

Pencil

A Brandtech Company

How KeyValue accelerated **feature delivery** for Pencil

Report:
Case study

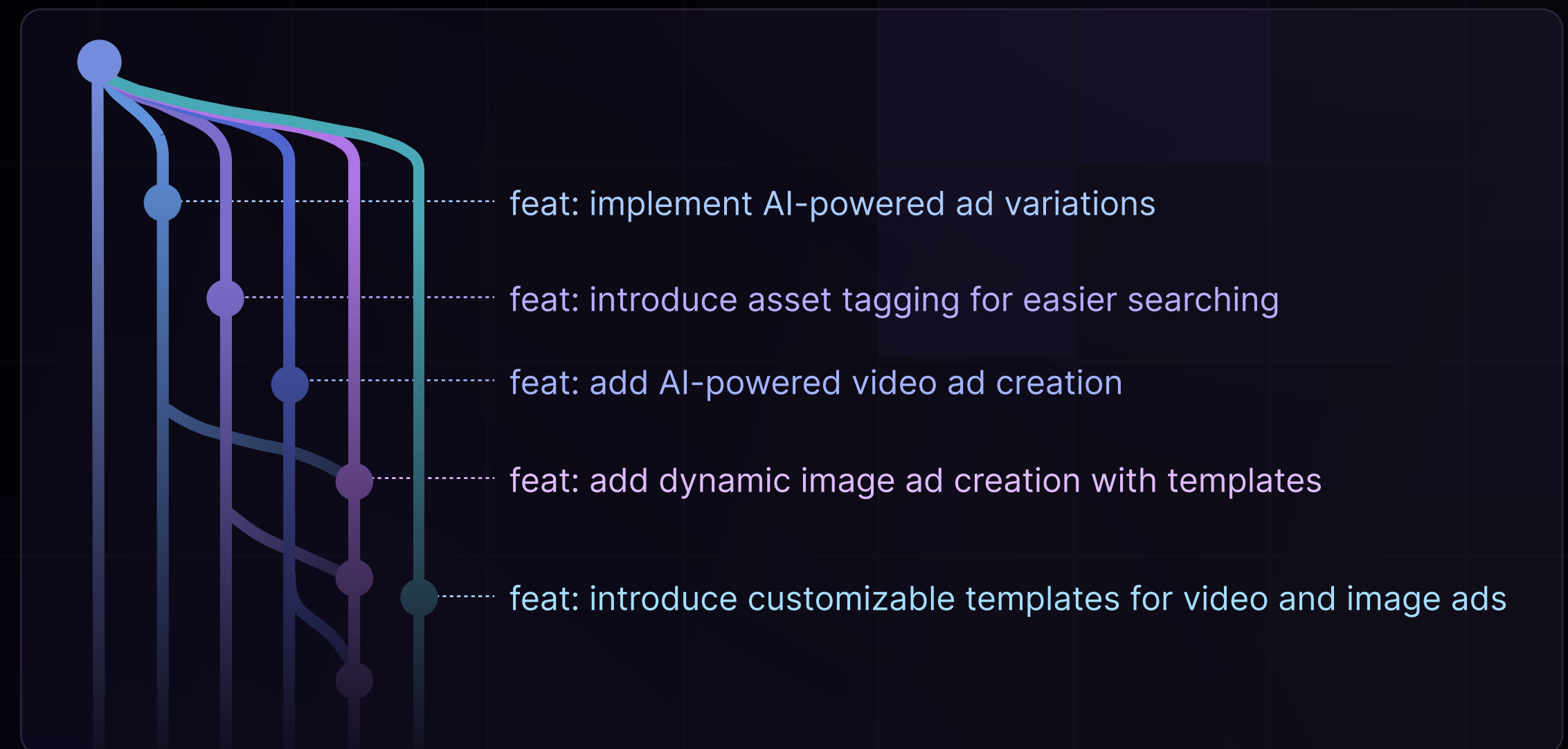
Domain:
Ad generation platform

Headquarters:
 UK



Problem Statement

Developing features at Pencil was challenging due to its complex LLM integrations and dependencies across multiple micro services. Local testing was difficult, and relying on a shared environment made issue isolation and debugging slow. A solution was needed to provide each feature with its own isolated environment to speed up development and testing.



