Recommended reading

**Market Analysis**

A dive into Application Development & Deployment Software, the rapidly growing market valued to become $345 billion by 2022

**Whitepaper**

How Buddy with Automation GRID, DevOps Marketplaces & BlockchainOps wants to puts application & Blockchain development on autopilot and makes building apps scalable
Introduction

This paper explains current working product of Buddy. It describes what the Buddy platform is and how it delivers value to its customers.

As an established SaaS business in a rapidly growing market, Buddy is uniquely positioned with:

• A blistering product that successfully solves real-life problems of a $110B market, including such respected brands as Inc. Magazine, Docplanner and CGI.

• Partnerships with Google, GitHub, Docker, Microsoft and Amazon by participating in the Google Cloud Launcher, GitHub Marketplace, Azure and (soon) Amazon Web Services Marketplace respectively.

• The self-hosted Enterprise version of the platform ready to be used as the foundation for the decentralized application development automation.

• Closely-bonded team of 16 working together for years – most of them partners and shareholders – proven to deliver high quality solutions for challenging problems

Thank you for joining us on this journey.

The Buddy Team
Problems in Adopting DevOps

As already stated in the paper about Buddy's working product, by 2020 half of the CIOs who have not yet transformed their teams' capabilities towards automation technologies will be replaced in their organizations’ digital leadership teams.¹

DevOps is already the key differentiator for organizations as the beneficial effects of DevOps go beyond mere financial results. There are, however, many challenges that companies need to face to fully embrace the benefits of DevOps.

A survey performed by sandbox specialist Quali indicates that the top obstacles to successful introduction of DevOps include the respondent's company culture (14%), challenges of testing automation (13%), legacy systems (12%), application complexity (11%), and, among other things, budget constraints (11%).²

¹ https://www.gartner.com/binaries/content/assets/events/keywords/infrastructure-operations-management/iome5/gartner-predicts-for-it-infrastructure-and-operations.pdf
² https://betanews.com/2017/03/15/the-challenges-of-adopting-devops/
5 Most Widely Discussed Challenges

Mentality & Culture

Historically, corporate lines of business acted as individual units and didn’t interact with each other unless absolutely necessary. The shipment usually looked like this:

Line of Product Shipment

![Diagram showing the flow of product shipment from Developers to QA to Operations to Marketing & Sales]

The cliché is of each unit tossing code over an imaginary wall prioritizing their own goals. Developers try to introduce changes as quickly as possible; Operations, or server admins, try to maintain service levels at 100%. Marketing and Sales try to achieve designated goals without returning client feedback on the product. The main challenge is to make sure all these groups understand that their goals are shared, not conflicting.

Some organizations are already moving to cross-functional teams aligned to product instead of traditional project management. This means that testers and sales representatives also take part in the development team and collaborative process.

However, as Forrester analyst Robert Stroud says, many IT leaders underestimate the level of cultural and organizational change that is needed to introduce changes: “It requires some fundamental rethinking. People feel comfortable in the way they’ve been working and not everyone is a change agent. So you’ll need to find them, bring them forward, and have them drive DevOps forward and articulate the value.”

---

App Complexity

The recommended environment for DevOps is the cloud. Cloud infrastructure gives organizations the optimal scale, flexibility and speed to build and test apps through highly automated services. There are lots of providers who offer a full range of DevOps-oriented services and take infrastructure management off the client. This includes load balancing, log and instance monitoring and automatic backup/failover.

Unfortunately, according to the Quali survey, over 44 percent of applications in traditional environments were considered too complex for the cloud. For companies used to hosting applications on bare-metal servers, moving and reproducing the intricate configurations in the cloud might seem a challenging if not impossible task. Moreover, companies with strict security and compliance requirements cannot use the benefits of the cloud as they require things to be kept on-premises. Running a DevOps infrastructure internally requires a great deal of configuration, maintenance and software, not to mention the staff to maintain it all.

Handling Legacy Infrastructure

Applying DevOps requires changes to application structures - mainly switching to microservices coupled with infrastructures as code, in place of a monolithic architecture.

In cases of older applications running on servers which sometimes haven’t been touched in years, this may mean weeks of research just to consider what needs to be updated and where - and no executive will ever agree to stop product development for that long, even if the changes are bound to succeed.
Moreover, the entry threshold for microservices is quite high and brings its own set of problems: it requires some foundations of delivery automation already in place in order to handle the increased operational workloads and configuration management.

Integration of Tools

It is calculated there are at least 1,500 DevOps tools available today, both open source and commercial. These tools serve every discrete need in the process: management requirements, test management, defect tracking, agile planning, source code management, build, deployment, monitoring and more.

Jason Anders, the technology director of Fannie Mae, admits that keeping up with the Joneses of IT is a difficult task: “It’s a challenge to find the right tool sets, and the industry is changing so fast. There were times when we invested in something because we thought it was cutting edge at the time, but the tool set didn’t continue to innovate so we had to
replace it. You learn those lessons along the way."⁴ He also says that he and his staff continue to evaluate available tools to determine which ones are the best choice—although most executives are reluctant to allow their teams to experiment with tools or products.

