Saluting Innovation @ uShip

by Jamie Lahiere

Saluting Innovation at uShip for adopting a continuous deployment process resulting in reduced risk for new code pushed into production. Developers at most companies write code to update their websites and user interfaces and wait to push it into production on a monthly or bi-weekly basis. The problem with updating code this infrequently is that when a bug appears, developers have to scour thousands of lines of code to find the teeny bit that needs to be fixed.

uShip's development team has eliminated this risky and inefficient deployment problem by innovating their process to push code continuously, every two hours to be exact. As soon as a developer has finished perfecting a piece of code, he or she can push it automatically into production. In minutes, the developer will receive feedback. The advantages of a continuous deployment process make you wonder why other companies still sit on code like unsold inventory. The continuous deployment process reduces the risk of hidden bugs and empowers developers to feel their code is constantly making a difference. We salute uShip for implementing a process that allows them to do things that other companies cannot.

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