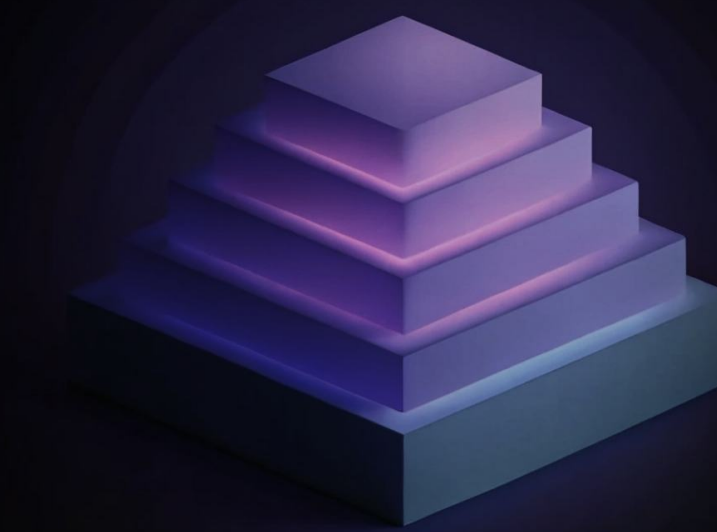
Challenges

Building an **ephemeral environment** for Pencil which consists of:

25+

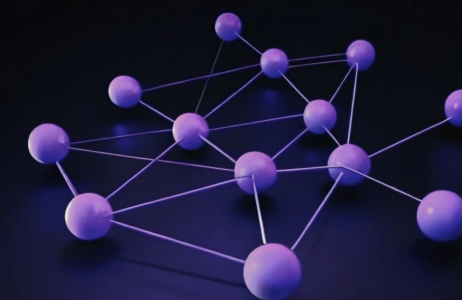
Micro-services

Self-managed
cloud components



100+

Compute resources



15+

Parallel feature developments

30+

Integrations



Solution

We implemented an **automated workflow for ephemeral environments**. When developers raise pull requests (PRs) with a feature tag (e.g., FeatureA), automation gathers all tagged PRs and spins up on isolated environment with all required components, such as **micro-services, databases, and integrations**. Once testing is complete, the environment is automatically deleted, ensuring **efficient resource usage** and a clean process.



