

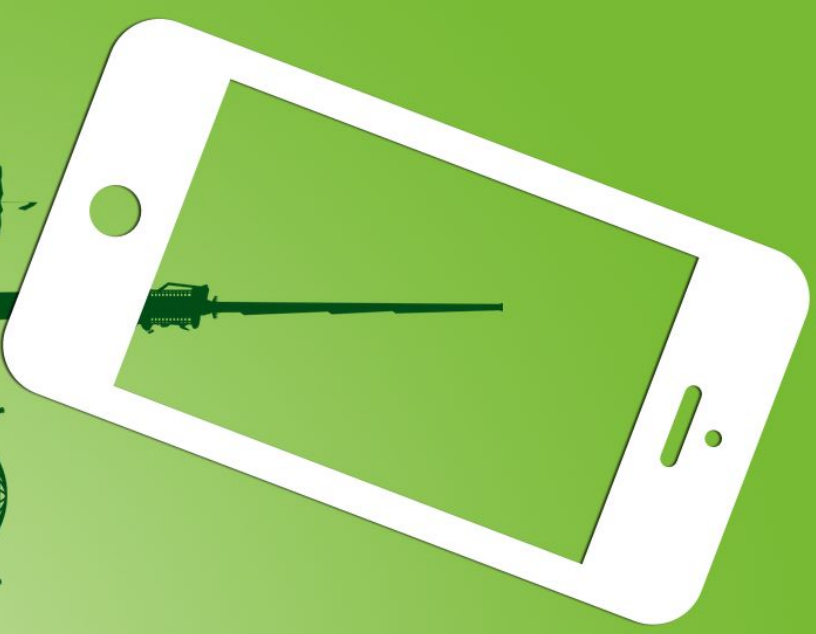
Please

**Ask questions
through the app**



Rate Session

Thank you!



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Pedro Proenca, Matthias Huttar



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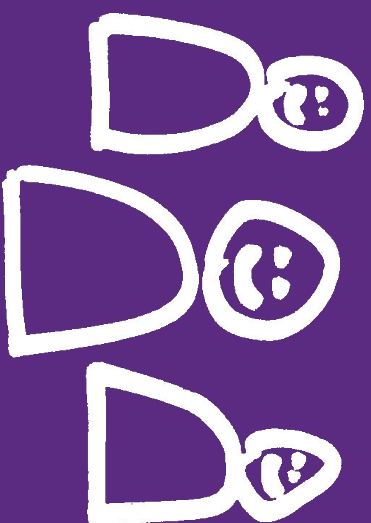
Group



