



A TAILOR-MADE PROPOSAL ON HOW LOWE'S CAN:

Build Revolutionary Customer Experiences— Cost-Effectively and at Scale

Discover the power of
feature management





QUESTION

How can Lowe's accelerate its Total Home Strategy, build revolutionary customer experiences, and tower above its competition?

ANSWER

By joining forces with LaunchDarkly, the #1 feature management platform, Lowe's can accelerate omnichannel initiatives and seamlessly deliver personalized customer experiences. Further, LaunchDarkly can empower Lowe's to quickly identify new opportunities, increase revenue, drive growth, and build more enticing and engaging solutions than its competitors.



PROOF

For the fourth consecutive quarter, G2 recognized LaunchDarkly as the #1 feature management platform in its Winter 2023 report. LaunchDarkly received the highest satisfaction score and outperformed industry averages across all category ratings.



"The ability to push out features quickly with a safety net of knowing we can turn them off let's us deliver features faster to the customer making everyone happier"

Jim Gehrett

Director of Engineering, AppDynamics

A note from our CEO

At LaunchDarkly, we're passionate about empowering innovative companies like Lowe's to stay ahead of the curve with cutting-edge technology. Our feature management solutions represent the future of software development—enabling rapid, reliable, and secure feature delivery to supercharge your digital customer experience.

By partnering with us, Lowe's can expect to unlock new growth opportunities, optimize customer journeys, and set new industry standards. Join us in revolutionizing the way you deliver value to your customers while staying ahead of the competition and achieving success in a rapidly evolving marketplace.

Dan Rogers

CEO, LaunchDarkly



By partnering with LaunchDarkly, Lowe's can:



Revolutionize customer experiences and drive growth by leveraging cutting-edge technology



Increase DIY and Pro customer engagement and loyalty by delivering personalized experiences



Stay ahead of the competition by quickly adapting to changing market trends and customer demands

HOW FEATURE MANAGEMENT
STRENGTHENS AND ACCELERATES

Lowe's Total Home Strategy

What Lowe's can achieve with LaunchDarkly, at a glance:

- ✓ Roll out new features quickly and seamlessly
- ✓ Boost innovation with risk-free testing in production
- ✓ Continuously optimize with real-time monitoring
- ✓ Easily integrate with your current and future tech stack

Here are some specific ways LaunchDarkly can help Lowe's overcome its challenges and accelerate the success of its strategic initiatives.



Drive Pro Penetration

Optimize pro-customer experiences through controlled new feature testing in production, testing variations with subsets of users, and gathering feedback to continually improve experiences.



Expand Installation Services

Streamline tasks needed to optimize business models, such as testing new features and updates for installation services in a controlled environment, gathering feedback from subsets of users to improve experiences and performance, and reducing overhead expenses.



Accelerate Online Business

Shorten user feedback loops with controlled new feature releases for Lowes.com and the Lowe's mobile application, resulting in better customer experiences and increased conversions.



Elevate Product Assortment

Easily test new products and features, gather feedback, and optimize the customer experience with our feature-flagging capabilities. This keeps you ahead of competitors and enables Lowe's to meet customer needs in real time.

HOW FEATURE MANAGEMENT STRENGTHENS AND ACCELERATES LOWE'S TOTAL HOME STRATEGY



Drive Localization

Streamline localization with a feature management platform that uses controlled testing to optimize product assortment for each market and gathers specific, actionable user feedback. Tailor Lowe's product offerings to meet local market needs and preferences, resulting in increased customer satisfaction and sales.



Modernize Technology

LaunchDarkly will seamlessly integrate with Lowe's existing and future systems, making it safer and easier to modernize your tech stack. Our platform allows for controlled testing and targeted releases of new updates without operational disruptions. It also provides real-time monitoring and visibility into feature performance, facilitating data-driven technology decisions and adaptability to changes in the industry. It all adds up to faster updates, improved site reliability, and increased operational efficiencies delivering seamless customer experiences and increased sales for Lowe's.



Perpetual Productivity Improvement (PPI)

Empower PPI through controlled testing and targeted release of new updates, improving site reliability and increasing personalized experiences. Expand product assortment, optimize the installation business models, and tailor assortment to local market needs—all while identifying areas for improvement and providing a frictionless customer and associate experience.



We are building on our momentum with the next chapter of our Total Home strategy, designed to enhance our omnichannel capabilities and position Lowe's as a one-stop shop for DIY and Pro customers to get everything they need across all of their projects

Marvin R. Ellison

Lowe's chairman, President and CEO



Build vs. Buy:

The costs and complexity of building a feature management solution

The downsides of choosing to build, at a glance

- ✓ Building at enterprise scale is expensive
- ✓ As the number of teams grows, so do the associated costs
- ✓ More team requirements add significant complexity, making the solution more expensive to build and maintain

As Lowe's works to drive growth and meet strategic objectives, it is vital to consider the benefits of building versus buying a feature management platform.

