48 minutes presentation in short

Continuous Delivery | Etsy - Your place to

https://www.etsy.com

Anders, you'll need to confirm your account to have complete access to features on Etsy. Resend email | Change email address

Sell Registry Community Blogs Mobile Gift Cards

Hi, Anders. Your Account Help

Etsy

Search for items and shops

Search

Cart

Browse

- Art
- Home & Living
- Jewellery
- Women
- Men
- Kids
- Vintage
- Weddings
- Craft Supplies
- Trending Items
- Christmas
- Gift Ideas
- Mobile Accessories

UK Newsletter

Handpicked shopping inspiration, news, and upcoming events from our UK team.

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More Ways to Shop

- Categories
- Gift Cards
- Colours
- Treasury
- Shop Local
- Shop Search
- People Search

Handpicked Items

See more

Picked by Zhenya

Linen Yarn, linen thread, Cor...
YarnStories $7.00 USD

Handmade lamp, lampshad...
FiligreeCrea... $75.00 USD

Bridal Bow Fascinator, Leaf ...
BlackbirdsP... $283.05 USD

White hearts wedding garlan...
HoopsyDais... $11.00 USD

Deer canvas painting, woodl...
inameliart $80.00 USD

Meteorite Jewelry - Sterling S...
SusanaTeix... $51.00 USD

Red cable scarf loop hand k...
woolpleasure $49.00 USD

White briefs with meadow flo...
EgrettaGarz... $24.00 USD

Flowers, Engraving, Illustrati...
MessProject $6.95 USD

Linen tablecloth square 58"x...
daikduteka $35.00 USD

Coffee Mug, Feather elemen...
MUNIshop $15.00 USD

Celestite sterling silver stud ...
CraftsGarde... $42.00 USD

Recent Blog Posts

See more

Cockpit Arts: Digital Storytelling Part 4

Cockpit Arts is a London-based organisation that supports designer-makers with studio space and entrepreneurial coaching. Ellen, an accredited business coach, joined the

Read the post

Guest Curator: Maria Soxbo

Blogging from her 1930's home - Maria Soxbo, freelance journalist and busy mum of 8 month old twins, lets us into her dream design world for kids.