Markets

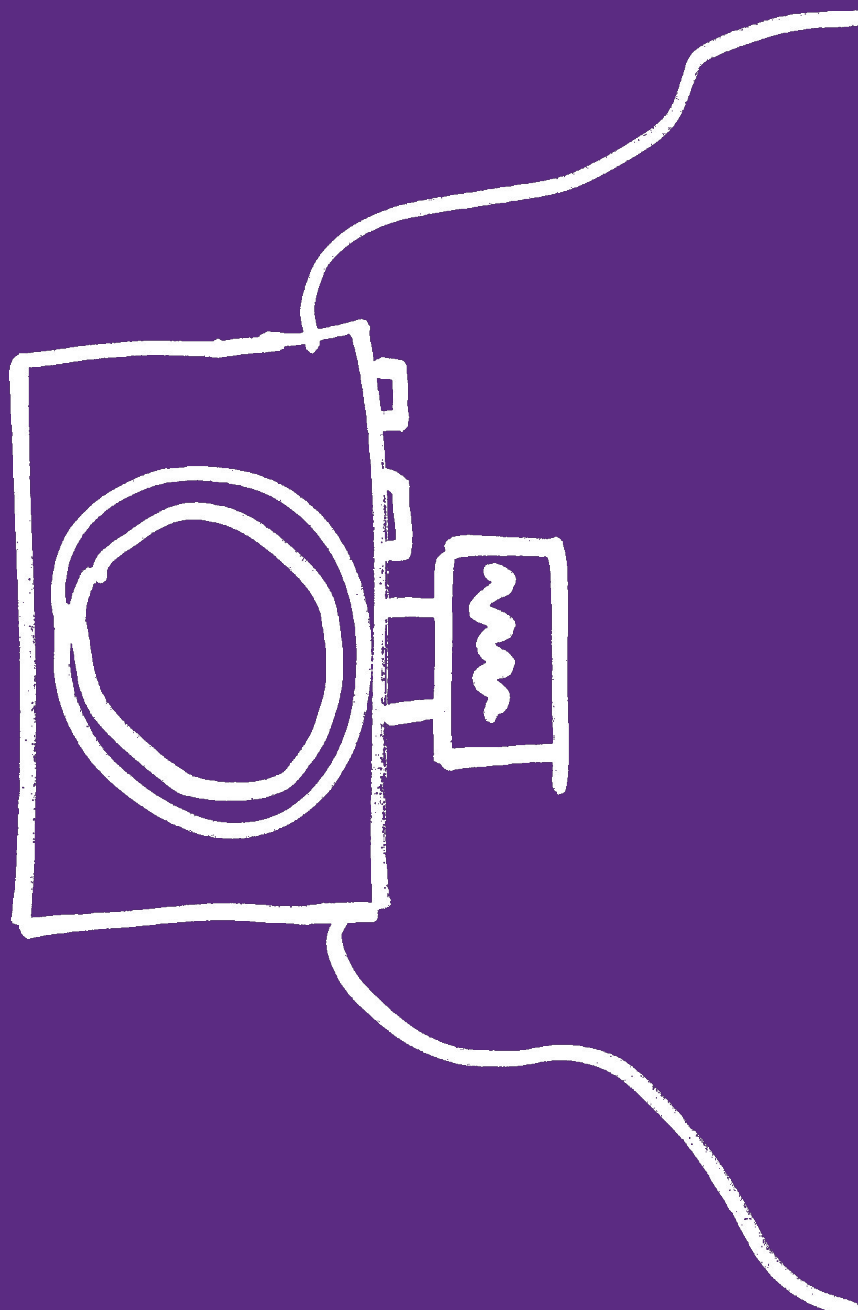


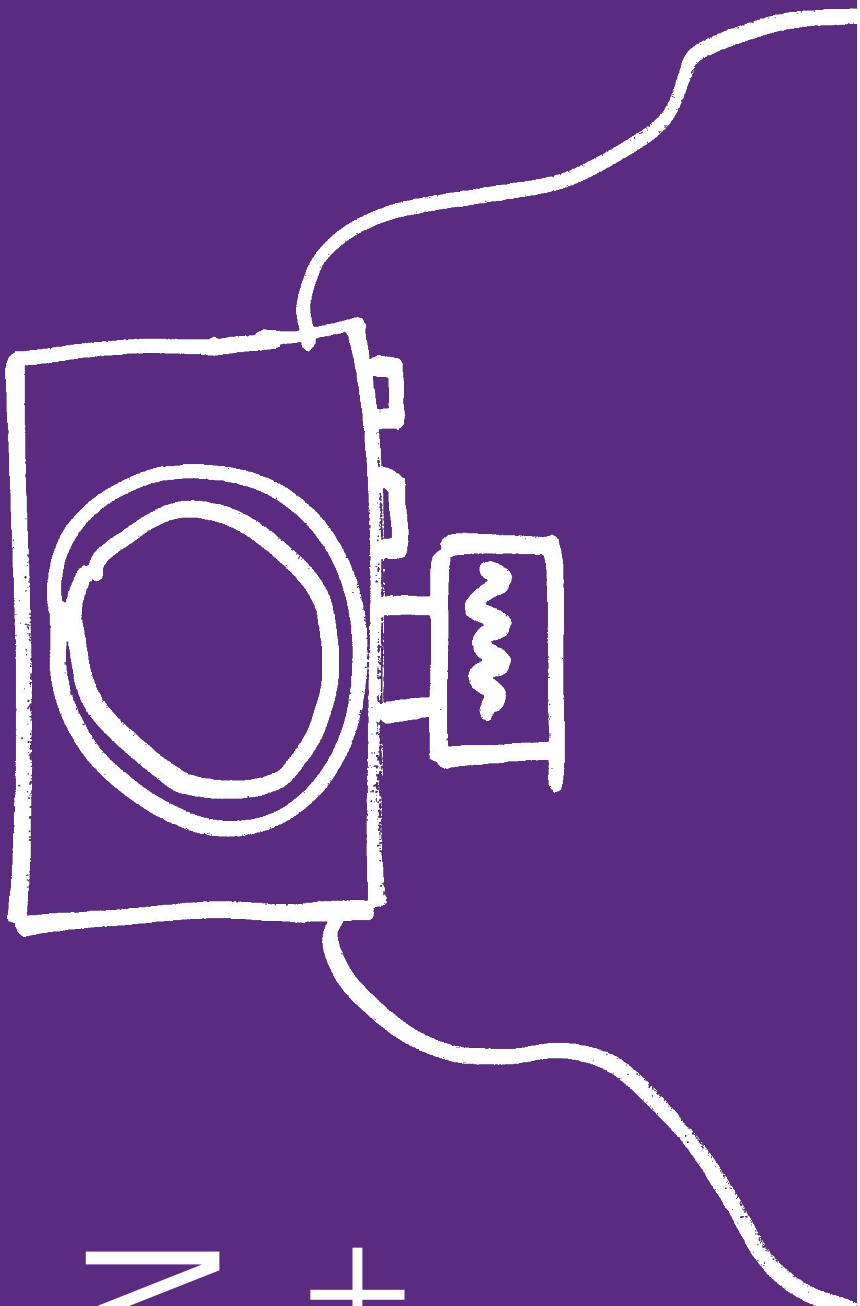
Offices



+300 Million MAU
+18 Million MUL

Based on last year's reported public numbers





+100
Million
Images

Apollo



Apollo



John



Apollo



John Posts Ad
with Media Content

Apollo



Joana



John Posts Ad
