

Harsh Sonkar

Senior Software Engineer at Bhilai Institute of Technology Kendri, Raipur

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