Gearset reports sustained revenue growth of 37% as enterprises standardize on its end-to-end DevOps platform

With over 3,500 customers worldwide, accelerating enterprise adoption, and strong financial discipline, Gearset's 2025 successes reflect a structural market shift as it becomes the platform large Salesforce teams are choosing to standardize on.

CAMBRIDGE, UK – February, 11, 2026 — [Gearset](), the global leader in Salesforce DevOps, today announced a year of sustained revenue growth whilst maintaining the Rule of 40 reserved for the highest performing SaaS companies. Driven by 37% revenue growth, Gearset's 2025 performance underscores a structural transition within the Salesforce ecosystem as organizations move away from fragmented toolsets in favor of an end-to-end enterprise-grade platform.

Gearset expanded its footprint to over 3,500 customers worldwide, reflecting the accelerating transition toward platform consolidation. Gearset's growth was most visible within its enterprise customer segment; it added 73 new enterprise clients, including some of the largest Salesforce accounts, to its roster — all of which are benefiting from its full-lifecycle approach to Salesforce DevOps. Across the business, Gearset maintained Net Revenue Retention (NRR) above 110%, further illustrating an inevitable market shift as organizations prioritize platform breadth, reliability, and long-term viability over legacy solutions.

"Enterprise teams want platforms that guarantee long-term architectural health over short-term novelty," **said Kevin Boyle, CEO of Gearset**. "There's a clear, sustained movement toward standardization, and our growth is a result of the market identifying Gearset as the platform to build on for the future."

2025: A year of sustained momentum

- **Increased customer adoption:** Welcomed over 400 customers, bringing the total customer count to over 3,500. This growth was driven by the world's largest teams selecting Gearset as their strategic partner to deliver Salesforce changes at scale.
- **Platform consolidation:** Achieved a 49% increase in new product adoption within its existing customer base as organizations increasingly consolidate their disparate DevOps tooling into a single, unified platform.
- **Operational investment:** Increased global headcount by 10%, specifically targeting high-impact roles across engineering and customer success to support Gearset's expanding client roster.

Alongside its growth, Gearset continued to expand its full-lifecycle Salesforce DevOps platform, reinforcing its role as the enterprise-ready standard for Salesforce delivery. Gearset ensures code quality and security with its Code Reviews solution (formerly Clayton, [acquired in 2024]()), which has become all the more critical as development teams increasingly deploy AI-generated code.

Throughout 2025, Gearset has rapidly matured its AI capabilities to address the increasing complexity of Salesforce delivery. This included the launch of Observability for real-time monitoring and proactive alerts across users' Salesforce environments. The introduction of

Org Intelligence brought AI-driven insights and architectural clarity to Salesforce teams. These advancements provide the architectural foundation for increasingly automated, large-scale workflows, while maintaining the governance and reliability required by enterprise teams. In 2026, Gearset will strengthen its product suite with Automated Testing, empowering Salesforce teams to automatically validate end-user functionality before deployment.

"Every product we build must solve a problem we've carefully defined and deeply understood. AI gives us new ways to tackle the real needs of our customers. Grounded in the solutions on our platform, our AI innovations reliably deliver value and accelerate delivery on Salesforce," **concluded Boyle.**

With sustained growth, a deep enterprise footprint, and operational maturity, Gearset enters 2026 as the first choice for organizations standardizing their Salesforce DevOps operations on a full-lifecycle platform.

END

About Gearset

Gearset is the leading DevOps platform for Salesforce teams, supporting 3,500 organizations worldwide. With 39 million successful deployments, a 98% customer happiness score, and a product suite spanning deployment, CI/CD, testing, backup, monitoring, and now AI-assisted workflows, Gearset is helping Salesforce teams ship faster, safer, and smarter.