with Media Content



Apollo



Joana visits John's Ad

Apollo



Phone



Joana visits John's Ad



Apollo



Phone



Laptop



Joana visits John's Ad





30.000 Req/Sec @ Peak



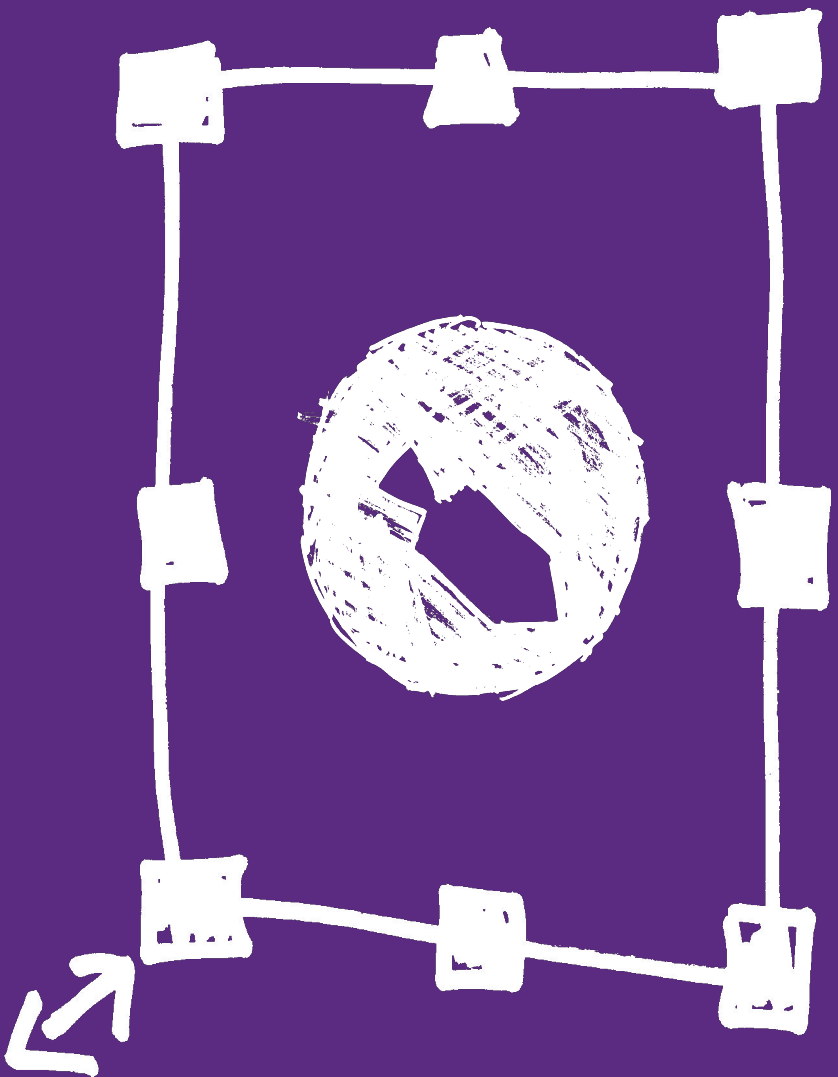
388 Million Images
= 100TB Data



30.000 Req/Sec @ Peak
(95% cache hits)