Developing a proprietary feature flagging solution can cost millions of dollars—with user permissions, streaming support, and additional SDKs all magnifying the expense. Plus, as the size and number of Lowe's teams grows, the complexity and costs of the solution will expand as well.



You should build the systems that differentiate you from your competition—and buy the ones that don't.


with LaunchDarkly

The cost of choosing to build

This chart illustrates the financial implications of Lowe's choosing to build a proprietary feature-flagging solution.

Item	Estimated Hours / 1 team	Hours + Scale	Total
Core Service + SDKs	275	7,894	\$592,061
Intuitive User Interface	100	2,871	\$215,295
Enterprise Scale - HA & Elastic Architecture	100	2,871	\$215,295
RBAC with SSO	80	2,296	\$172,236
Audit Log	50	1,435	\$107,648
RESTful API for all features	200	5,741	\$430,590
Integration Frameworks	180	5,167	\$387,531
Flag Insights and Statuses	50	1,435	\$107,648
Code References	10	2,871	\$215,295
Workflows	180	5,167	\$387,531
Total	1,315	37,748	\$2,831,130

Value Summary

- Total Benefit **\$2,831,130**
- Engineer Hours Saved **+37,748**
- ROI(C) **12x**
- Uptime **99.99%**

Value summary calculated using 200 engineers and 25 engineering teams

Build vs. Buy:

The business case for LaunchDarkly

The advantages of LaunchDarkly vs. building, at a glance

- ✓ Eliminate costs and time spent building your own solution—across infrastructure, hardware, cloud provisioning, maintenance, etc.
- ✓ Ensure a smooth transition with dedicated resources and expertise from LaunchDarkly
- ✓ Rapidly scale capabilities and performance while still controlling costs
- ✓ Reduce risk by decoupling feature deployment from version release

While building a proprietary feature management solution carries a hefty price tag and mounting complexities, LaunchDarkly offers a cost-effective and scalable platform that eliminates the need for in-house development and maintenance.

The following page examines features and benefits, many of which are unique to LaunchDarkly, that can help Lowe's drive growth, improve customer experiences, and stay ahead of the competition.

Enterprise scale

Every day, LaunchDarkly serves:

20T+ trillion flags

14M+ mobile devices and browsers

3M+ worldwide servers

WHY LAUNCHDARKLY? THE BUSINESS CASE



Feature Flags

Toggle new features on and off with ease, allowing Lowe's teams to decouple deploy from release, safely demo new features for select users in real production environments, and migrate to new infrastructure with minimal risk.



Kill Switches

Quickly and easily turn off a feature in the event of a critical issue—without needing to release a new version of the code. Recover from incidents within 200ms and automate recovery through integration with monitoring and observability tools.



Advanced Targeting

Easily set up rules to target specific user segments, geographies, and more by utilizing custom attributes that allow for efficient configuration management and quick rule implementation.



