Drift

Drift, a three-year-old startup headquartered in Boston, is changing the way businesses buy from businesses with the world's only conversational marketing platform. Drift qualifies leads when they visit a company's website, identifies which sales rep they should speak with, and then automatically books a meeting, all without the customary forms and lengthy response intervals.

Drift's conversational marketing platform has gained significant traction across the B2B market, building a customer base of 150,000. But to successfully retain existing customers and attract new ones, Drift must constantly enrich its platform with new features and services. As a result, their engineers are continually faced with growing complexity and an increased workload.

Building these services falls to Drift's development operations group, their fastest growing team with more than 60 engineers. Requests for new services are frequently submitted by customers. To keep pace with demand, DevOps turned to npm Orgs early on. npm is the package manager for JavaScript and the world's largest software registry, allowing 11 million users to discover more than 900,000 packages of reusable code and assemble them in powerful new ways. npm Orgs provided secure access to a wide range of open source solutions, allowing Drift to rapidly respond to customer needs and expand their development capabilities.

While npm Orgs offered value to Drift, DevOps was facing management challenges due to the increasing complexity of a rapidly growing organization and platform. Additional personnel also meant more concern over security. Drift needed a new tool to safely scale up from 20 engineers to 60+.

Enterprise-grade Solution

npm Enterprise is a private registry with advanced security features to help large organizations build applications quickly and safely using the world's most popular JavaScript tool.

While searching for a solution to the scaling issue, Matt Jackson, Drift's Senior DevOps Engineer, was introduced to npm Enterprise and migrated the following month. "Deployment was completed in under a week," says Jackson. "The migration experience was very smooth and npm Support has been very responsive."

"Depending upon what it is, a customer can request a feature on Monday morning and be using it in production Monday night," says Jackson. *"There's no delay for process and procedure. npm Enterprise has definitely bought us some time."*

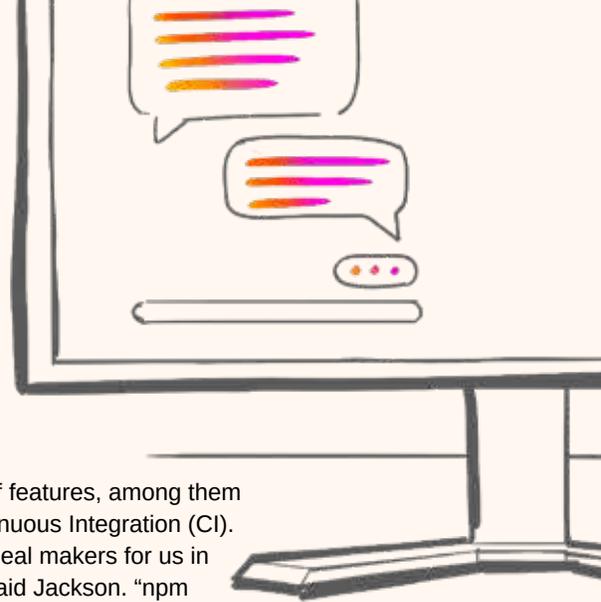**—Matt Jackson**

Senior DevOps Engineer, Drift
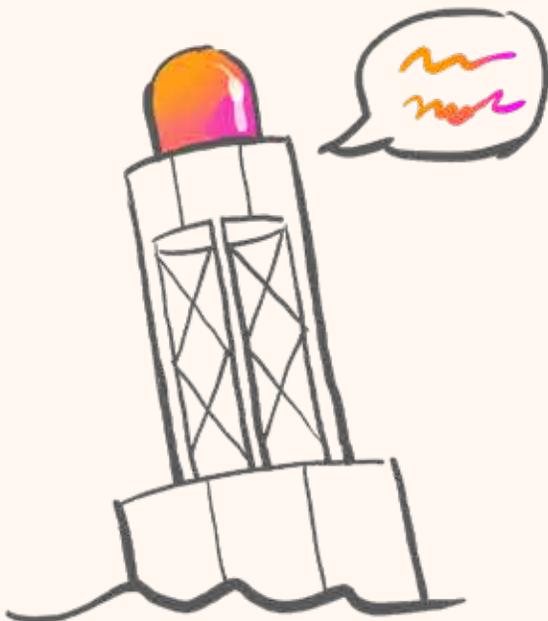
npm Enterprise offers a range of features, among them Single Sign-on (SSO) and Continuous Integration (CI). "SSO and CI were the principle deal makers for us in upgrading to npm Enterprise," said Jackson. "npm Enterprise crosses off a list of headaches for me, from basic management to access control."

