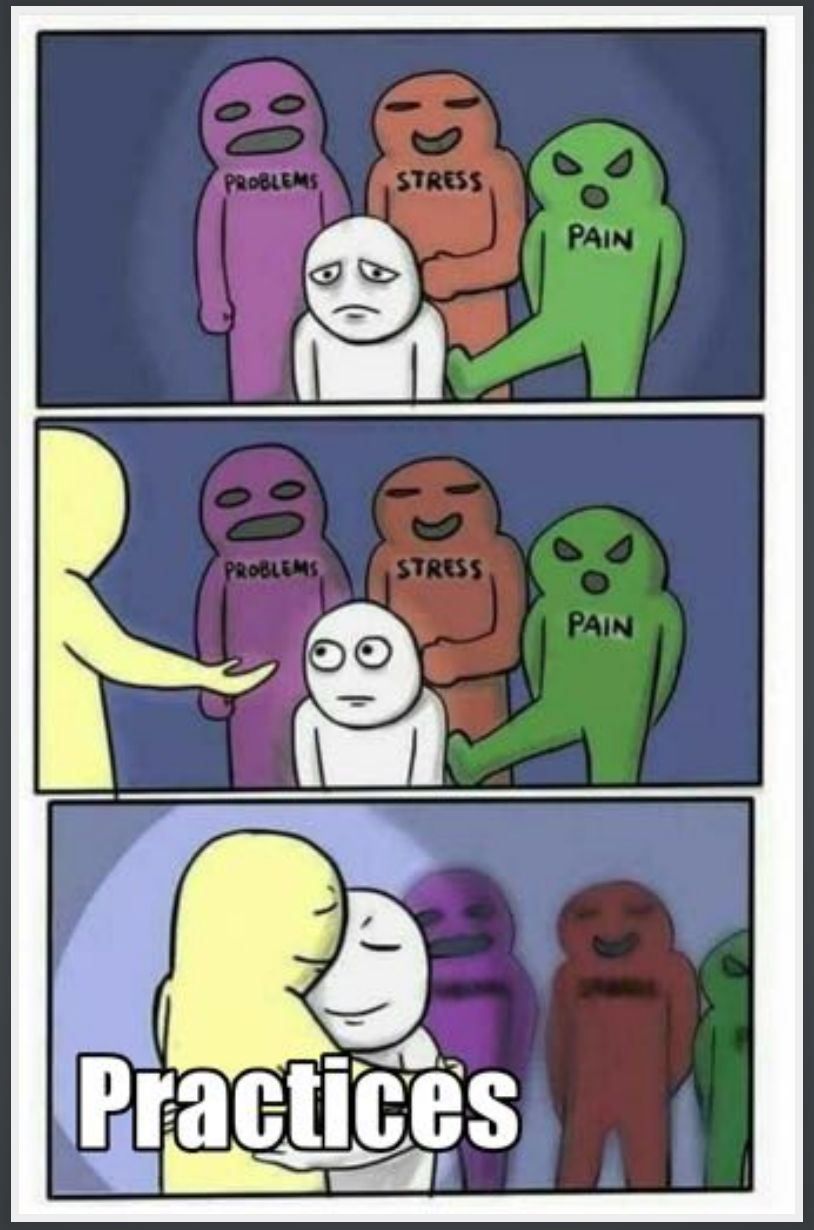
THE REAL BLACK FRIDAY

Judit Ordog-Andrasi

@knifeofdreams

TDD
PairProgramming
XP
Agile
DevOps
CleanCode
ContinuousIntegration


PROBLEMS
STRESS
PAIN
PROBLEMS
STRESS
PAIN