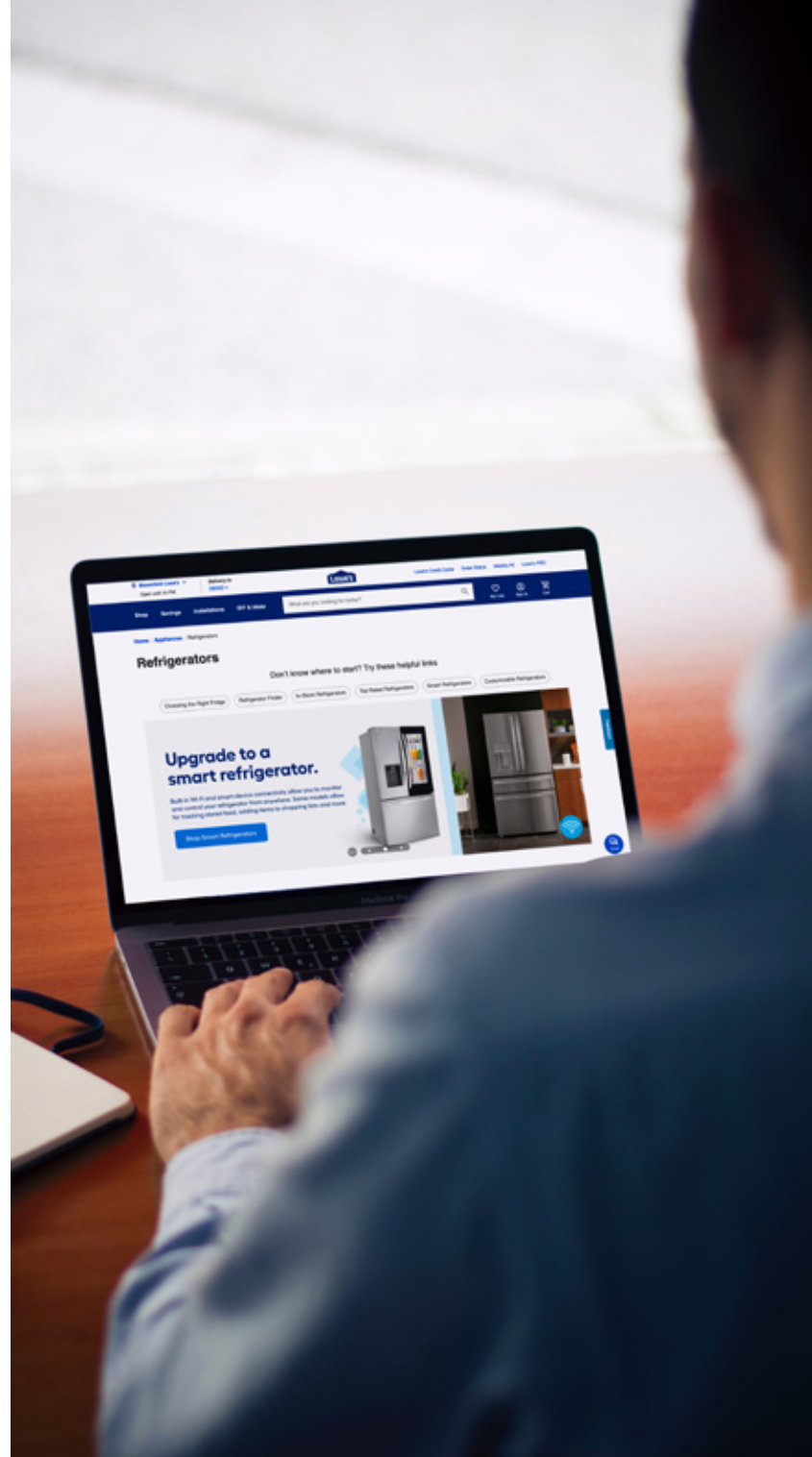
Workflows

Ensure that new features are properly tested and vetted before release with workflows that empower seamless collaboration between Lowe's development and operations teams. LaunchDarkly allows you to run in-production canary tests and percentage-based rollouts to subsets of users, as well as schedule, approve, and trigger flag changes.



Experimentation

Test new features and strategies in a controlled environment, gather data, and make informed decisions about what will drive the most impact. Easily run A/B tests and experiments to gain insights into feature impact on user engagement and system performance. This enables product-led growth by allowing you to provide different experiences in different regions.



Analyst references

LaunchDarkly is recognized by all the major global IT Analyst Firms for the business and technical its value feature management platform brings to users.

Forrester

Forrester clients are encouraged to request an inquiry call with [Christopher Condo](#), lead DevOps analyst and author of [New Wave for Feature Management and Experimentation](#), for a deeper dive on the importance of feature management and why Forrester identifies LaunchDarkly as a Leader in the space.

Gartner

Gartner clients should request an inquiry with [Keith Mann](#), senior director and author of the feature management section of [Hype Cycle for Agile and DevOps, 2022](#).

IDC

IDC clients can read [Feature Flag Journey Enables Vodafone to Enhance Digital Experiences](#) and reach out to [Jim Mercer](#), research vice president of DevOps & DevSecOps, to learn more about IDC's perspective on LaunchDarkly and feature management.

RedMonk

RedMonk clients are encouraged to speak with [James Governor](#), analyst and co-founder, or [Rachel Stephens](#), senior industry analyst, for their informed perspectives on the business and technical value of LaunchDarkly.



Next Steps

The retail business landscape will always be highly competitive. But the right feature management solution can give Lowe's the advantage it needs to eclipse the competition—and thrive even as markets and business conditions continue to evolve.

Imagine Lowe's successfully addressing its core challenges with omni-channel capabilities—anticipating customer needs, exceeding customer expectations, and delivering surprisingly delightful and seamlessly personalized customer experiences across the digital ecosystem.

By partnering with LaunchDarkly, you won't need to imagine it. Because we'll help Lowe's bring that vision to life—quickly, cost-effectively, and at-scale.

To learn more, contact **Gabe Guglielmo**, Account Executive at LaunchDarkly.

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Proven success

By partnering with LaunchDarkly, a Fortune 500 financial services company has achieved the following results:

22K+

FTE hours saved from building its solution

Eliminated

cloud infrastructure hosting for its current solution

\$600K+

saved in its first year with LaunchDarkly

[LEARN MORE >](#)



Thank you.

To learn more, contact your North Carolina based account team at:

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LaunchDarkly →