

Speed and satisfaction: Rocky Mountaineer streamlines Salesforce development with Prodly DevOps



ROCKY MOUNTAINEER®

By replacing legacy tools with Prodly DevOps, Rocky Mountaineer has accelerated its Salesforce change delivery process while mitigating risk and enhancing employee engagement.

Since 1990, Rocky Mountaineer has been offering truly meaningful luxury rail journeys through the Canadian Rockies and the US. Tom Giannelli, Rocky Mountaineer's Director of Platform Delivery, is responsible for their Sales Cloud and Service Cloud, as well as a third-party managed package with a highly complex configuration that they use for reservation management.

When Giannelli joined Rocky Mountaineer in 2021, he spotted major inefficiencies with their Salesforce setup. "We had seven environments that were constantly out of sync, and the data in them was mostly unusable," said Giannelli. "Refreshes took a whole team two weeks to complete, and the deployment tool we were using to deliver changes resulted in a lot of failed attempts. We really needed a DevOps tool that would help us simplify operations and enhance our capabilities to deliver."

After sizing up a few options, Rocky Mountaineer's choice was clear: Prodly shone through due to the company's roots in the Salesforce ecosystem, its deep Salesforce integration, and the glowing reviews from customers. Prodly's comprehensive demos, professional sales process, and top-rated support services cinched the deal.

"With Prodly, we rarely encounter any issues, and we can keep going fast to market," said Giannelli. "In fact, we used to have arguments with our release manager about why deployments took so long. And now we don't. Instead, the conversation we have is, 'When do you want to start? Okay, it's done.' It's been fantastic."

Benefits at a glance

80%

Time savings on deployments



Improved accuracy and risk mitigation



Optimized sandbox management



Increased employee engagement



Cost savings and tech stack consolidation

White-glove treatment

During onboarding, Prodly went the extra mile to ensure Giannelli's team got off to a flying start. With hands-on training and excellent support, they were ready to go solo in just 90 days, managing their Salesforce environments confidently.

In addition, the Prodly team sought their feedback in the development of its Azure DevOps integration. As Giannelli explained, "The willingness of Prodly's senior leadership team to get into the weeds with a customer about the requirements of a feature and not just say they're going to do it but actually do it, that's amazing. Prodly definitely values its customers' input when it comes to developing a commercial product."

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Accelerated time to market

Switching to Prodly has been a game-changer for Rocky Mountaineer. They've cut down their Salesforce environments from seven to three and now enjoy faster, more accurate deployments. Where it used to take an entire team two weeks to refresh their environments, it now only takes one person approximately four days.

Moreover, in the event of a glitch, Prodly allows them to redeploy smaller components versus perform a redo of the whole component. And when Rocky Mountaineer was looking to consolidate their tech stack, they replaced change sets with Prodly, which is now their go-to tool for biweekly metadata deployments.

Reduced risk

One of Rocky Mountaineer's biggest success stories with Prodly has been with sandbox seeding. Every year, a large team builds new products for the coming season that go live in Salesforce in the fall. Previously, they built all those products directly in production. Now, with Prodly's customized sandbox seeding templates, they can build in lower-level environments and then promote changes to integration, testing, and further up the pipeline before pushing them into production.

"We've been able to minimize the risk of data loss in production; we've provided a better system for the team; and we don't affect the entirety of the system," said Giannelli. "Plus, it's now just one person that clicks the button to move the new products into production when the time comes."

Improved predictability and enhanced trust

A significant benefit for Giannelli's team is that they can be more predictive in terms of delivery. Before, they used to have a delivery window and even if some things failed, they'd go live with what they had. "Now, we say these are the things we're going to release on Wednesday, and we're completely confident that we can release all those things," shared Giannelli. This ability to deliver on promises and hit key performance targets has improved how his team is perceived by leadership.

Rocky Mountaineer recommends Prodly

From slashing time on environment refreshes to improving data accuracy and reducing the need for extensive headcount, Prodly has delivered a solid return on investment for Rocky Mountaineer. The platform's user-friendliness and robust features have also noticeably boosted employee engagement. "What I like most about Prodly is that it makes my team happy," said Giannelli. "I know it's working when I don't hear any complaints. That's the biggest thing."

Giannelli strongly recommends Prodly to companies that use integrations and need advanced DevOps features. "Prodly offers the flexibility to integrate with Jira and Azure, as well as repositories for source control," he adds. "It's a really good product, it's easy to use, it's built on the Salesforce platform, and from a pricing perspective, it's cool."

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Rocky Mountaineer offers luxury train journeys that showcase some of the most spectacular scenery North America has to offer. Since it was founded in 1990, Rocky Mountaineer has welcomed more than 2.3 million guests and become the largest privately-owned premium tourist train in the world.

- Size: 800 employees
- Location: Canada and the US
- Industry: Luxury train travel
- Customer since: 2022