Practices

DISCLAIMER

PRODUCTION SYSTEM THAT SERVES REAL CUSTOMERS

NO BLAMING

NO SILVER BULLET

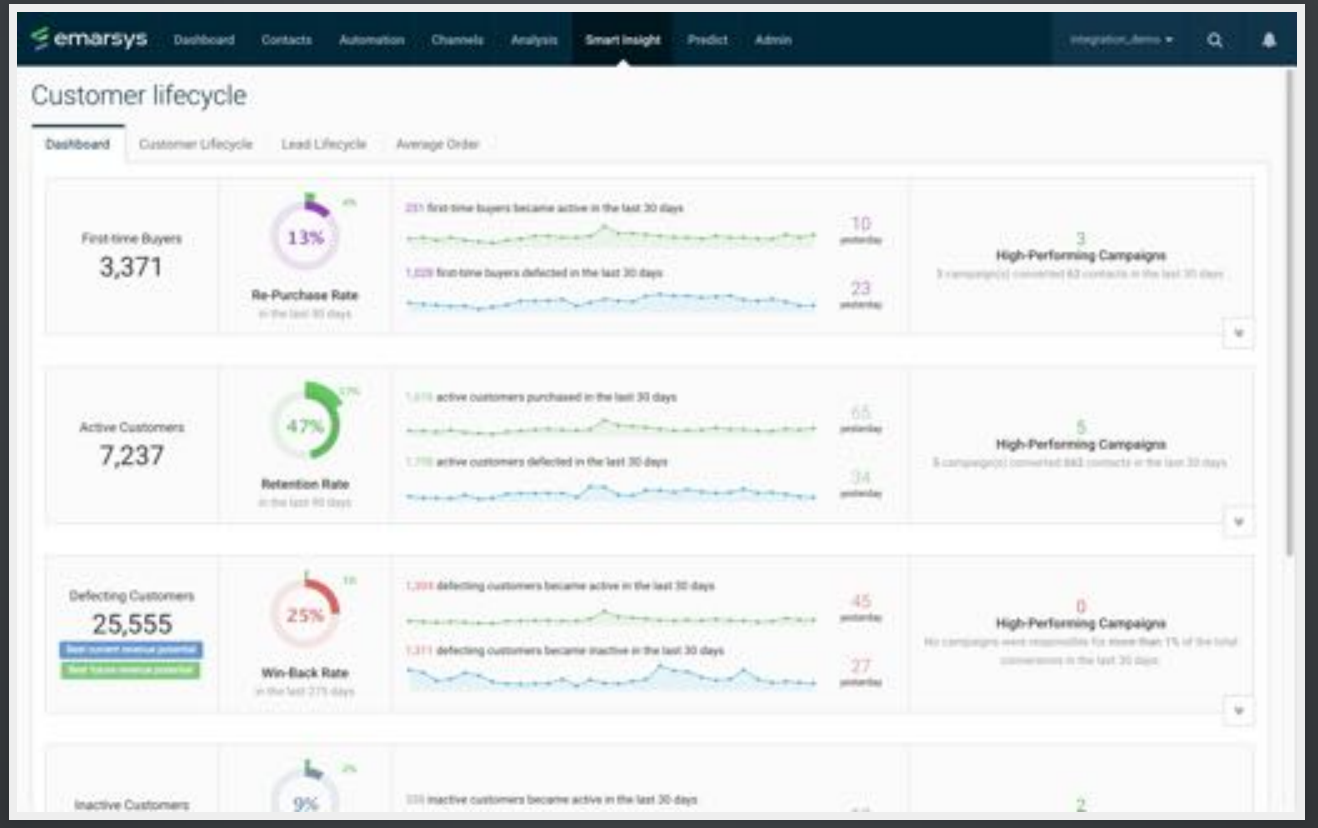
EMAILS

B2C MARKETING AUTOMATION SOFTWARE ENABLING TRUE 1-TO-1 COMMUNICATION