Test Automation

When adopting DevOps it is crucial not to neglect test automation while focusing on CI/CD deployments. This negligence may result from the number of elements that testing requires. For example, a company needs to:

- define the scope of tests
- allocate a CI server
- configure the testing environment
- automate the process
- decide who should be updated with the results
- define the way errors are handled

This is especially true for high-stakes applications, such as e-commerce web sites and mobile apps that need to be thoroughly tested on representative data before launch.

Another problem is handling CI on-premises. Depending on the infrastructure available, automated testing in the internal network can prove very time-intensive and it may be necessary to wait for the weekend to free up resources, given the number of hours required to complete the tasks. As a result, there are significant delays in testing and receiving code quality feedback.

How Buddy Solves DevOps Adoption Challenges

It has taken years of experience for the Buddy Team to understand the challenges of DevOps adoption and to design solutions to overcome them. Here is an up-to-date list of Buddy solutions to these problems:

<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>BUDDY SOLUTION</th>
</tr>
</thead>
</table>
| Mentality & Culture       | • Team empowerment: design and support of cross-functional teams  
                             • UX designed specifically to lower the entry threshold for all types of team members  
                             • Developers: clear & immediate feedback on every change introduced to the codebase  
                             • QA: Easy management of all kinds of tests  
                             • Project Managers: actionable insight into development processes  
                             • Marketing & Sales: know what is being developed, what is being tested and what is to be delivered next  
                             • Sophisticated user permissions system for advanced, enterprise-ready workflows |
| Handling Legacy Infrastructure | • The modularity of Buddy enables an evolutionary instead of a revolutionary transition  
                                  • Changes can be introduced incrementally by adding new pieces to existing delivery pipelines  
                                  • DevOps teams can adopt changes gradually, reducing downtime to zero by full embracement of Continuous Deployment, without need to put production on hold |
<table>
<thead>
<tr>
<th>CHALLENGE</th>
<th>BUDDY SOLUTION</th>
</tr>
</thead>
</table>
| **App Complexity**              |  • Buddy is flexible enough to support both cloud and hybrid solutions  
• 70 dedicated automation steps (actions) and integrations allow companies to develop and transform the application in accordance with their policies and solutions architecture  
• Support for cutting edge tech such as Docker/Lambda, Functions/Kubernetes or Docker Swarm  
• Enterprise version of the service hosted behind a firewall on client's own servers  
• Buddy Enterprise has dedicated integrations with other popular on-premises tools, such as GitHub Enterprise, GitLab CE/EE or Sentry monitoring |
| **Integration of Tools**        |  • Buddy adapts to toolset changes, providing teams with a wide array of integrations to handle their tools of choice  
• No ecosystem lock in: For example, the most popular code hosting service in the world is GitHub. However, many teams use Bitbucket or GitLab, or host code locally on private servers. Buddy supports all of these without forcing one solution. Another example are deployments. Depending on the delivery workflow, Buddy allows deployments to bare-metal servers and all popular IaaS/PaaS solutions, including Amazon Web Services, Google Cloud, Microsoft Azure and Heroku – again, without narrowing the choice  
• There are over 20+ integrations in Buddy currently, with new ones added on a regular basis depending on popular demand |
| **Test Automation**             |  • Buddy delivers a complete test infrastructure allowing developers and QA teams to easily define test environments for every popular programming language and framework – both in the cloud and on-premises – and run all types of tests  
• Companies are able to maintain the highest quality of code without slowing down DevOps adoption  
• Easy-to-apply test automation (unit, end-to-end & integration tests) as an evolutionary process  
• Support for semi-automatic workflows, with some tests performed manually and deployments run on demand |
Buddy – The DevOps & Automation Platform

Buddy is a holistic application development & deployment automation platform. Its purpose is to make DevOps adoption insanely easy, transparent and effortless. Here, at Buddy, we believe this is fundamental to the cultural shift required by application development automation.

Once teams can see the benefits working in action, then other teams will organically want to adopt the new ways of working. This will steadily ease the sense of unfamiliarity, and get everyone on board to enter the new world of DevOps.

— Alex Manly

Buddy, the state-of-the-art DevOps/Automation/The three C’s platform, has four major components: pipelines, sandboxes, version control and integrations.
Automation Pipelines

DevOps is a strategy that enables organizations to deliver new features to users as fast and efficiently as possible. The core idea of automation is to create a repeatable, reliable and incrementally improving process for taking software from concept to customer. The goal of Continuous Delivery is to enable a constant flow of changes into production via an automated software production line. The Continuous Delivery pipeline is what makes it all happen.\(^5\)

Successful adoption of Buddy pipelines is driven by a deep understanding that there is no such thing as a standard pipeline. This is why Buddy has made its automation pipeline extremely flexible in nature.

