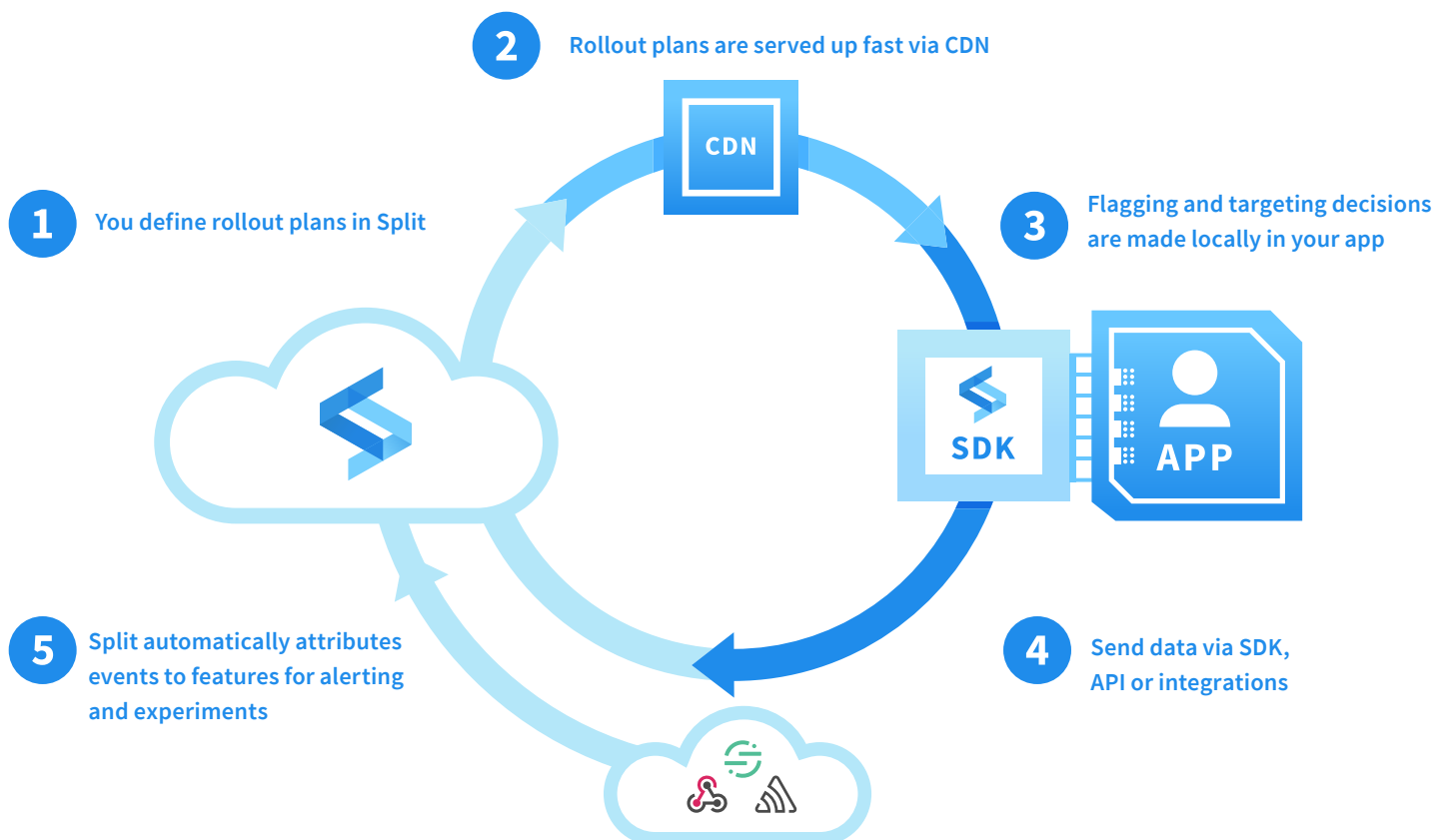


An Architecture to Deliver Features at any Scale

Split is built on a global feature flag and data processing architecture that serves more than 350 million unique users per month.

Split SDKs reside in frontend, backend, and mobile apps where they make feature flag and targeting decisions locally, without the need to share private user data. These SDKs refresh flags regularly by asynchronously fetching data from our CDN provider which means no need for open connections. All flags and rules are cached and served by our globally-distributed CDN provider. Split records each and every impression, a record of which users see which flags, for debugging, auditing, and use in external systems.

Split also ingests billions of events to power monitoring of your feature flags and feature experimentation. Split collects events you track in our SDKs as well as events you send to us via pre-built integrations or API.



Built for Speed, Privacy, and Resiliency



Flags Served Up Fast

All flagging and targeting decisions happen in-memory in the client, not Split servers, in a few microseconds. Thus there's no user-visible latency or lag when serving flags to your end users, ensuring a seamless user experience.



Private Data Stays in your App

Split is built from the ground up with privacy in mind. When targeting on private attributes, such as email or demographics, our SDKs do the heavy lifting. Sensitive user data stays within your app. No user-identifiable data is retained by default, nor is any required to target features.



Caching Keeps your App Resilient

Split servers are not in the critical path of your app. All flags and rules are cached locally in our SDK, so your app continues to perform even in the case of a CDN outage. Split data and servers are replicated in multiple regions to guarantee uptime and availability of our flags.



A Clear Audit Trail

Split records every flag evaluation for every user - meaning you can see which flag was served to which user, giving you unparalleled debugging capabilities. At any time your team has fully queryable access to every impression.



Enterprise Security for your Production Workloads

Secure access to Split with SAML-based single sign-on and two-factor authentication. Easily manage large teams with role-based access controls and groups that assign permissions by environment and feature. Split is SOC 2 certified to support enterprise environments.