388 Million Images
= 100TB Data

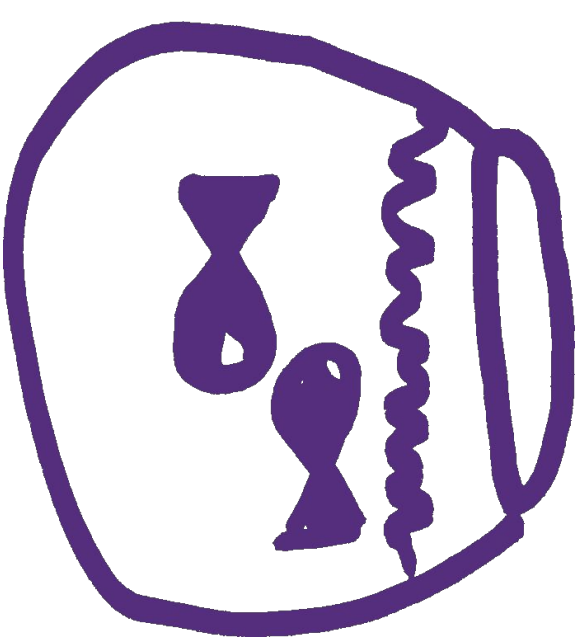


Ten Practices For Scaling

6 Technical



4 Behavioral



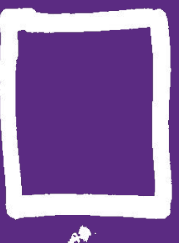
Thumbor



S3 Bucket



Apollo Frontend



Apollo Backend



RDS Aurora



Akamai



Practice 1: Forget Servers

(Think of Pods or Instances)



