

Go-Live Runbook

Go-Live Runbook

Project: {{PROJECT_NAME}} Version: {{VERSION}} Date: {{DATE}}
Author: {{AUTHOR}} Status: Draft | In Review | Approved Reviewers:
{{REVIEWERS}}

Document History

Version	Date	Author	Changes
0.1	{{DATE}}	{{AUTHOR}}	Initial draft

1. Go-Live Overview

What: {{PROJECT_NAME}} v{{VERSION}} production launch **When:** {{LAUNCH_DATE}} at {{LAUNCH_TIME}} {{TIMEZONE}} **Deployment window:** {{WINDOW_START}} - {{WINDOW_END}} ({{WINDOW_DURATION}}h window) **Go-Live Type:** {{TYPE}}

Incident Commander: {{IC}} (primary), {{IC_BACKUP}} (backup) **Technical Lead:** {{TECH_LEAD}} **Communications Lead:** {{COMMS_LEAD}} **War Room:** {{WAR_ROOM_LINK}}
Status Page: {{STATUS_PAGE_URL}}

2. Pre-Launch Checklist

T-7 Days: Infrastructure Verification

- All production infrastructure provisioned and tested
- Load balancer health checks passing for all instances

- Auto-scaling groups configured and tested (scale-up + scale-down)
- Database replicas in sync and replication lag < {{REPLICATION_LAG}}s
- Backup jobs running successfully (last backup verified: {{VERIFY_DATE}})
- CDN configured and serving assets correctly
- All IAM roles and permissions verified
- Infrastructure monitoring dashboards showing green
- Estimated cost reviewed and within budget

Owner: {{INFRA_OWNER}} | **Due:** T-7 days

T-5 Days: DNS Configuration

- DNS records created/updated in {{DNS_PROVIDER}}
 - {{DOMAIN}} → Load balancer (TTL set to {{LOW_TTL}} for easy rollback)
 - api.{{DOMAIN}} → API load balancer
 - www.{{DOMAIN}} → Redirect to {{DOMAIN}}
- DNS propagation verified (check from multiple regions)
- DNS failover routing configured (if applicable)
- Old DNS records documented (for rollback reference)

Owner: {{DNS_OWNER}} | **Due:** T-5 days

T-5 Days: SSL Certificates

- TLS certificates provisioned for all domains
 - {{DOMAIN}}
 - *.{{DOMAIN}}
- Certificate expiry > 90 days from go-live date
- HTTPS redirect configured (HTTP → HTTPS)
- HSTS header configured
- SSL Labs test: Grade A or better ({{SSL_TEST_LINK}})

Owner: {{SSL_OWNER}} | **Due:** T-5 days

T-3 Days: CDN Configuration

- CDN distribution pointing to production origin
- Cache behaviors configured per specification
- Static asset cache headers correct (1yr for fingerprinted assets)
- CDN WAF rules enabled and tested
- CDN purge command tested and documented
- CDN performance verified from target geographies

Owner: {{CDN_OWNER}} | **Due:** T-3 days

T-3 Days: Database Migration

- Final migration scripts reviewed and approved
- Migration tested on staging with production-sized data (timing recorded: {{MIGRATION_TIME}}min)
- Rollback/down migration tested
- Migration script idempotent (safe to run twice)
- Database backup taken immediately before migration window
- Data integrity checks script prepared (`scripts/verify-migration.sh`)

Owner: {{DB_OWNER}} | **Due:** T-3 days

T-2 Days: Feature Flags

- All new features behind feature flags
- Feature flags defaulting to OFF in production
- Flag rollout plan documented (which flags, in what order, with what criteria)
- Kill switch flags configured (disable any feature immediately if needed)

Owner: {{FF_OWNER}} | **Due:** T-2 days

T-2 Days: Third-Party Integrations

- {{INTEGRATION_1}} — live API keys configured in secrets manager
- {{INTEGRATION_2}} — live API keys configured in secrets manager
- Payment gateway: live mode activated and tested with real card (refunded)

- Email service: sending domain authenticated (SPF, DKIM, DMARC)
- All integrations tested in production with smoke tests
- Webhook URLs updated to production endpoints