Before migrating to Enterprise with SSO, Drift had configured individual tokens for each build service that was linked to a single service account. If anyone accidently logged out with the service account, someone would have to go in and update the build tools for every service that had to be built before packages could be pulled again. At ten minutes per service across 60 services, an engineer could waste five hours of irreplaceable development time.

Every developer wants to be able to deliver services as quickly as possible. Drift's CI process offers fast shipping through npm Enterprise. "Depending upon what it is, a customer can request a feature on Monday morning and be using it in production Monday night," says Jackson. "There's no delay for process and procedure. npm Enterprise has definitely bought us some time."

More Security, Less Effort

One of the big benefits of npm Enterprise has been the addition of deep integration with Single Sign-on and Okta. If someone leaves the company, but retains access to code, that poses a risk. "Getting support for SSO and Okta through npm Enterprise is important to us because it reduces risk of human error that leads to a negative outcome." npm Enterprise users can also take advantage of npm Audit, which provides automatic analysis of package dependency trees and warns developers about vulnerabilities before they go into production.

npm

Other Useful Features

As Drift continues to grow in size, they can utilize npm Orgs within their npm Enterprise instance to help manage permissions across smaller teams. Each development team from DevOps to Security can have its own Org, allowing them to control package publish rules and collaborate more effectively.

npm Enterprise also provides a unique company website to users, allowing anyone at Drift to search across both public and private packages. Having insight into what developers across the company and across the world are doing promotes code sharing and increases efficiency.

Another useful tool offered with npm Enterprise is Registry npmjs.org package proxy. Drift's DevOps developers are using it to gain visibility into each other's work, enabling teams to share private packages with the npm workflow and create novel solutions to problems.
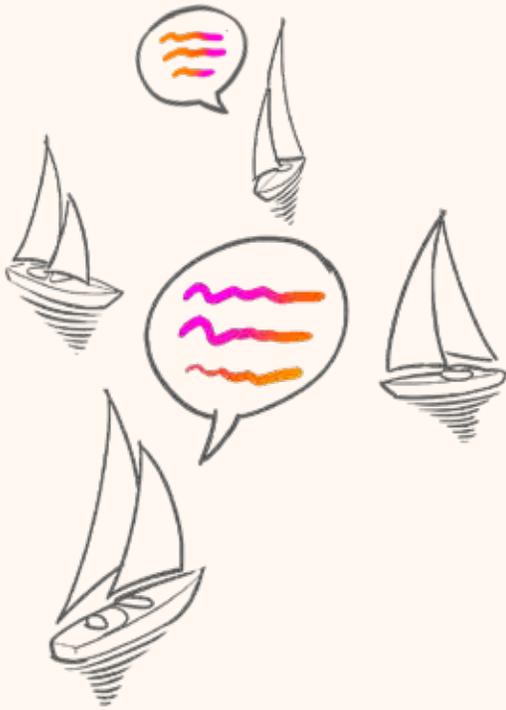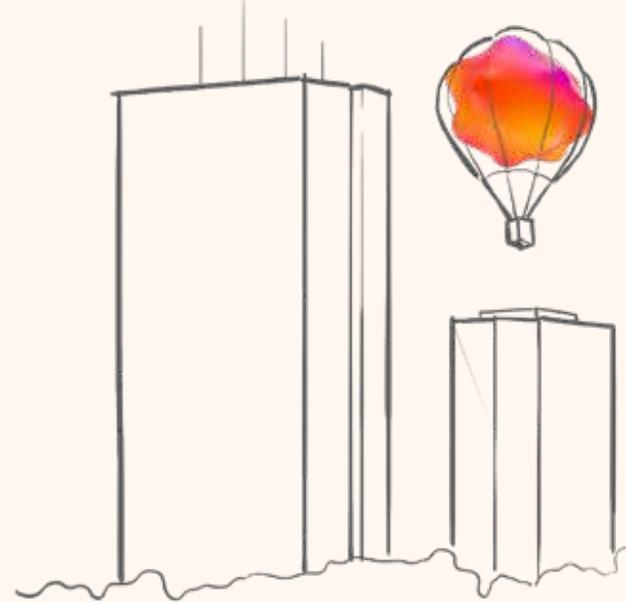
"npm is contributing to fast shipping. Using Enterprise makes it easier for us to manage our services when we have 60 or 70 people pushing packages, pulling packages, and running builds."

—Matt Jackson

Senior DevOps Engineer, Drift

npm

To learn more, visit www.npmjs.com/enterprise