Akamai



Apollo Frontend



Thumbor



S3 Bucket



Apollo Backend



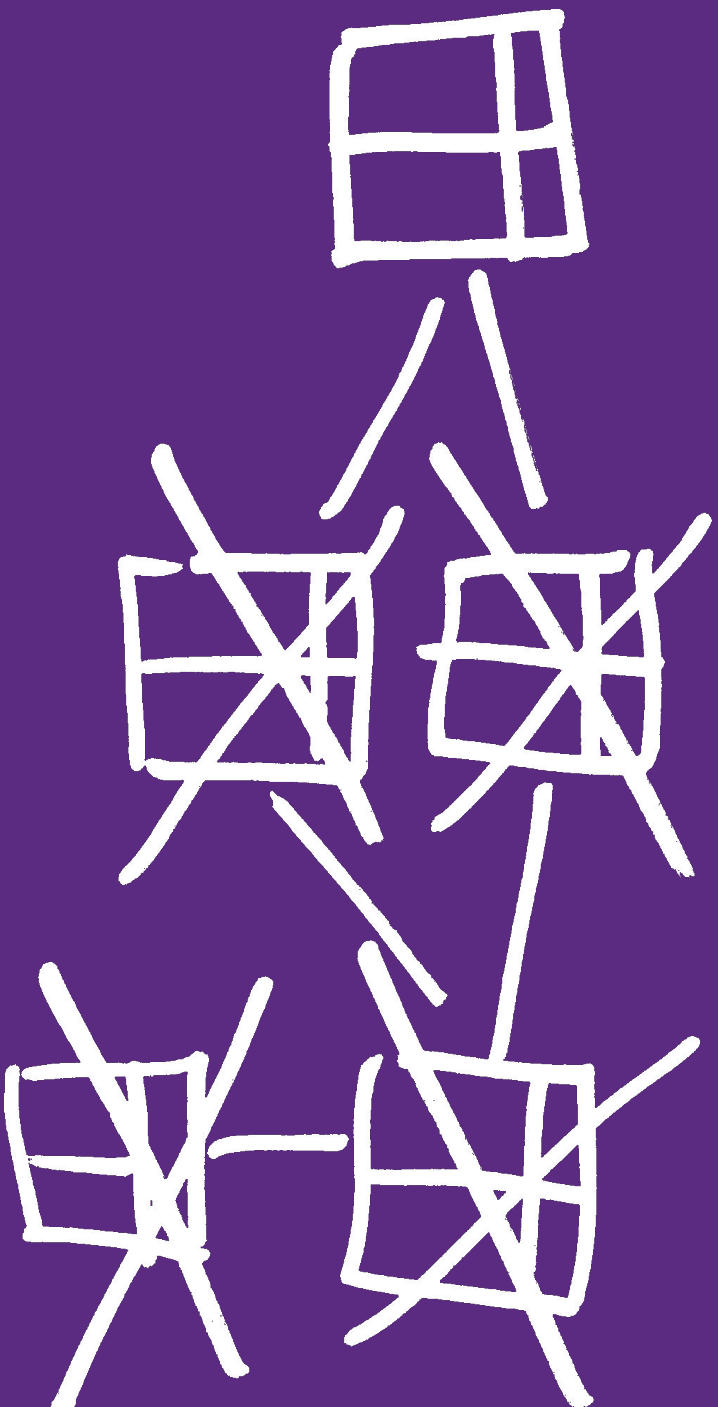
RDS Aurora

Practice 2: If you gotta shard, be smart

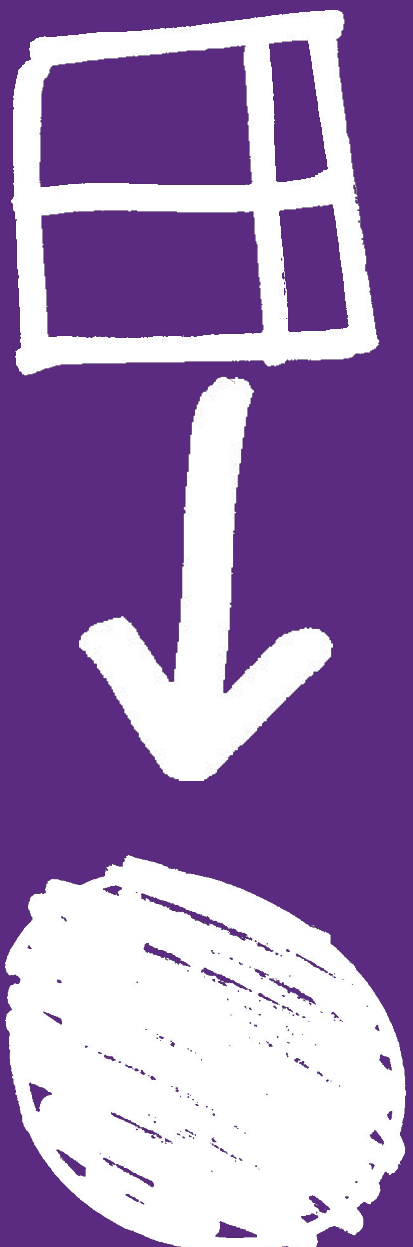


3 Independent Clusters:
Americas,
Europe/Africa
Asia

