

JFrog Unveils Industry's First Agentic Repository, Revolutionizing How Developers Deliver AI-Native Software

JFrog Fly delivers a zero-config, fully transparent agentic repository for accelerating modern, AI-driven software delivery

Sunnyvale and Napa, Calif. – JFrog swampUP – September 9, 2025 — [JFrog Ltd](#) (Nasdaq: FROG), the Liquid Software company and creators of the award-winning [JFrog Software Supply Chain Platform](#), today unveiled [JFrog Fly](#) - a complete rethinking of the developer experience, designed from the ground up to support agentic workflows for development teams. With JFrog's deep software development expertise, years of collaboration with the developer community, and Artifactory's foundational role in DevOps, JFrog Fly introduces AI agents with a modern developer experience to effortlessly orchestrate artifacts across the entire software lifecycle - empowering developers to focus on what matters most: delivering software to production with speed and scale.

"AI has transformed software coding, bringing insights and interactions into the realm of natural conversation, but the release process remains very manual, time-intensive, and disconnected from the traditional development workflow," said Yoav Landman, Co-Founder and CTO, JFrog. "As the established system of record for all software packages, it makes sense that JFrog take the first leap toward reimagining how agentic systems can support developers, bringing automation and scale to AI-native software delivery. And there's plenty more to come."

JFrog Fly has the flexibility to integrate with other AI repos and platforms like [Cursor](#), [GitHub Copilot](#) and [Claude Code](#), using MCP (Model Context Protocol) standards, ensuring all agents operate consistently with context-aware decision-making across different systems. JFrog Fly aims to empower small developer teams to achieve reliable, fast software scalability in several key ways:

- **Store, share and serve software components while vibe coding.** Provides centralized management of all agentic artifacts and containers, aids in easy sharing, storage, and distribution of release versions, accelerating software delivery at the pace of vibe coding.
- **Semantic release management with peace of mind.** Enables clear, semantic release metadata, offering insight and context around release changes, so developers can make informed decisions about upgrading or integrating new versions.

- **Zero config AI native software delivery.** Designed to seamlessly integrate with agentic development environments, package managers, and GitHub repositories, designed to enable automatic tech stack detection and setup in a few clicks – streamlining software distribution.

Built for Developers, Backed by JFrog

Speed and trust are essential to shipping software. But today's developers, especially those in startup-like teams, constantly wrestle with the pressure to innovate continuously and deliver quickly. Built on top of the award-winning [JFrog Software Supply Chain Platform](#), JFrog Fly is designed to offer small development teams a zero-hassle, AI-driven experience tightly integrated with GitHub and native AI tools like Cursor, Claude Code and GitHub Copilot.

Interested developers can join the waitlist for the beta program at jfrog.com/fly.

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About JFrog

JFrog Ltd. (Nasdaq: FROG), the creators of the unified DevOps, DevSecOps and MLOps platform, is on a mission to create a world of software delivered without friction from developer to production. Driven by a "Liquid Software" vision, the JFrog Software Supply Chain Platform is a single system of record that powers organizations to build, manage, and distribute software quickly and securely, that is available, traceable, and tamper-proof. Integrated security features also help identify, protect, and remediate threats and vulnerabilities. JFrog's hybrid, universal, multi-cloud platform is available as both SaaS services across major cloud service providers and self-hosted. Millions of users and 7K+ customers worldwide, including a majority of the Fortune 100, depend on JFrog solutions to securely embrace digital transformation. Learn more at www.jfrog.com or follow us on X @JFrog.

(1) [Forrester Predictions 2025: Technology & Security](#)

Cautionary Note About Forward-Looking Statements

This press release contains "forward-looking" statements, as that term is defined under the U.S. federal securities laws, including, but not limited to, statements regarding our expectations with respect to the anticipated performance of JFrog Fly.

These forward-looking statements are based on our current assumptions, expectations and beliefs and are subject to substantial risks, uncertainties, assumptions and changes in circumstances that may cause JFrog's actual results, performance or achievements to differ materially from those expressed or implied in any forward-looking statement. There are a significant number of factors that could cause actual results, performance or achievements to differ materially from statements made in this press release, including but not limited to risks detailed in our filings with the Securities and Exchange Commission, including in our annual report on Form 10-K for the year ended December 31, 2024, our quarterly reports on Form 10-Q, and other filings and reports that we may file from time to time with the Securities and Exchange Commission. Forward-looking statements represent our beliefs and assumptions only as of the date of this press release. We disclaim any obligation to update forward-looking statements except as required by law.

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**JFrog Empowers
Small Dev Teams with
Industry's First Agentic
Repository**

