



deerfield

# CASE STUDY

Deerfield's Journey to Innovation  
and Operational Excellence with  
VivaOps



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# OVERVIEW

Deerfield Agency is a dynamic marketing firm that serves a diverse clientele, from small biotech firms to large pharmaceutical companies.



**deerfield**  
AGENCY OF BRAND

## BACKGROUND

With a trademarked identity as “Your Agency of Brand®,” they are committed to transforming how businesses connect with their audiences.

As a GitLab user, Deerfield demonstrates a forward-thinking mindset, embracing cutting-edge technology to fuel its operations. The agency prioritizes efficiency across all workflows, ensuring that onboarding processes are smooth, automation reduces operational friction, and team productivity reaches its peak. By integrating tools and practices that streamline collaboration, Deerfield exemplifies how a modern marketing firm can balance creativity with operational excellence.

This dedication to innovation and adaptability not only strengthens their clients' brands but also positions Deerfield as a leader in the ever-evolving world of marketing and branding.



# CHALLENGES

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As Deerfield grew, so did its challenges in managing DevSecOps effectively. They identified several critical pain points:

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## Operational Efficiency

- Manual steps characterized the software delivery pipeline, making it prone to human error and inefficiency. The lack of automation hindered scalability and agility. Additionally, the team had not fully implemented a mature DevOps culture that emphasizes collaboration, automation, and continuous delivery.
- The numerous independent build workflows and various deployment targets fragmented the CI/CD landscape and complicated its structure. This lack of a unified, standardized approach obscured a holistic view of the pipeline and demanded significant onboarding effort for new developers.

## DevSecOps Expertise

- Teams struggled with secret management and integrating proactive security throughout the software lifecycle.
  - A lack of DevOps maturity and user-friendly tools led to challenges for Non-technical users (95% of GitLab users) as they faced difficulty in using GitLab effectively, leading to friction and inefficiencies.
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## Project Management and Automation

- A lack of formal code review processes and tight deadlines (often 24-hour turnarounds) made automated testing crucial.

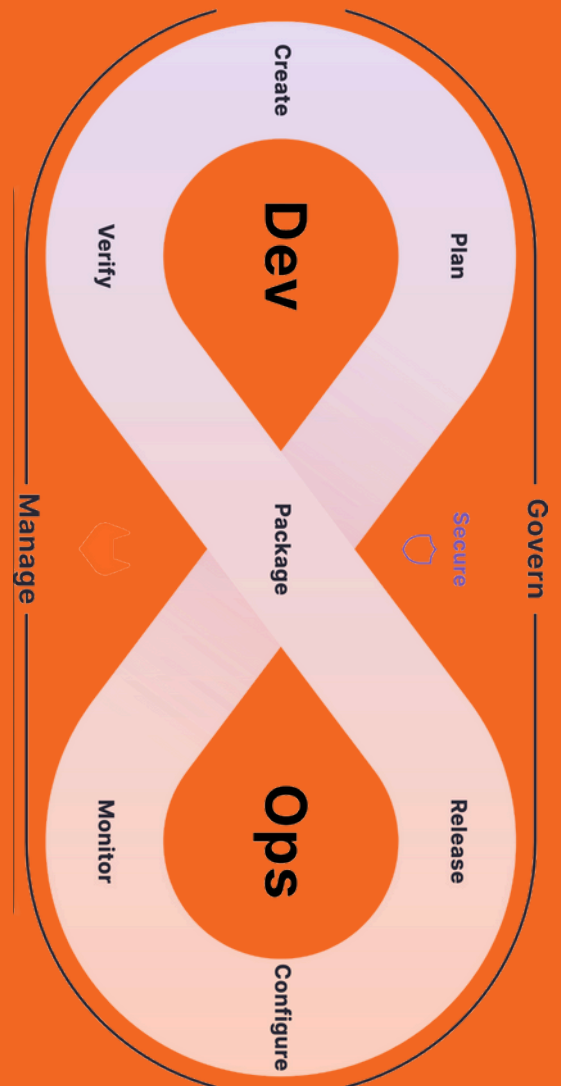
## Toolchain Complexity

- A fragmented toolchain hindered efficient CI/CD and delivery workflows, leading to increased complexity and potential bottlenecks.