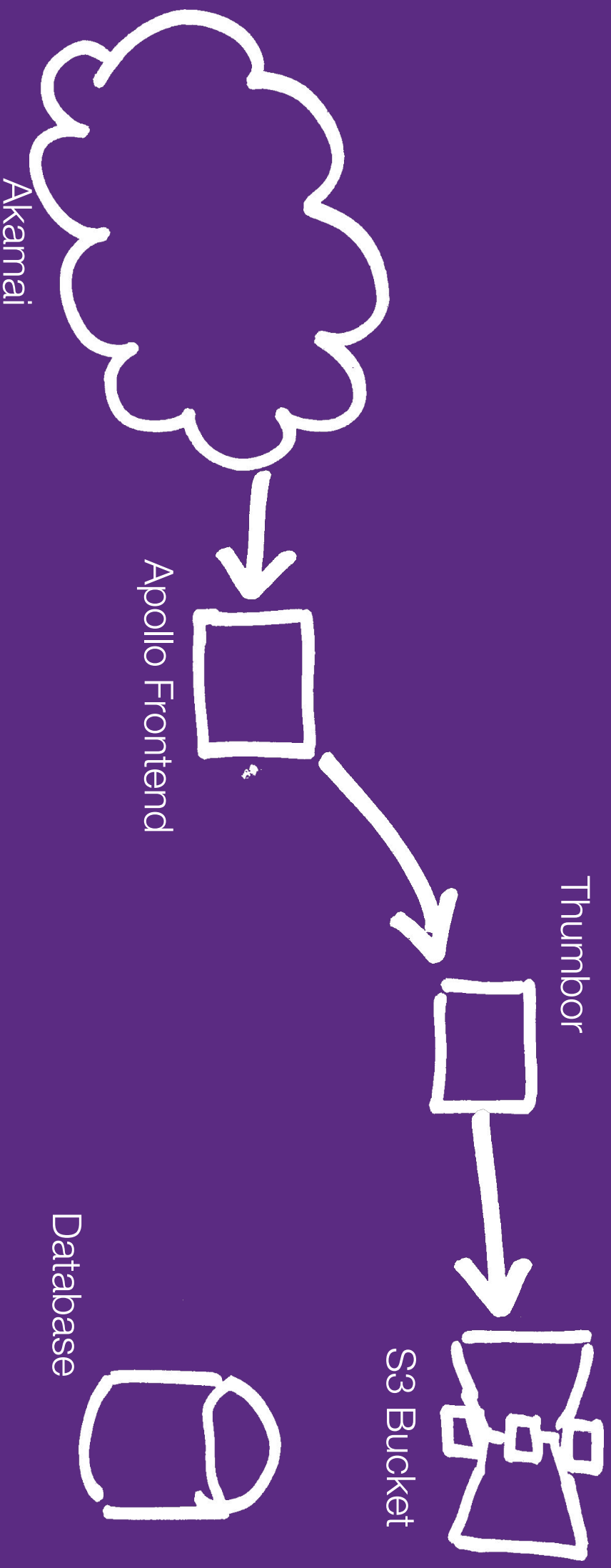
Practice 3: Keep your Schema clean



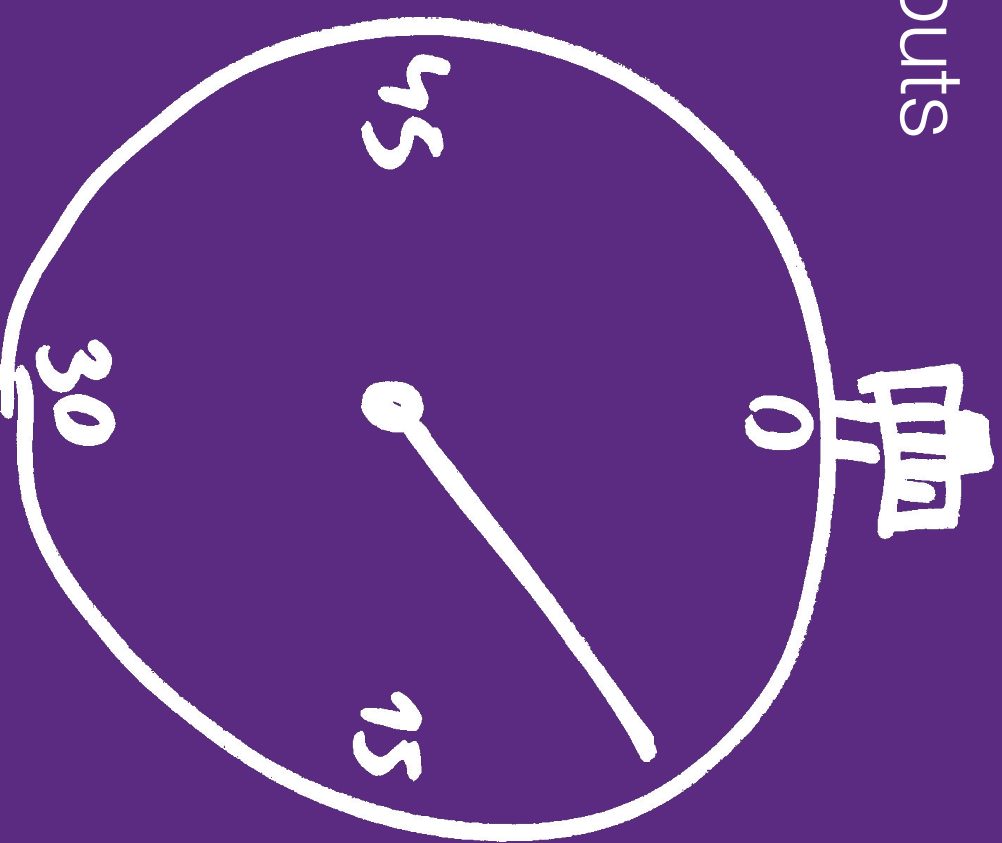
Practice 4: Understand your ORM

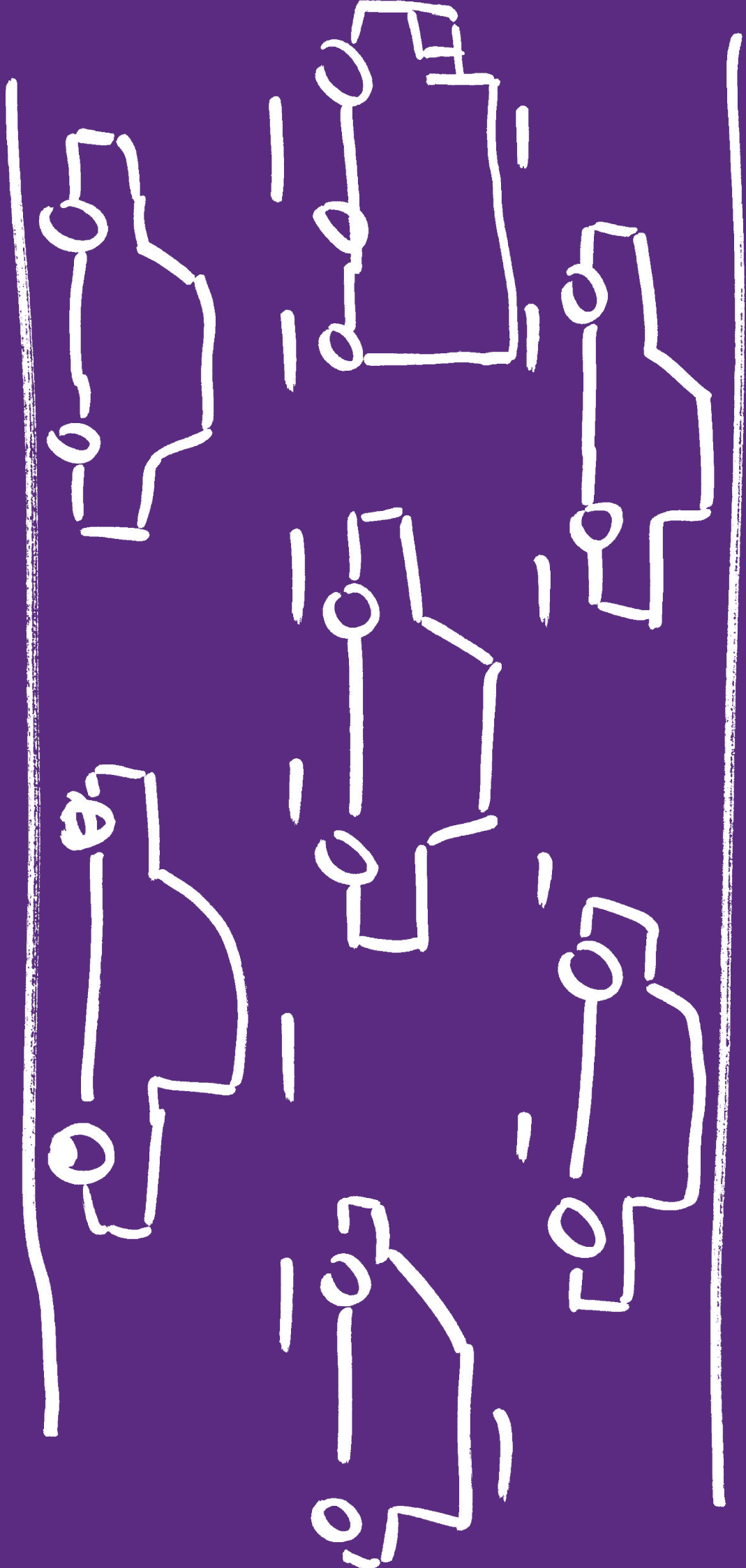


Practice 5: Dumb Hot Path



Practice 6: Aggressive Timeouts