Owner: {{INTEGRATION_OWNER}} | **Due:** T-2 days

T-1 Day: Monitoring & Alerting

- All alert rules deployed to production monitoring
- Alert routing configured — PagerDuty / on-call active
- Dashboards showing production data
- Log aggregation capturing production logs
- Distributed tracing enabled
- Synthetic monitoring configured (uptime checks every 1 min)
- Alert test fired and received by on-call

Owner: {{MONITORING_OWNER}} | **Due:** T-1 day

T-1 Day: Backup Verification

- Production backup job running on schedule
- Last backup restored to test environment and verified
- Backup storage has sufficient capacity (> {{BACKUP_DAYS}} days)
- Point-in-time recovery tested

Owner: {{BACKUP_OWNER}} | **Due:** T-1 day

T-1 Day: Legal / Compliance Sign-off

- Privacy policy published and linked
- Terms of service published and linked
- Cookie consent banner implemented (if required by jurisdiction)
- GDPR data processing inventory updated
- Security assessment completed and any findings resolved or accepted
- Legal sign-off obtained: {{LEGAL_SIGNOFF}} on {{DATE}}

T-0: Pre-Launch Final Checks (Within 2 Hours of Launch)

- Staging smoke tests passing (last run: {{TIMESTAMP}})
 - All engineers briefed and available
 - War room open and all participants joined
 - Rollback procedure rehearsed mentally
 - Monitoring dashboards open
 - Status page updated: "Scheduled maintenance: {{TIME}} - {{END_TIME}}"
 - Customer support briefed on launch features and potential issues
 - Deployment script / CI pipeline ready to trigger
-

3. Launch Day Procedure (Hour by Hour)

H-0: Deployment Start

Time	Action	Owner	Status	Notes
H+0:00	Announce in war room: "Deployment started"	{{IC}}		
H+0:00	Take final pre-deploy database backup	{{DB_OWNER}}		
H+0:05	Enable maintenance mode (if applicable)	{{DEPLOY_OWNER}}		
H+0:10	Trigger production deployment pipeline	{{DEPLOY_OWNER}}		Pipeline: {{PIPELINE_LINK}}
H+0:15	Monitor deployment progress	{{TECH_LEAD}}		

H+0:15 ? H+0:45: Database Migration Execution

Time	Action	Owner	Status
H+0:15	Confirm deployment artifact ready	{{DEPLOY_OWNER}}	
H+0:20	Run database migrations: <code>bash scripts/migrate-prod.sh</code>	{{DB_OWNER}}	
H+0:25	Verify migration completed: <code>bash scripts/verify-migration.sh</code>	{{DB_OWNER}}	
H+0:30	Confirm new application instances healthy	{{TECH_LEAD}}	
H+0:40	Deploy new application version to all instances	{{DEPLOY_OWNER}}	

H+0:45 ? H+1:00: DNS Cutover

Time	Action	Owner	Status
H+0:45	Point DNS to production load balancer	{{DNS_OWNER}}	
H+0:50	Monitor DNS propagation	{{DNS_OWNER}}	
H+0:55	Confirm HTTPS working from external network	{{TECH_LEAD}}	
H+1:00	Disable maintenance mode	{{DEPLOY_OWNER}}	

H+1:00 ? H+1:30: Smoke Tests

Time	Action	Owner	Status
H+1:00	Run automated smoke tests: <code>bash scripts/smoke-tests.sh production</code>	{{QA_OWNER}}	
H+1:10	Manual smoke test — critical user journey 1	{{QA_OWNER}}	
H+1:15	Manual smoke test — critical user journey 2	{{QA_OWNER}}	
H+1:20	Verify payment processing (test transaction)	{{QA_OWNER}}	
H+1:25	Verify email delivery (test email)	{{QA_OWNER}}	
H+1:30	All smoke tests PASS → proceed to monitoring	{{IC}}	

H+1:30 ? H+2:00: Monitoring Verification

Time	Action	Owner	Status
H+1:30	Verify error rate < {{ERROR_THRESHOLD}}%	{{TECH_LEAD}}	
H+1:35	Verify P99 latency < {{P99_THRESHOLD}}ms	{{TECH_LEAD}}	
H+1:40	Verify no unexpected spikes in DB CPU/connections	{{DB_OWNER}}	
H+1:50	Begin enabling feature flags (per rollout plan)	{{FF_OWNER}}	
H+2:00	Declare go-live successful	{{IC}}	

