



Self-Service Code Deployments at Flixmedia

A Case Study by Syed Quadri

Email: syed@alquadri.com

LinkedIn: [linkedin.com/in/syedabdulquader](https://www.linkedin.com/in/syedabdulquader)

Website: <https://www.alquadri.com>

At a glance

Company: Flixmedia, digital agency

Technology: Bash, MySQL, a web dashboard, five cloud servers

The problem

Every release at Flixmedia was copied to five cloud servers by hand, by a sysadmin. If no sysadmin was free, the release waited. Emergency fixes were slow, and investigating problems on live took longer than it should have.

What I did

I designed and built an automated rollout system:

- A simple dashboard where developers submit what they want deployed.
- A Bash script that reads those requests from MySQL every five minutes and deploys them to all five servers.

Developers could now push code live and test it themselves, without waiting for a sysadmin.

The result

Releases and emergency fixes no longer depended on who was available. Sysadmins got their time back for other work, and developers took more ownership, including shipping fixes out of hours when needed. The tool, which the team named FlixBot, stayed in constant use.