How Pipelines Work

The basic building blocks of Buddy are actions. These are steps that Buddy executes in a pipeline. Each pipeline can have an infinite number of steps. Users start to build their automation pipelines by choosing the first action that they want to execute and continue from there.

On a click of a button, pipelines can be executed on every code push to a repository, either manually or repeatedly. This means any DevOps can be handled, such as continuous deployments, monitoring and automated backups of production data. Uses are only limited by your imagination.

\(^5\) [https://devops.com/continuous-delivery-pipeline/](https://devops.com/continuous-delivery-pipeline/)
## Actions, the Steps of Pipelines

Actions are divided into specific categories. Here is a quick summary of stacks and workflows that have dedicated support in Buddy.

<table>
<thead>
<tr>
<th>ACTIONS TYPE</th>
<th>USE CASES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Setup</strong></td>
<td>These actions tell pipelines to trigger another pipeline, wait for human approval to proceed or wait for things to happen before proceeding. Often used to design sophisticated workflows that involve human and non-human interactions outside Buddy.</td>
</tr>
<tr>
<td><strong>Transfer</strong></td>
<td>Basic deployment actions that transfer application files to servers via popular protocols like FTP or SSH.</td>
</tr>
<tr>
<td><strong>Devops</strong></td>
<td>These actions allow users to launch commands in a local shell run by Buddy and save their results to a pipeline file system. The same can be done on remote servers via SSH. Also external services can be triggered or integrated with the workflow via web hooks.</td>
</tr>
<tr>
<td><strong>Run Commands in Dedicated Container</strong></td>
<td>Preconfigured development environments based on Docker containers ready to be used for building various types of stacks with config-less experience.</td>
</tr>
<tr>
<td><strong>Build Tools and Tasks Runners</strong></td>
<td>Powerful build automation tools like Maven, Gulp and Gradle shaped by a simple to use UI.</td>
</tr>
<tr>
<td><strong>Static Site Generators</strong></td>
<td>Static sites are back again thanks to smart generators that produce CMS-like websites from lightweight markup languages such as Markdown, without any need for backup. These actions handle them all.</td>
</tr>
<tr>
<td><strong>Android</strong></td>
<td>Actions for building, signing and publishing Android apps to Google Play.</td>
</tr>
<tr>
<td>ACTIONS TYPE</td>
<td>USE CASES</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Deploy To Iaas</td>
<td>Dedicated actions for the most popular PaaS/IaaS such as Azure, Digital Ocean or Heroku for easy deployments of built projects.</td>
</tr>
<tr>
<td>Amazon Web Services</td>
<td>Buddy makes deploying apps to AWS a breeze with dedicated actions for S3, Elastic Beanstalk, serverless Lambda and many others.</td>
</tr>
<tr>
<td>Google Cloud Platform</td>
<td>Google’s Cloud Storage, Compute &amp; App Engine is also supported by Buddy with these dedicated steps.</td>
</tr>
<tr>
<td>Docker</td>
<td>Native Docker integrations make Buddy the perfect tool for building Docker-based apps and microservices with these actions that can build a Docker image, push it to a registry or run it as containers.</td>
</tr>
<tr>
<td>Kubernetes</td>
<td>Dedicated support for the winner of the Docker orchestration race thanks to 5 well-crafted actions supporting K8s deployments.</td>
</tr>
<tr>
<td>Deliver to Version Control</td>
<td>With these actions it’s possible to extend automation workflows by pushing code to other version control solutions or PaaS using Git as the base layer.</td>
</tr>
<tr>
<td>Code Quality &amp; Review</td>
<td>Actions for automated code reviews on every change pushed to the version control.</td>
</tr>
<tr>
<td>Performance &amp; App Monitoring</td>
<td>Buddy can notify external services such as NewRelic, Rollbar and Datadog about newly-released versions of applications for tracking the impact of changes on production environments.</td>
</tr>
<tr>
<td>Uptime Monitoring</td>
<td>Buddy can also handle monitoring of applications and services with repeatedly triggered pipelines that can use actions such as Ping, TCP and HTTP monitoring to check the status, health and performance of applications in production.</td>
</tr>
</tbody>
</table>
Examples

Pipelines in a Project

**Master**
- Last execution: 16 days ago
- State: HEAD
- Branch: MASTER
- Triggering: MANUAL

**Stage**
- Last execution: INPROGRESS
- State: HEAD
- Branch: STAGE
- Triggering: DAILY

**Development**
- Last execution: 16 days ago
- State: HEAD
- Branch: DEVELOPMENT
- Triggering: ON PUSH

**Uptime monitoring**
- Last execution: 16 days ago - open details
- State: HEAD
- Branch: Uptime
- Triggering: EVER 5 MINUTES

**Database backup**
- Last execution: 16 days ago - open details
- State: HEAD
- Branch: Database backup
- Triggering: DAILY

REAL SCREENSHOT FROM THE APP
Example Pipeline

Build & Delivery to Production

PRIMARY ACTIONS

These actions are run in sequence on every execution of the pipeline. If one of the actions fails, the release will come to a halt requiring your attention, unless you’ve set a conditional action down the line.