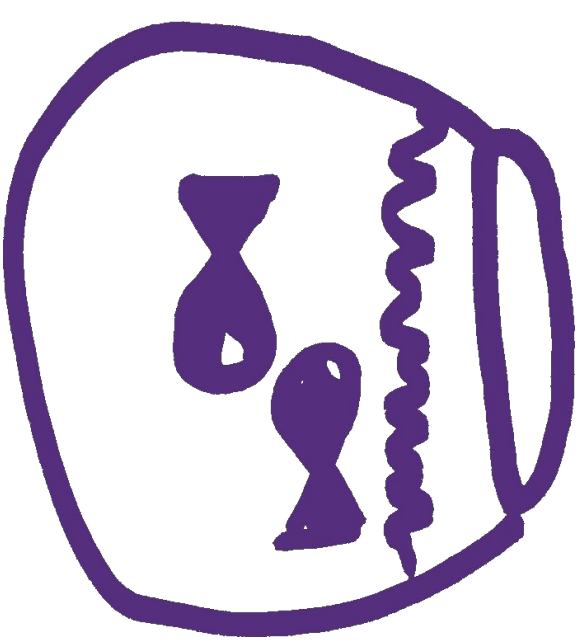




6 Technical



4 Behavioral

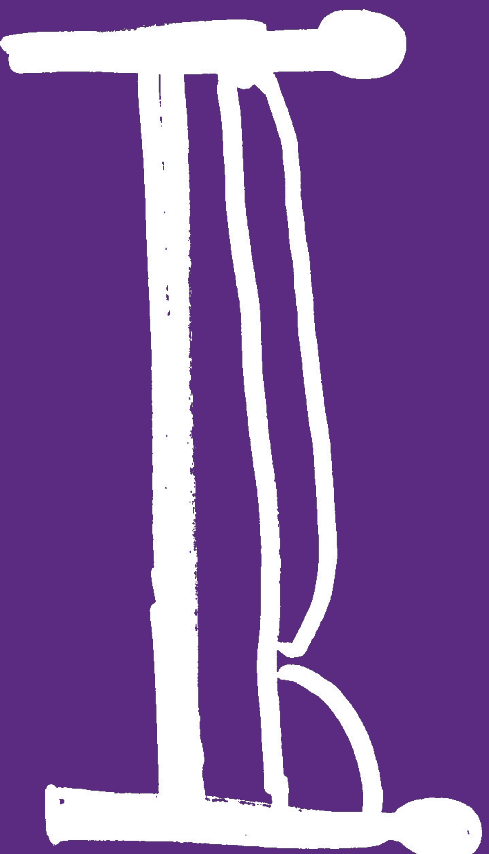


Practice 7: Scale up Step by Step



Practice 8: Optimize Lazily

2x



Practice 9: Employ SRES*

* Site Reliability Engineers



Practice 10: Learn to Say “no”.

(provide alternatives)



A white thought bubble with a scalloped edge and a small tail pointing towards the bottom left. Inside the bubble, the word "Questions?" is written in a white, serif font.

Questions?

Please

**Remember to
rate this session**

Thank you!