Read the post

Etsy

GROSS MERCHANDISE SALES

Etsy

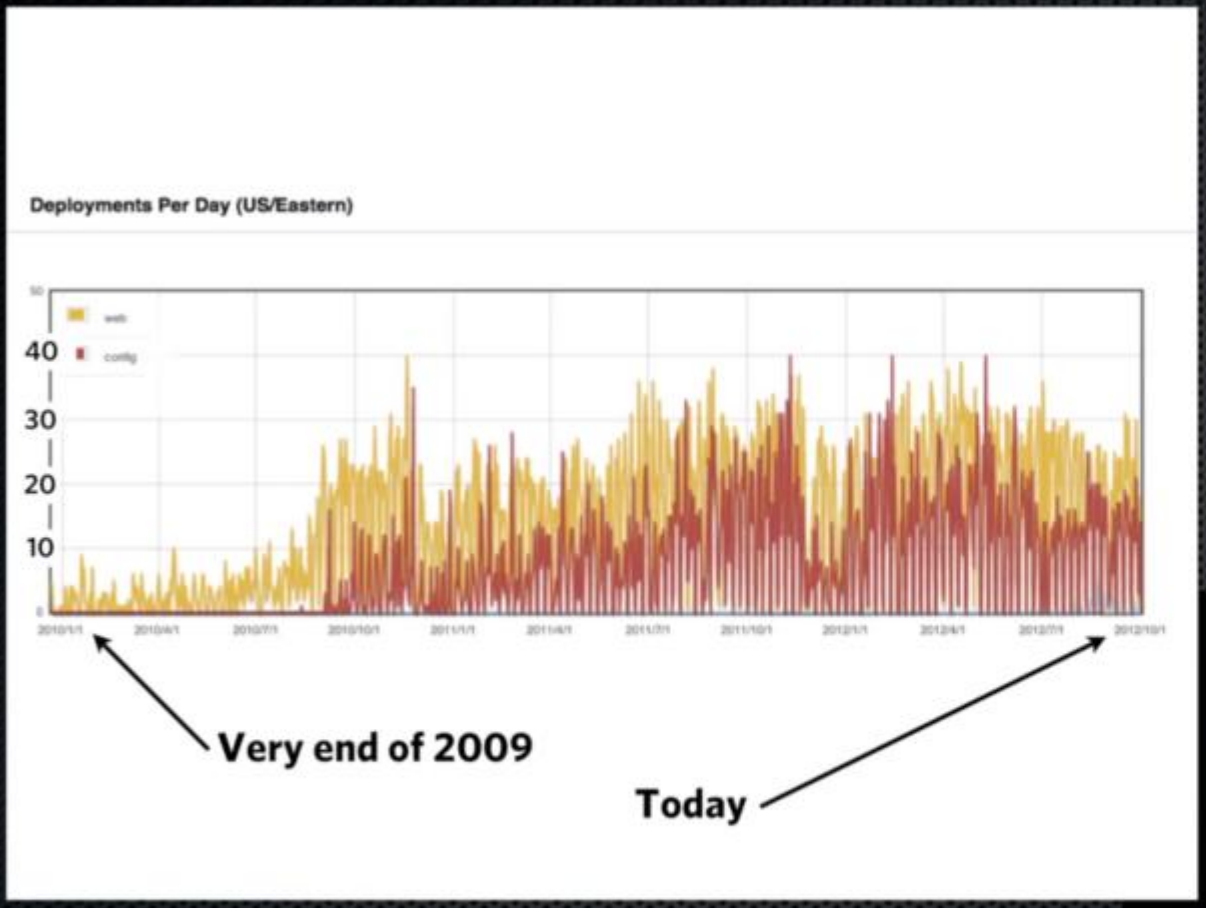
AUGUST 2012

1.4 Billion page views
USD $76 Million in transactions
3.8 Million items sold

http://www.etsy.com/blog/news/2012/etsy-statistics-august-2012-weather-report/

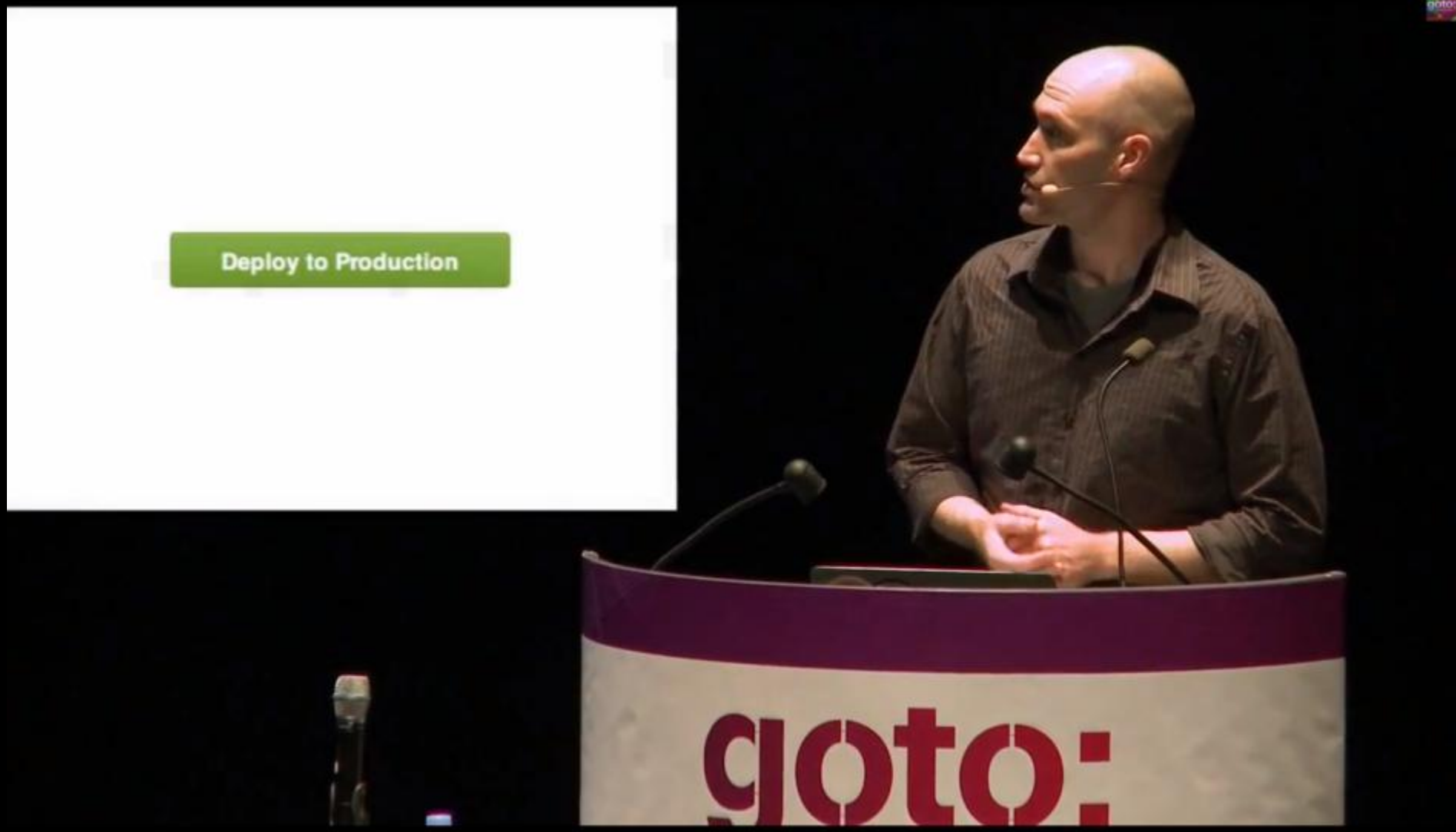
~170 Committers, everyone deploys
credit: martin_heigan (flickr)

goto;
conference
goto;