1. Build Node.js application
2. Upload files to SFTP
3. Update assets on Amazon S3
4. Purge cache at E1UX5DNP6PL13I
5. Restart server
6. Send notification to Slack

REAL SCREENSHOT FROM THE APP
Notable Pipelines Features

**Filesystems**

Each pipeline has its own isolated file storage where users can save and deliver results from their development stage and production environments.

**Variables**

To customize pipeline execution flow and make repeatable tasks easy to handle, Buddy offers advanced management of environment variables.
Analytics

Users can track and monitor pipeline execution times and their status to improve automation workflows and building times of apps.

Permissions

Larger organisations can carefully manage access to particular pipelines, environments and other resources with the granular permissions scopes.
Test & Preview Sandboxes

Another major part of Buddy are sandboxes. They offer disposable test & preview environments for running apps and websites directly from Git repositories without any need for own servers or virtual machines. Thanks to Buddy's ingenious disposable environments, teams eliminate development bottlenecks, get instant full-stack environments for every branch with no config experience and receive quicker results & feedback.

Buddy’s Sandboxes are one of the most successful Product Hunt Upcoming launches with +1500 subscribers.

How Sandboxes Work

Buddy detects the contents of a user's repository and chooses the right stack to run an app without any configuration required. These sandboxes reduce provisioning a server, configuration of its environment and running an application into a single step. This automated self-service development infrastructure is a well-executed example of a broad NoOps approach.

How Sandboxes work, the infographic

Supported Environments

The automated discoverability a user's apps allows Buddy to launch them out-of-the box without any configuration.

Here is an overview of which stacks Buddy currently supports:
<table>
<thead>
<tr>
<th>STACK</th>
<th>OVERVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHP</td>
<td>The most popular server-side programming language in the world with over 83% website share (2018). Often used with Apache as a part of the LAMP stack⁶.</td>
</tr>
<tr>
<td>Wordpress</td>
<td>The most popular content management system with nearly 60% share of the CMS market and 26% of the whole web (2016)⁷. You can use Buddy e.g. to automate development and deployment of plugins and themes.</td>
</tr>
<tr>
<td>Drupal</td>
<td>A web content management platform especially popular among global enterprises, government, higher education and NGOs with 4.6% CMS market share⁸.</td>
</tr>
<tr>
<td>Laravel</td>
<td>One of the most popular PHP frameworks widely used for web development.</td>
</tr>
<tr>
<td>Symfony</td>
<td>A PHP framework used by popular projects such as phpBB and eZ publish.</td>
</tr>
<tr>
<td>Node.js</td>
<td>An immensely popular cross-platform JavaScript run-time environment, commonly used to develop web sites and applications.</td>
</tr>
<tr>
<td>Angular</td>
<td>A popular front-end web application framework for dynamic web apps.</td>
</tr>
<tr>
<td>Rails</td>
<td>The most popular server-side Ruby framework focused on getting things done.</td>
</tr>
<tr>
<td>Python</td>
<td>A high-level programming language designed for general-purpose programming.</td>
</tr>
</tbody>
</table>

⁶ https://w3techs.com/technologies/overview/programming_language/all  
⁷ https://managewp.com/blog/statistics-about-wordpress-usage  
⁸ https://websitesetup.org/popular-cms/
<table>
<thead>
<tr>
<th>STACK</th>
<th>OVERVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cake</td>
<td>A modern PHP 7 framework with a flexible database access layers and powerful scaffolding.</td>
</tr>
<tr>
<td>Magento</td>
<td>A powerful PHP-based e-commerce platform with a flexible shopping cart system, SEO, catalog-management, and much more.</td>
</tr>
<tr>
<td>Joomla</td>
<td>Free and open-source CMS widely used for building corporate web sites, online magazines, e-commerce, government and community portals.</td>
</tr>
<tr>
<td>Typo3</td>
<td>Scalable PHP-based CMS popular among enterprises.</td>
</tr>
<tr>
<td>Pagekit</td>
<td>A simple, open-source Symfony-based CMS with a marketplace for themes and extensions</td>
</tr>
<tr>
<td>Aurelia</td>
<td>A powerful collection of modern JS modules for building browser, desktop and mobile applications.</td>
</tr>
<tr>
<td>Ember</td>
<td>Aimed at quickly getting started with ambitious and complex applications.</td>
</tr>
<tr>
<td>Meteor</td>
<td>An isomorphic JavaScript framework for rapid prototyping and producing cross-platform code.</td>
</tr>
<tr>
<td>Jekyll / Hugo / Hexo / Middleman</td>
<td>Popular static site generators used for building non-database web sites with static content, such as blogs and documentation</td>
</tr>
<tr>
<td>JHipster</td>
<td>An application generator for quick development of server-side projects for the Java Spring Framework.</td>
</tr>
<tr>
<td>Django</td>
<td>A popular Python framework encouraging rapid-development with a clean and pragmatic design.</td>
</tr>
</tbody>
</table>
Examples