Business Impact

Delivery Time

Achieved a 30% difference in delivery time



Optimised QA Testing

Isolated environment for QA provides easiness and efficiency in testing



Client Satisfaction

Timely deliveries exceeding customer expectations

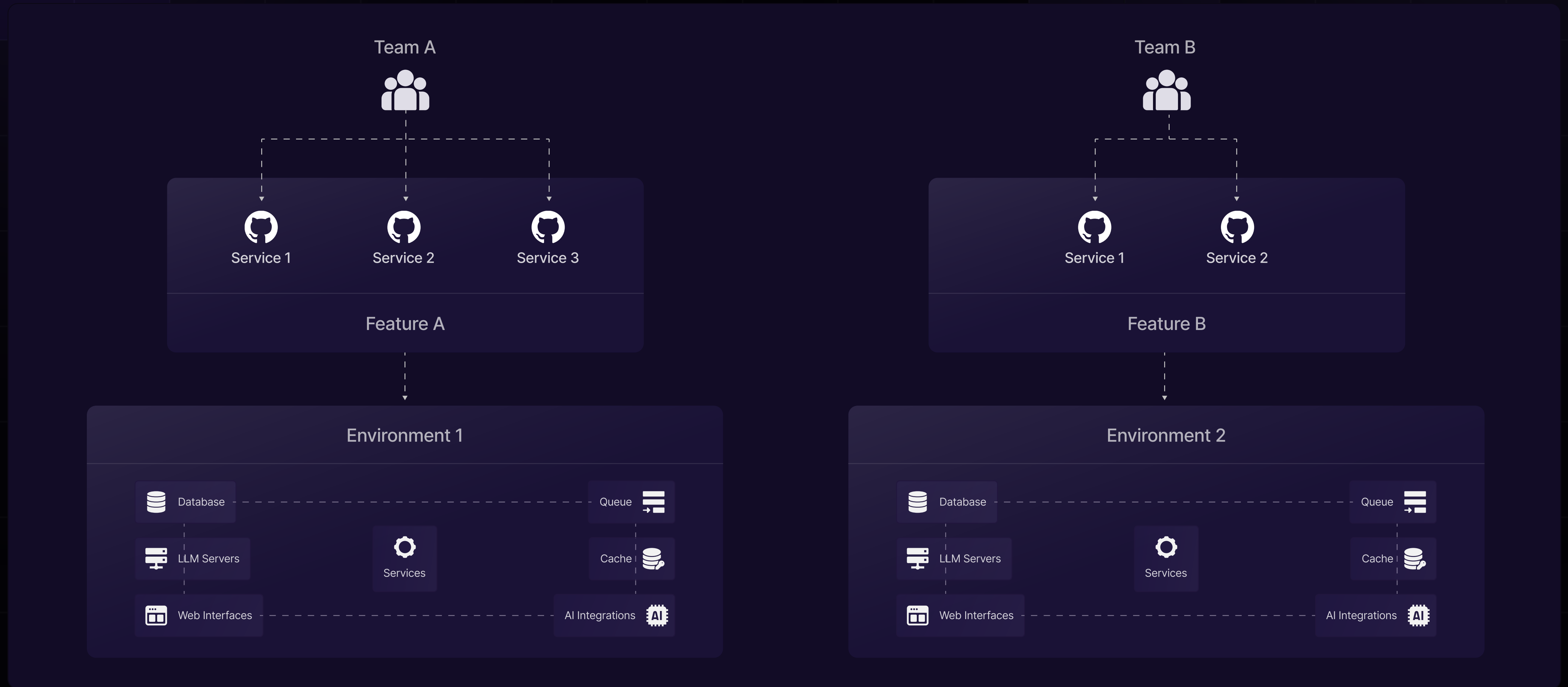


Faster Development

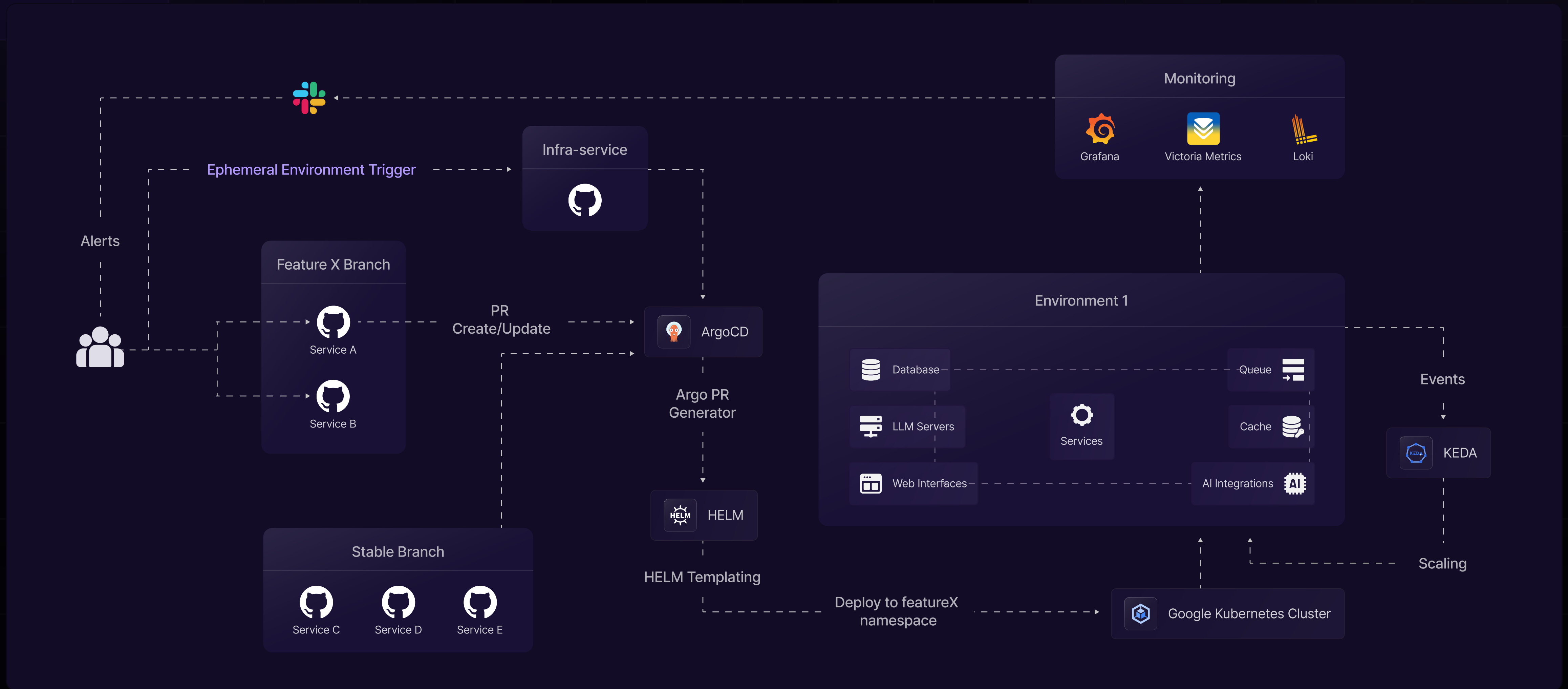
Isolated environment accelerates development, enabling faster & reliable feature launches



User Flow



Technical Solution Diagram



Technology Stack



ArgoCD



Kubernetes



KEDA



Helm



Victoria Metrics



Grafana



Grafana Loki



Google Kubernetes Engine



Github Action

Engineering Challenges