4. Post-Launch Monitoring (T+1 to T+7)

Enhanced Monitoring Period

Duration: {{POST_LAUNCH_MONITORING}}h enhanced monitoring **Monitoring cadence:** Every 30 min for first 4h, then hourly for 24h, then normal

Period	Check Frequency	Responsible
H+0 to H+4	Every 30 min	On-call engineer
H+4 to H+24	Every 60 min	On-call engineer
Day 2-7	Standard monitoring	On-call rotation

Metrics to watch during enhanced monitoring:

- Error rate (target: < {{ERROR_THRESHOLD}}%)
- P99 latency (target: < {{P99_THRESHOLD}}ms)
- DB connection pool utilization (target: < {{DB_POOL}}%)
- Cache hit rate (target: > {{CACHE_HIT}}%)
- Memory trend (should be stable, not growing)

Support Escalation Procedures

Issue Type	First Contact	Escalation
------------	---------------	------------

User-facing errors	Customer support → Engineering	On-call engineer
Performance degradation	On-call engineer	Tech lead + Eng manager
Data issues	On-call engineer	DB owner + Engineering lead
Security concern	Security contact → CISO	Immediate escalation

Performance Baseline Comparison

Compare post-launch metrics to pre-launch staging baseline:

Metric	Staging Baseline	Production Actual	Delta	Status
P95 latency	{{STG_P95}}ms	TBD	TBD	TBD
Error rate	{{STG_ERR}}%	TBD	TBD	TBD
Throughput	{{STG_RPS}} rps	TBD	TBD	TBD

5. Rollback Triggers & Procedure

Rollback Decision Criteria

Automatic rollback triggers:

- Smoke tests fail after deployment
- Error rate > {{ROLLBACK_ERROR_RATE}}% for {{ROLLBACK_DURATION}} consecutive minutes
- Database migration causes data integrity issues

Manual rollback triggers (decision by {{ROLLBACK_AUTHORITY}}):

- P99 latency > {{ROLLBACK_P99}}ms sustained for {{ROLLBACK_LATENCY_DURATION}} min
- Critical feature broken with no quick fix available
- Security vulnerability discovered in new release

Rollback Procedure (Quick Reference)

1. Announce in war room: "Initiating rollback"
2. Update status page: "We are investigating an issue and may revert recent changes"
3. Run: `bash scripts/rollback.sh production` (or trigger CI pipeline rollback)
4. Monitor health checks — confirm previous version healthy

5. If DB migration included: run down migration `bash scripts/migrate-down.sh production`
6. Verify all smoke tests pass on previous version
7. Update status page: "Issue resolved, system restored"
8. Notify stakeholders

Full rollback procedure: See [rollback-plan.md](#)

6. Communication Plan

Pre-Launch Communications

Audience	Channel	When	Message
Internal team	Slack #launches	T-3 days	Launch schedule and plan
Customer support	Briefing doc + Slack	T-2 days	Features, FAQ, escalation path
Existing users	Email / in-app banner	T-1 day	"Exciting updates coming"
Status page subscribers	Status page	T-4 hours	Scheduled maintenance notification

Launch Day Communications

Audience	Channel	When	Message
Status page	status page	T-0	"Scheduled deployment in progress"
Internal	Slack #launches	At success	"🎉 {{PROJECT}} is live!"
Users	Email / in-app	H+1 after success	Launch announcement
Status page	status page	H+1	"Deployment complete — all systems normal"

7. Stakeholder Notification Timeline

Milestone	Notify	Channel	Owner
Deployment started	Engineering team	Slack war room	{{IC}}
Smoke tests pass	Engineering + Product	Slack	{{IC}}

Milestone	Notify	Channel	Owner
Go-live declared	All stakeholders	Email + Slack	{{COMMS_LEAD}}
Rollback initiated	All stakeholders + Management	Immediate call + Slack	{{IC}}

Related Documents

- [Deployment Checklist](#)
- [Rollback Plan](#)
- [Operational Runbook](#)
- [Monitoring & Observability](#)
- [Disaster Recovery Plan](#)

Approval

Role	Name	Date	Signature
Author			
Reviewer			
Approver			

Revision #6

Created 2026-02-23 12:06:10 UTC by John

Updated 2026-05-25 07:34:22 UTC by John