Sandbox in a Project

<table>
<thead>
<tr>
<th>SANDBOX NAME</th>
<th>STATE</th>
<th>VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>master</td>
<td>ONLINE</td>
<td>HEAD</td>
</tr>
<tr>
<td>demo</td>
<td>ONLINE</td>
<td>HEAD</td>
</tr>
<tr>
<td>ng2-admin-demo</td>
<td>LAUNCHING</td>
<td></td>
</tr>
<tr>
<td>ngx-admin-light</td>
<td>ONLINE</td>
<td>HEAD</td>
</tr>
<tr>
<td>feature/bootstrap</td>
<td></td>
<td>NOT LAUNCHED YET</td>
</tr>
</tbody>
</table>

REAL SCREENSHOT FROM THE APP

Staging Sandbox

REAL SCREENSHOT FROM THE APP
Notable Sandbox Features

**Services**

Users can extend their sandboxes with services like MySQL or MongoDB and replicate these stacks for all branches automatically.

**Terminal Access**

If needed, a sandbox can be accessed via a terminal for application debugging and additional configuration.
Always Fresh & Sharable

Sandboxes can be automatically updated for every change pushed to the code & easily shared with the outside world for gathering feedback or connecting from external services.
Integrations

Buddy has partnered with market leaders to provide a seamless experience for its users by providing comprehensive support for their stacks. The integrations have many scopes: SSO, pulling, uploading and synchronizing data in real-time, auto-configuring workflows, managing accounts and users and more. When giving feedback, Buddy users are continually impressed by the extensive set of well-executed built-in integrations.
## Integrations with Ecosystems

<table>
<thead>
<tr>
<th>Ecosystem</th>
<th>Possibilities</th>
</tr>
</thead>
</table>
| Github    | The most popular code hosting service in the world with over 24 million users (2017) working across 67 million repositories. The Coca-Cola brand of developers. The integration allows:  
  • connection & synchronization of Github repositories with Buddy  
  • status reporting of pipeline executions back to Github UI for commits, branches and pull requests  
  • synchronization of Github users with Buddy users  
  Additionally, Buddy is a partner in the Github Marketplace. |
| Bitbucket | Owned by Atlassian, the second most popular code hosting service with over 5 million developers and 900k organizations on the cloud version only (2016). The integration allows:  
  • connection & synchronization of Bitbucket repositories with Buddy  
  • introduction of DevOps to the Atlassian collaboration suite commonly used in enterprise businesses  
  • synchronization of Bitbucket users with Buddy users |
| GitLab    | A popular code hosting service used by more than 100,000 organizations and a couple of million developers with 2/3 share in the self-hosted Git market. The integration allows:  
  • connection & synchronization of GitLab repositories with Buddy  
  • deployment of code from both cloud and self-hosted installations  
  • synchronization of GitLab users with Buddy users |
### Slack
A multi-platform messaging app for teams with a rapidly growing user-base of 9 million weekly active users. The communication tool of choice for 77% of Fortune 100 companies (2017).

The integration allows:
- sending messages about finished build and deployments to Slack channels
- sending custom messages & Slack attachments
- checking status and running pipelines directly from Slack

### DigitalOcean
Easy-to-use cloud computing platform with a 1 million userbase providing developers with cloud services to deploy and scale applications.

The integration allows:
- updating of apps hosted on DigitalOcean droplets on click or on push to branch
- easy switching between target droplets
- deployment to DigitalOcean Spaces (Cloud Object Storage)

### Vultr
A growing high-performance cloud for WP blogs, development environments and game servers with over 100k customers and 12 million instances deployed.

The integration allows:
- updating Vultr servers manually on click or on push to branch
- easy switching and authenticate to any Vultr server in the account

### Amazon Web Services
An industry-standard cloud platform for compute, storage, databases, analytics, mobile, IoT, and enterprise applications with over 1 million enterprise users (2016) and $18 billion projected revenue for 2017.

The integration allows:
- updating of assets in AWS S3 buckets
- uploading of packages with application code to ElasticBeanstalk
- monitoring of ElasticBeanstalk apps for downtime
- building and pushing Docker images to Elastic Container Registry
- invoking of Lambda functions on AWS infrastructure
- uploading apps to CodeDeploy
- automatic purging of CloudFront cache upon deployment