EMAILS

BLACK FRIDAY

SMART INSIGHT



Greenplum
MySQL
RAILS
redis
kibana
Sidekiq

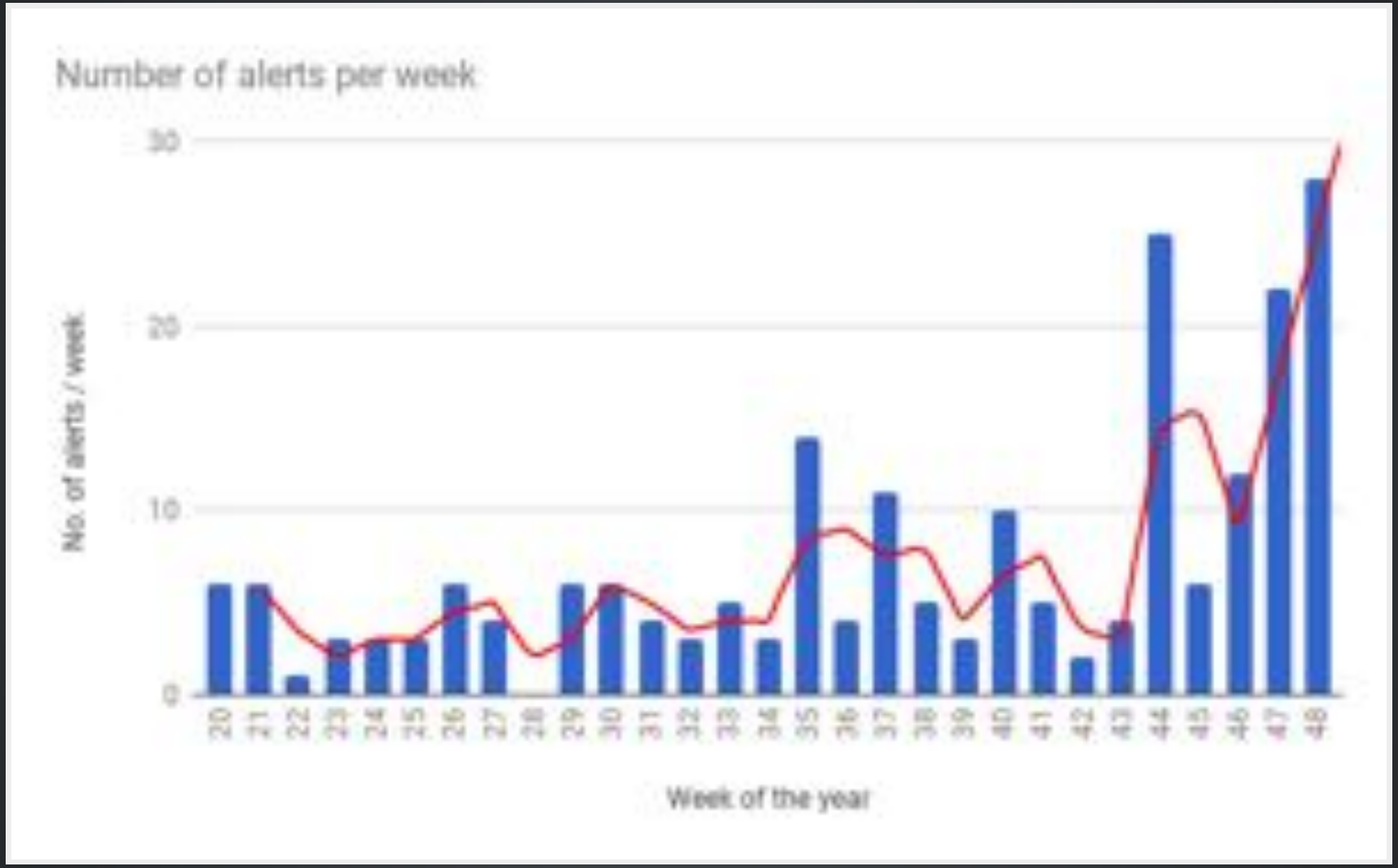
THE PROBLEM

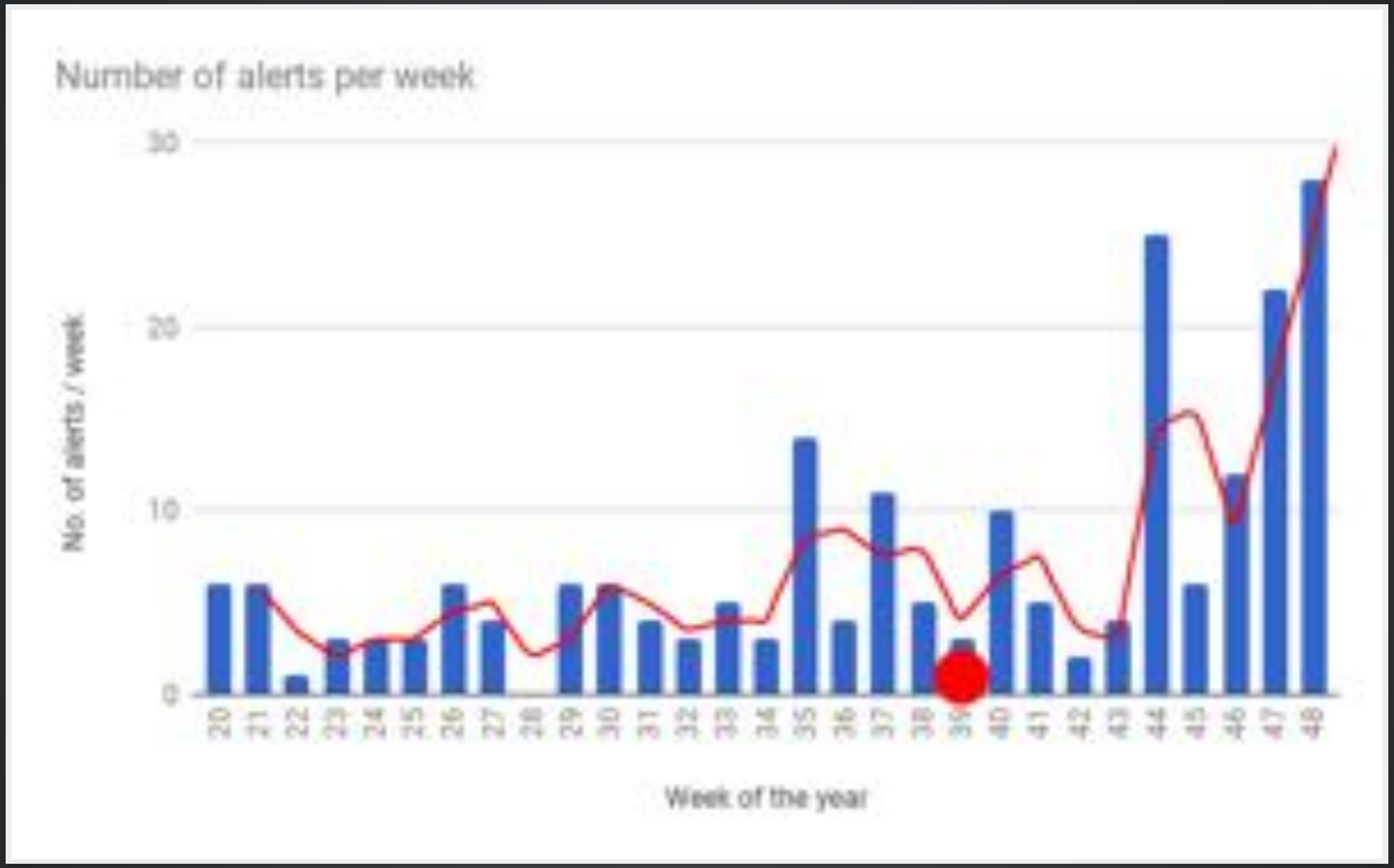
Electron...cs
Photo Center
Low Price

DUNKIRK

THE HOTFIX

#PAGERDUTY
ALL NIGHT LONG...


Number of alerts per week
30
20
10
0
No. of alerts / week
Week of the year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WHAT WOULD YOU DO?

WHAT WOULD YOU DO?