# THE VIVAOPS SOLUTION

Recognizing the unique challenges of Deerfield's dynamic marketing environment, VivaOps designed a customized solution to streamline their workflows and enhance efficiency. By assessing Deerfield's processes and leveraging expertise in DevSecOps and AI-driven solutions, VivaOps optimized their GitLab environment, introducing secure automation and removing bottlenecks.

This tailored approach simplified operations, reduced friction, and empowered Deerfield to focus on elevating brands for their diverse clientele. With VivaOps' support, Deerfield now operates with greater agility, enhanced productivity, and a seamless DevSecOps framework that drives innovation and sustainable growth.





# SOLUTIONS

Understanding the unique demands of Deerfield's dynamic marketing environment, VivaOps developed a customized solution designed to address their specific challenges.

## 1. OPTIMIZING CI/CD PIPELINES ON GITLAB

- Conducted a thorough assessment of existing CI/CD pipelines to identify maturity, weaknesses, and opportunities.
- Designed and implemented secure pipelines using GitLab's integrated DevSecOps features.
- Seeded reusable GitLab CI/CD templates to enhance standardization and scalability.
- Introduced a "shift-left" security model, embedding security testing (SAST) early in the lifecycle.

## 2. CONSOLIDATING DEPLOYMENT ENDPOINTS

- Consolidated multiple deployment endpoints across several web hosting platforms into a common unified deployment target leveraging AWS Cloud to host heterogeneous workloads (websites).
- A reverse proxy solution implemented to streamline multi-website deployment and improve traffic management. This solution enables dynamic service discovery and efficient routing of traffic to different containerised websites hosted on AWS.



## 3. BUILDING A MODULAR PIPELINE FOR WEBSITE DEPLOYMENTS

- Built a modular pipeline that automates the deployment of containerized Drupal and WordPress websites to AWS Dev instances.
- To improve portability, scalability, and consistency, transitioned to a containerized deployment model. By packaging applications into Docker containers, we standardized the deployment process across different environments. This enabled the teams to deploy applications more rapidly and reliably.
- Automated synchronization of dev / staging databases with production environments controlled GitLab through pipelines

## 4. CONSOLIDATING THE DEVOPS TOOLCHAIN

- Consolidated tools and workflows to simplify operations and enhance developer velocity.
- Deployed GitLab runners (both hosted and self-hosted) to align with Deerfield's security requirements.
- Implemented centralized CI/CD templates / CI/CD Components for efficient use of CI/CD code and promote reusability and standardization across all applications.
- To enhance security and streamline development, we implemented a centralized secret management solution. By securely storing sensitive information such as API keys, passwords, and database credentials in a centralized repository, we reduced the risk of exposure and simplified the process of accessing and managing secrets across different environments.

## 5. ADVISORY, TRAINING, AND ENABLEMENT

- Conducted onboarding sessions and regular office hours to empower technical and non-technical users.
- Delivered blueprints, documentation, and best practices for CI/CD workflows and DevSecOps security.
- Enabled non-technical staff to interact with GitLab more effectively, reducing incomplete tickets and improving collaboration.



# RESULTS

Deerfield's partnership with VivaOps led to a significant transformation across their DevSecOps practices:

Operational  
Uplift

75%

Productivity  
Boost

50%

Centralized  
Secret Storage

100%

## Unified AWS Platform

- Enabled faster and more reliable website deployments by hosting heterogeneous workloads on AWS.

## 100% Centralized Secret Storage

- Eliminated manual handling, enhancing security and reliability.

## Automated Database Imports

- Achieved a 100% reduction in manual database tasks, removing dependencies on developer workstations.

## Operational Efficiency

- Improved CI/CD processes to eliminate 75% of manual steps, significantly boosting operational efficiency.

## Streamlined Deployment Processes

- Improved developer velocity and operational reliability through reusable CI/CD pipelines.

## Empowered Teams

- Training and enablement sessions improved collaboration between technical and non-technical staff, boosting overall productivity.





# CONCLUSION

Deerfield's journey with VivaOps showcases the power of tailored DevSecOps solutions. By addressing challenges head-on and implementing scalable, secure, and efficient practices, Deerfield is now equipped to handle its dynamic workflows with confidence.

Ready to transform your organization's DevSecOps practices? Get in touch with VivaOps today and start your journey to innovation and efficiency.

## CONTACT US

Let's explore how we can drive success together. Reach out today!



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THANK YOU

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