Buddy is [Amazon Web Services Technology Partner](https://aws.amazon.com/partner/buddy/).
<table>
<thead>
<tr>
<th>ECOSYSTEM</th>
<th>POSSIBILITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heroku</strong></td>
<td>A Platform-as-a-Service that lets developers manage, run and deploy applications in cloud. Acquired by Salesforce for $250 million in 2010. The integration allows: • updating Heroku apps on every push to selected branch • execution of any method from the Heroku API via CLI • building and testing of applications before the deployment to optimize performance and minimize downtime</td>
</tr>
<tr>
<td><strong>Shopify</strong></td>
<td>A comprehensive e-commerce platform for online stores with marketing, payments and shipping tools with 1M+ active users and $55 billion worth of transactions performed (2017). The integration allows: • deployment of Shopify themes from Git • easy switching between shops to update • management of multiple Shopify accounts at once</td>
</tr>
<tr>
<td><strong>Cloudflare</strong></td>
<td>A content delivery network with DDoS protection and internet security services that has already raised $182 million in funding. A part of the rapidly growing cyber security sector. The integration allows: • automatic invalidation of Cloudflare cache after the deployment • easy switching between the zones to clear • purging of all or selected files only</td>
</tr>
<tr>
<td><strong>Microsoft Azure</strong></td>
<td>Microsoft's flagship cloud computing service with $20 billion in annualized revenue (combined with Office 365 cloud) and 90% year-to-year growth (Q1 2017). The integration allows: • deployment of applications to Azure App Services • building and testing apps before the deployment to optimize performance</td>
</tr>
<tr>
<td>ECOSYSTEM</td>
<td>POSSIBILITIES</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Rackspace</strong></td>
<td>A managed cloud computing company commonly used for large file storage. Acquired by Apollo Global Management for $4.3 billion.</td>
</tr>
<tr>
<td></td>
<td>The integration allows:</td>
</tr>
<tr>
<td></td>
<td>• updating assets on Rackspace Cloud Files – manually or on every push to branch</td>
</tr>
<tr>
<td></td>
<td>• easy switching between regions and target containers</td>
</tr>
<tr>
<td><strong>Google Cloud Platform</strong></td>
<td>The fastest growing major public cloud provider with $4 million paying customers and over a billion dollar per quarter revenue (2017).</td>
</tr>
<tr>
<td></td>
<td>The integration allows:</td>
</tr>
<tr>
<td></td>
<td>• updating static assets on Google Cloud Storage</td>
</tr>
<tr>
<td></td>
<td>• testing and pushing code to Google Compute Engine</td>
</tr>
<tr>
<td></td>
<td>• uploading files to VPS on Google Compute Engine</td>
</tr>
<tr>
<td></td>
<td>• building and pushing of Docker images to Google Container Registry</td>
</tr>
<tr>
<td></td>
<td>• execution of commands, updating Docker images and running jobs &amp; pods on Kubernetes clusters</td>
</tr>
<tr>
<td></td>
<td>Buddy is a <a href="#">Google Technology Partner is active in the Google Cloud Launcher</a>.</td>
</tr>
<tr>
<td><strong>New Relic</strong></td>
<td>A monitoring tool for optimizing application performance with yearly revenue of $263M and 45% year-over-year growth (2017).</td>
</tr>
<tr>
<td></td>
<td>The integration allows:</td>
</tr>
<tr>
<td></td>
<td>• sending information about deployments to New Relic</td>
</tr>
<tr>
<td></td>
<td>• easy selection of the application to which you want to deploy</td>
</tr>
<tr>
<td></td>
<td>• customization of the content of messages with parameters</td>
</tr>
<tr>
<td><strong>ECOSYSTEM</strong></td>
<td><strong>POSSIBILITIES</strong></td>
</tr>
<tr>
<td>---------------</td>
<td>------------------</td>
</tr>
</tbody>
</table>
| **Rollbar**   | Error monitoring and debugging tools for agile development and Continuous Delivery with 100000+ developers onboard (2017). The integration allows:  
• tracking deployments by sending automatic notifications to Rollbar  
• easy selection of the project to which you want to deploy  
• customization of the content of messages with parameters |
| **Sentry**    | Bug-tracking tool that lets you apply filters to stack traces to reduce noise and reproduce errors. Used by big names in the tech industry (Dropbox, Uber, Atlassian) with $9 million funding secured (2016). The integration allows:  
• automatic notifications to Sentry about new releases on every deployment  
• one click selection of Sentry organization and projects  
• customization of message content with parameters  
• support for both cloud and on-premises versions of Sentry |
| **Loggly**    | Log file analysis for distributed systems allowing detection of anomalies and action to be taken when necessary, with 99% year-to-year growth, 10000+ customers, and $11.5M in financing closed (2016). The integration allows:  
• events about finished deployments to be sent to Loggly  
• customization of data contents with parameters |
| **Datadog**   | A rapidly growing monitoring and analytics service for applications and IT infrastructure with brands such as HP, Intel and Samsung in the portfolio and a total investment of almost $148 million (2016). The integration allows:  
• correlation of deployment details with Datadog metrics  
• detection of sources of performance spikes  
• customization of notification contents with parameters |
<table>
<thead>
<tr>
<th><strong>Ecossystem</strong></th>
<th><strong>Possibilities</strong></th>
</tr>
</thead>
</table>
| Honeybadger    | Production monitoring for web developers covering errors, outages and service degradation with +1000 paid customers, including Enterprise companies such as DigitalOcean or eBay (2017).  
  The integration allows:  
  - information about finished deployments to be sent to Honeybadger  
  - easy switching between projects and accounts  
  - customizing of notification contents with parameters |
  The integration allows:  
  - progress of finished builds and deployments to be tracked  
  - notifications to specified devices if actions are required  
  - customization of messages with parameters |
| Pushover       | Similar to Pushbullet in its core idea, Pushover targets tech-savvy people basically allowing the tool to be installed on any device. Currently sits at 100000+ downloads in the Google Play store (2017).  
  The integration allows:  
  - progress of finished builds and deployments to be tracked  
  - notifications to specified devices if actions are required  
  - customization of messages with parameters |
Partner Marketplaces

