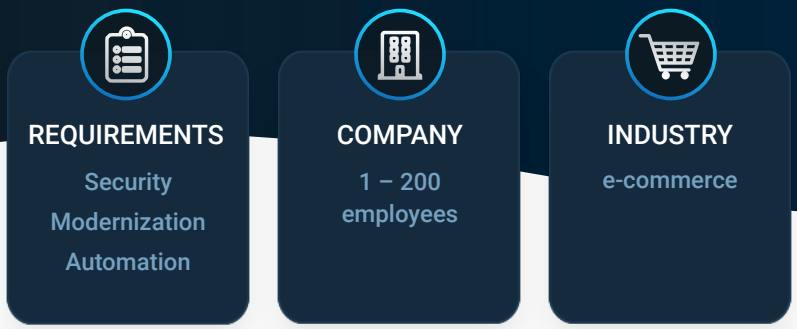
Geta

How Geta maintains consistency while modernizing its pipeline with Octopus



About Geta

Geta is a full-service e-commerce agency with customers worldwide. Geta's commerce experts handle everything from analysis and concept, strategy and design to technical platform, integrations, development, PIM, SEO, and content production.

One of Geta's offerings is a cloud-based e-commerce solution built using modern microservice architecture, Geta Commerce Cloud. Another is Geta Commerce for Optimizely - an e-commerce solution using Optimizely's framework. Thanks to ready-made components and integrations, it helps B2C and B2B customers move quickly with content.

Challenges

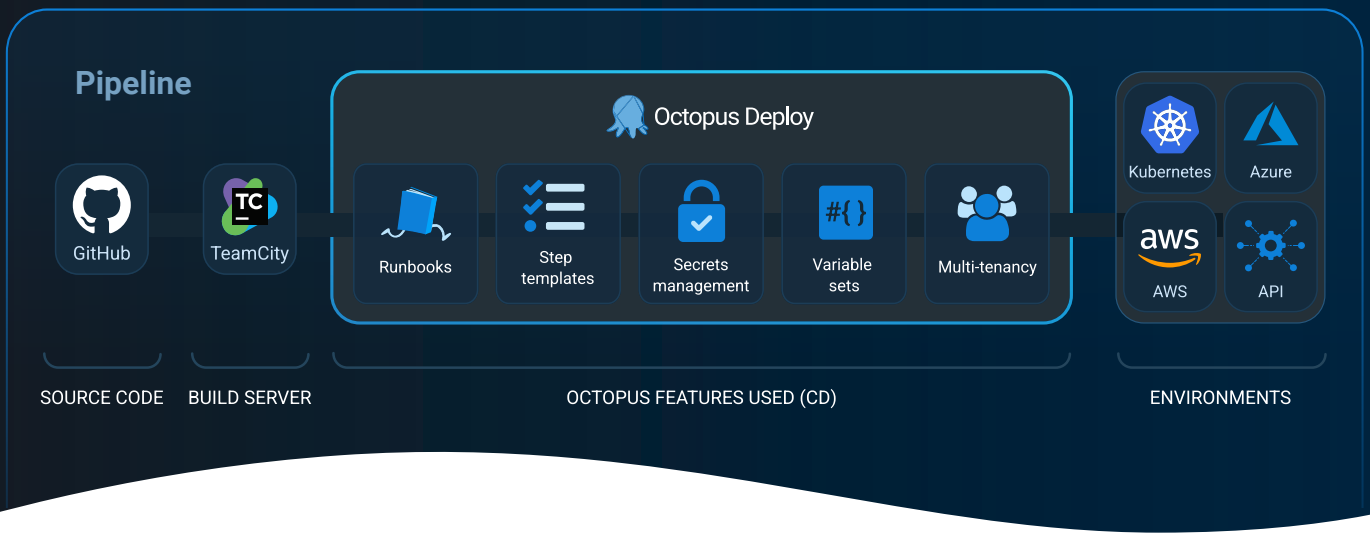
Geta needed standardization as it scaled

Geta originally had several deployments running through TeamCity. As the number of projects grew, so did the need for a centralized process. When a deployment failed, the team had to determine the cause manually. Geta decided to implement DevOps to standardize its processes and streamline its CI/CD pipeline.

Solution

Scaling complex deployments with reliability and speed

After using Octopus Deploy as a proof of concept, Geta chose Octopus to optimize all its deployments. Octopus provided consistency and let the organization scale. It also supported the DevOps principles the team introduced as they grew and matured.



The team standardized their deployments using Octopus's environments, variables, and deployment targets. Simultaneously, using steps templates lets Geta customize its processes.

As Geta grew and worked with more partners, its deployments became more complex. The team needed a tool to help them transition from IIS deployments to Azure and Kubernetes deployments. They also needed to deploy APIs to their partners. Octopus has helped the team do all that and more.

Using Octopus's Tenants feature means the team can consistently and quickly deploy to many customers and partners. Geta has also modernized its deployments. After moving from IIS to Azure, Geta is now scaling up its Kubernetes deployments with the power of Octopus.

> **"Standardizing our CI/CD approach makes it better for the end users. This is made easier with the Octopus UI and all the concepts in Octopus. It's easier to maintain everything, and you know everything will work the same way."**
>
> Geta **Andris Sarbantovičs,** DevOps Engineer

Value

Consistency at scale supports Geta's modernization journey

Supporting modernization of complex deployments

Geta has reshaped its deployments using Octopus Deploy. The team moved their deployments from IIS to Azure and they're scaling their Kubernetes deployments. By supporting a mix of deployment types, Octopus enables the company to scale at its own pace.

Consistency across varied customers and partners

Octopus allows Geta to deploy to many customers and technologies with consistency. Using the Tenants feature, Geta can manage these complex deployments with ease.

> **"Everything is just so natural that we take it for granted until we experience something that doesn't have the power of Octopus."**
>
> Geta **Andris Sarbantovičs,** DevOps Engineer

Simplifying complexity across the organization

Geta benefits from user-friendly deployment processes in Octopus, empowering more team members to deploy software. Deployment steps are also easier for everyone to understand , with clear overviews in the Octopus UI. The dashboards make deployment information accessible to anyone, regardless of their technical background.

Improved security, auditing, and compliance

Geta's deployments are secure, compliant, and auditable, thanks to Octopus Deploy's GRC features. The team use secrets management and user permissions to maintain security in deployments. They also store certificates and use notifications for expiry dates. Audit logs also help retain the auditability of their deployments.

Automated maintenance with runbooks

Geta uses Octopus's Runbooks feature for routine maintenance in its deployment processes. The team set up automated triggers in their steps to complete nightly database backups. They also use runbooks for regular project maintenance.

> **"If it wasn't for Octopus, I don't know where we would end up. It makes the setup and entire process more efficient."**
>
> Geta **Andris Sarbantovičs,** DevOps Engineer

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Octopus Deploy