FALSE

AUTOMATION CENTER

UNIQUE CONSTRAINT

TAKEAWAYS

WHAT IS CRITICAL?

HAVE A PLAN!

THE INFRA

© Facebook

THE TWELVE-FACTOR APP

II. DEPENDENCIES

IT WAS A FRIEND
OF A FRIEND OF MINE
imgflip.com

THE CODE

Software can be chaotic, but we make it work

Expert

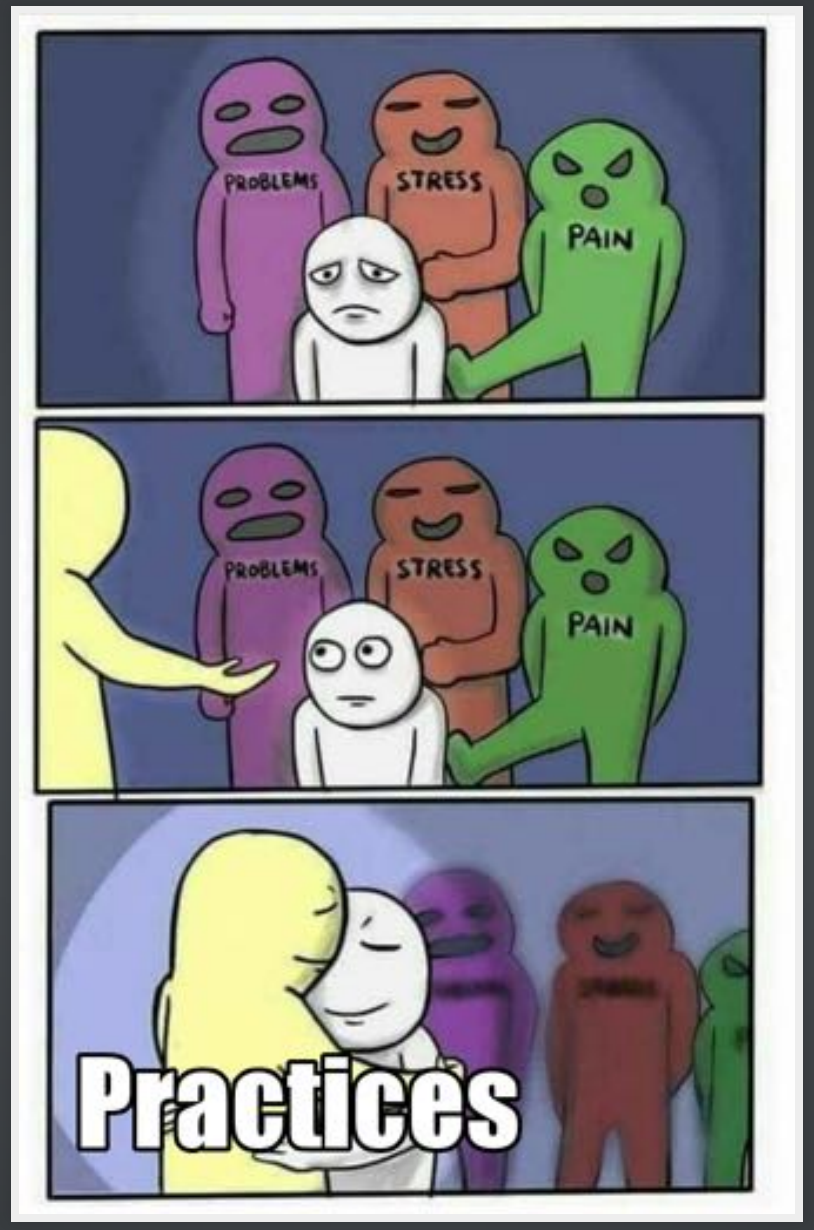
Trying Stuff Until it Works

O RLY?

The Practical Developer
@ThePracticalDev

DARK LAUNCHES

emarsys
A big th nks to the
Black Friday He oes
Manner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THANK YOU!

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