An important part of Buddy integrations are its partnerships, which allow Buddy to deliver its solutions from directly within the ecosystems of the biggest industry players. These integrations lend great credibility to Buddy, due to far-reaching partnership screening policies which include detailed reviews of the quality of each partner's solutions.

Buddy is currently present in the following marketplaces:

- Github Marketplace
- Google Cloud Launcher
- Microsoft Azure
- Amazon Web Services Marketplace (beta)
Built-in Git

Buddy supports all popular Git providers with dedicated integrations for GitHub, Bitbucket and GitLab. Moreover, it has a fully-featured built-in Git server as an alternative choice for users to base their application development projects on. This includes:

- A web code browser with blame, compare, commit history
- Merge requests
- Branch management
- Push permissions
- An online code editor
What People Are Saying

Buddy is a stellar example of how a great design and UX can benefit development tools. A super easy and intuitive experience for a CI/CD tool! Kudos for making such a great product.

Ibrahim AshShohail – Engineer
Tamkeen Technologies

Question: What if an app for something super nerdy and important was also really cute and well designed and good? Answer: Buddy

Josh Miller – Design Director
Vocus

Moved the entire CI/CD pipeline of Byte-Sized’s JS screencasts to Buddy — Aside from its lickable UI, Buddy’s ease-of-use is “unmatchable”.

Volkan Özçelik – Technical Lead
Cisco.

Buddy is dope. Great work guys

Jordan Mackie – Senior Developer
Travel Republic

Folks from Buddy do really great things!

Dmitriy Shekhovstv – Dev Lead
Valor Software

WOW! Buddy makes an incredibly useful CI tool. Silky smooth to use as well. The most polished web product I have used. Good work

Austin Adams – Software Engineer
Ygrene

The Docker and Kubernetes integration on Buddy is so awesome!

Scott Robertson – Developer
Baremetrics

We recently moved to Buddy for deployments. So. Much. Faster. Than. The. Other. Guys. And it looks great, too.

Good Work – Web Agency

Surprisingly easy to set up an atomic deployment pipeline with Buddy - no complicated scripts / configuration required, it's all done for you. Really impressed.

Mark Croxton – Designer
Hallmark
Case Study: Inc. Magazine

Inc. is an established American magazine founded in 1979 in New York devoted to new businesses and startups. It's best known for its annual lists of 500 and 5000 fastest-growing privately-owned companies.

We use Buddy for deploying & testing our main project 'inc.com' on our staging server as well as some automated tasks and things when pushing to production. There are also dev site projects with a pipeline that syncs 1 remote MySQL server db with another—turning what used to be a painful chore for some of our devs into literally the press of a button.

We also have some microsite projects, like 'women.inc.com', these are for our Wordpress installs with 2 pipelines that handle full sync to our development server, and another that actually flattens them to .html and pushes them over to production.

I know I've put a lot of effort into getting Buddy setup just right for our needs and I'm sure there are tons of improvements to make and features we can take advantage of. So far though, it's paid off immensely. You guys keep adding awesome things and I have to keep trying them out!

John Guaragno, Lead Developer at Inc.
Case Study: Docplanner

The world's biggest healthcare platform for booking doctor appointments and managing visits with 20M unique patients visits per month.

What we disliked about the CI service we used before were dozens of bugs in the front-end making it sometimes impossible to use the app, very limited flexibility in modifying existing and adding new actions, and support team working in a different timezone.

One of the biggest assets of Buddy, on the other hand, is the ease of configuration: we don’t have to constantly look after and update the tools and CD we use anymore. Buddy covers a broad spectrum of things, from basic stuff like deployments, to notifying the BI team about db migrations, to cronjob configuration and updating language translations.

We have over 30 projects on Buddy, including ‘monolith’ with our legacy app and sso microservice. It has a staging pipeline for in-house preview updated on-the-fly with tested iterations of the service. The approach to production is a bit more conservative. We make the deploy made three times a day: in the morning, at noon and in the afternoon.
Case Study: Flow

Flow is a popular, flexible project and task management software, used by teams in companies such as Apple, Shopify or TED. It is designed by the people behind Dribble - probably the largest community of web designers. Here is what they say about Buddy:

We wanted a tool that could be as simple or robust as we needed it to be. Buddy was easily able to scale from a simple test runner to a full CI suite as needed.

It was great to see we could easily implement something similar with minimal setup with Atomic Deploys. Makes tracking releases and rolling back super easy

Buddy was super simple to setup. The pre-made actions are great, especially for someone that’s new to the tool. Once we had a clear understanding of the capabilities of Buddy, we were able to fine tune the pipeline to our needs.

