Efficiency and reliability: How Expel transformed their Salesforce deployment process

Results and Benefits

Since implementing Prodly, Expel has experienced several transformative benefits:

Faster Deployments
Deployment times have decreased to **15–45 minutes**, even for complex changes.

Improved Accuracy
Prodly has eliminated configuration drift and provided visibility into dependencies, preventing deployment surprises.

Increased Reliability
With seamless rollbacks and backups to Git, Expel now operates with greater confidence and reduced risk.

Enhanced Insights
Prodly uncovered hidden metadata issues, helping the team address dependencies and improve system performance.

Better Collaboration
Teams gained visibility into each other's work, improving communication and efficiency.

The Challenge

Expel sought a solution to address the following key challenges:

- **Configuration Drift:** Differences between the sandbox and production environments resulted in inaccuracies during testing.

- **Manual Processes:** Dependence on Salesforce change sets limited visibility into deployments and increases rework risk.

- **Testing and Deployment Risks:** Inconsistent test coverage caused delays and led to unpredictable timelines.

- **Scalability for Large Projects:** Upcoming Salesforce CPQ projects necessitated efficiently handling complex deployments.

These challenges hindered deployment timelines, caused unexpected errors, and created inefficiencies that impacted user trust.

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The Solution: Prodly

Expel selected Prodly to mature its CI/CD processes, enhance deployment visibility, and ensure system reliability. Prodly's features—including data versioning, rollbacks, and configuration drift detection—aligned perfectly with Expel's requirements.

Implementation Journey

The implementation of Prodly was seamless:

- **Proof of Concept (POC):** 2–3 weeks, the Expel team worked with Prodly's customer success team to understand core functionalities such as comparisons, deployments, and rollbacks.

- **Quick Onboarding:** Following the successful POC, Expel transitioned quickly, with minimal disruption to its processes.

- **Support:** The Prodly team provided dedicated support and tailored guidance, ensuring Expel's confidence in using the tool.

Unexpected Gains

One of the surprising benefits was Prodly's ability to reveal and resolve hidden issues in metadata, such as outdated managed packages. This visibility helped Expel clean up its Salesforce environment and streamline processes further.

Looking Ahead

Expel plans to expand its use of Prodly by integrating automation into its deployment processes. The team is optimistic about leveraging additional features to further enhance efficiency and scalability.

Advice for Others

Alexander Daniels, Senior Technical Business Systems Analyst at Expel, advises potential users: "Fully utilize the tool's features and read the documentation. Prodly offers great visibility and support, but understanding your specific needs will maximize its value."

> *"With Prodly, our team can collaborate more effectively and efficiently, helping us to continue to grow and innovate without compromising on customer trust."*

Conclusion

Prodly has transformed Expel's deployment processes by saving time, reducing risks, and improving reliability. With enhanced visibility and efficient rollbacks, it has laid a solid foundation for scalability in the company's Salesforce ecosystem. As Alexander states, "With Prodly, our team can collaborate more effectively and efficiently, helping us to continue to grow and innovate without compromising on customer trust."

Expel is a leading managed detection and response (MDR) services provider trusted by brands worldwide to protect their digital infrastructure, 24x7. Headquartered in Herndon, Virginia, and operating with an international remote workforce, Expel's growth created challenges in managing its Salesforce environment—particularly with deployment complexities and configuration drift between sandbox and production settings. Its reliance on Salesforce change sets was time-consuming and lacked visibility, underscoring the need for a more efficient, transparent solution to streamline operations and mitigate potential risks.

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