The pipeline system is extremely clear. Onboarding a new developer to the system is as easy as walking them through each step of the pipeline. Everything you need is laid out in each step. There are no buried configs or environment variables.

Probably the best thing about Buddy has been the support. Using the Intercom widget in the app is great. You guys have been super helpful!

Dan Castello, Developer at Flow
The Team

Simon Szczepankowski
**CEO, Product Manager & Co-Founder**
SaaS entrepreneur with over 15 years experience in IT. Previously bootstrapped springloops.com, a Subversion hosting service for web developers that attracted > 5000 paying customers from 120 countries. Managed IT projects for the Dutch Air Force, KLM, Mercedes Benz NL, Ford NL and Merck PL divisions. One of the few Google AdSense Premium partners in Poland. Author of the youngest Polish IT book debut (Windows XP Optimization, 2003).

Raphael Sztwiorok
**CTO, Project Manager & Co-Founder**
Managed large GIS & Big Data projects for the Polish Army & Norwegian Defence Procurement Division via Techmex SA. Participated in the design and development of large mapping and geo services used by NATO for COWI (Danish Consulting Group). Acted as Senior IT manager in the Multinational Geospatial Co-production Program. Senior Scrum Master, Docker & microservices expert. Hybrid cloud specialist & DevOps consultant to Buddy’s Enterprise customers.
Thomas Korwin-Gajkowski
Blockchain Solution Architect
Blockchain Team Lead at KODAKOne. Distributed Ledger/Blockchain/Cryptocurrency Software Advisor, Organizer and speaker at workshops related to Blockchain/Smart Contract programming and Cryptomarkets for Polish, German and Swiss financial institutions.

Martin Kudla
Software Architect & Co-Founder
20+ years experience in IT. Architect of flight and hotel booking platform for weg.de & price comparison engine for idealo.de, the 46th largest German website. Release management & data migration expert.

Michael Hankus
Senior Software Engineer & Co-Founder
15+ years experience in IT. Back-end co-creator for Polish Satellite Center of Regional Operations - at the time the only satellite operation center in CEE. Creator of ArcGis & GeoMedia-based tools for the Polish government. Node.js, Docker & Virtualization expert.
Thomas Prus
Senior Software Engineer
20+ years experience in IT. Lead developer of one of the largest German car websites and the largest online mother community in Germany (netmums.de). Java & Spring expert.

Alexander Kus
Chief Growth Officer
Attracted 2000+ paying customers via outbound channels for springloops.com – a Subversion Hosting Platform for web developers – and BamBam! – the project management software for experts. Community Manager and caretaker of the 10% month-to-month growth of Buddy CI/CD.

Paul Olek
Head of UX/UI & Co-Founder
15+ design experience. Managed UX design for the European franchises of YellowPages and Roche-sponsored projects. Years of experience as a hired gun by US-based startups such as Swingvy and Allocate.ai. Panelist at UX/UI events. Check out his amazing portfolio on Dribbble.
Octavia Nowakowska  
**Head of Customer Support**  
Manages the day-to-day customer support operations in Poland and USA time zones for Buddy customers from 70+ countries.

Paul Kapala  
**Senior Full Stack Web Developer**  
Buddy's Node.js whisperer on-duty. Has a thing for cloud management operations. JavaScript is strong with this one. Loves doing things on the Go.

Darek Sztwiorok  
**Java Developer**  
Apprentice of Martin & Tom – his Java masters – looking forward to replacing them when the time is right (“there can only be one”). Created a deployment module for releasing web projects from Subversion repositories to web servers for springloops.com used by thousands of users worldwide.

Lucas Czulak  
**Data Analyst**  
Reads between the green lines of the digital rain of data. Looks up new opportunities on the Web and puts out fires before they grow in scale. A quiet mind with an interminable vision.
Chris Stryczek
**Head of Test Engineering**
Manages Buddy’s fleet of test & staging environments. Responsible for running 10k automated tests challenging new additions to Buddy while maintaining the speed and high-availability of the service.

Michael Bigos
**Test Engineer and Technical Support Specialist**
Continuously amazed with use cases reported by Buddy customers. Reproduces tens of inquires to answer questions and solve issues on a day-to-day basis.

Patrick Trojanowski
**Customer Support Specialist**
Our tour guide to the “Aha!” moment of the ultimate Continuous Delivery workflow. An incurable optimist, tirelessly responding to the constant flow of user inquiries.

Bart Piela
**Front-end Developer**
Recommended reading

**Market Analysis**

A dive into Application Development & Deployment Software, the rapidly growing market valued to become $345 billion by 2022

**Whitepaper**

How Buddy with Automation GRID, DevOps Marketplaces & BlockchainOps wants to puts application & Blockchain development on autopilot and makes building apps scalable
Join Us!

Contact us

🌐 buddy.works  💌 token@buddy.works

Token Sale

Thank you!