Deployments Per Day (US/Eastern)
web
config
40
30
20
10
Very end of 2009
Today

goto;

+ DevOps
+ Working on mainline, trunk, master
+ Feature flags
+ Branching in code


Deploy to Production
goto:

goto; conference

Then
2009

Now
2010-today

Just before we started using CD

goto; conference

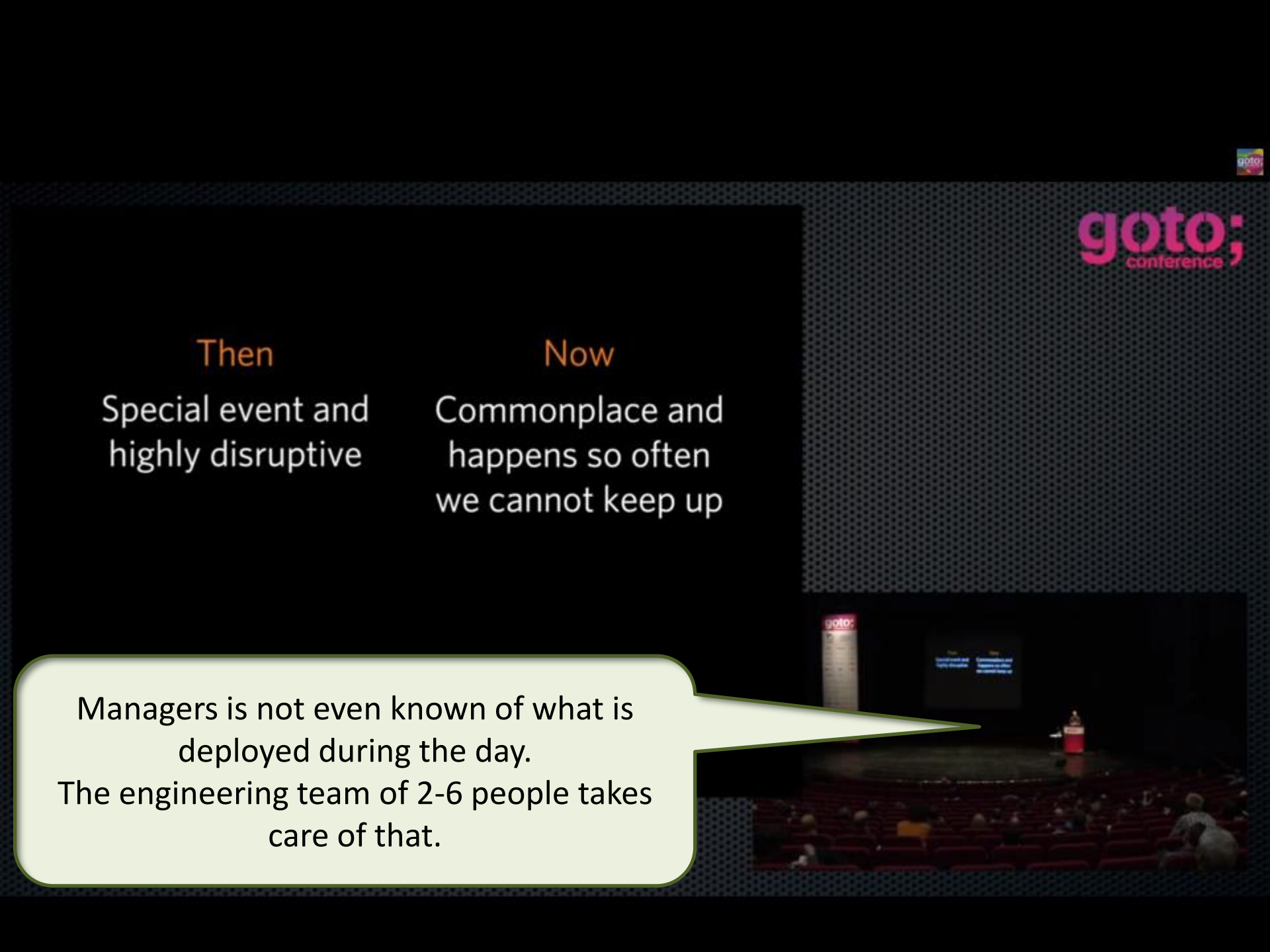
Then	Now
6-14 hours	15 mins
"Deployment Army"	1 person
Highly orchestrated and infrequent	Rapid release cycle

Then

Special event and highly disruptive

Now

Commonplace and happens so often we cannot keep up



Managers is not even known of what is deployed during the day.
The engineering team of 2-6 people takes care of that.

goto; conference

Then	Now
Release branch,	Mainline,
database schemas,	minimal linking
data transforms,	and building,
packaging,	rsync,
rolling restarts,	site up
cache purging,	
scheduled downtime	

Then	Now
Slow	Fast
Complex	Simple
Special	Common

goto; conference

1ST DAY

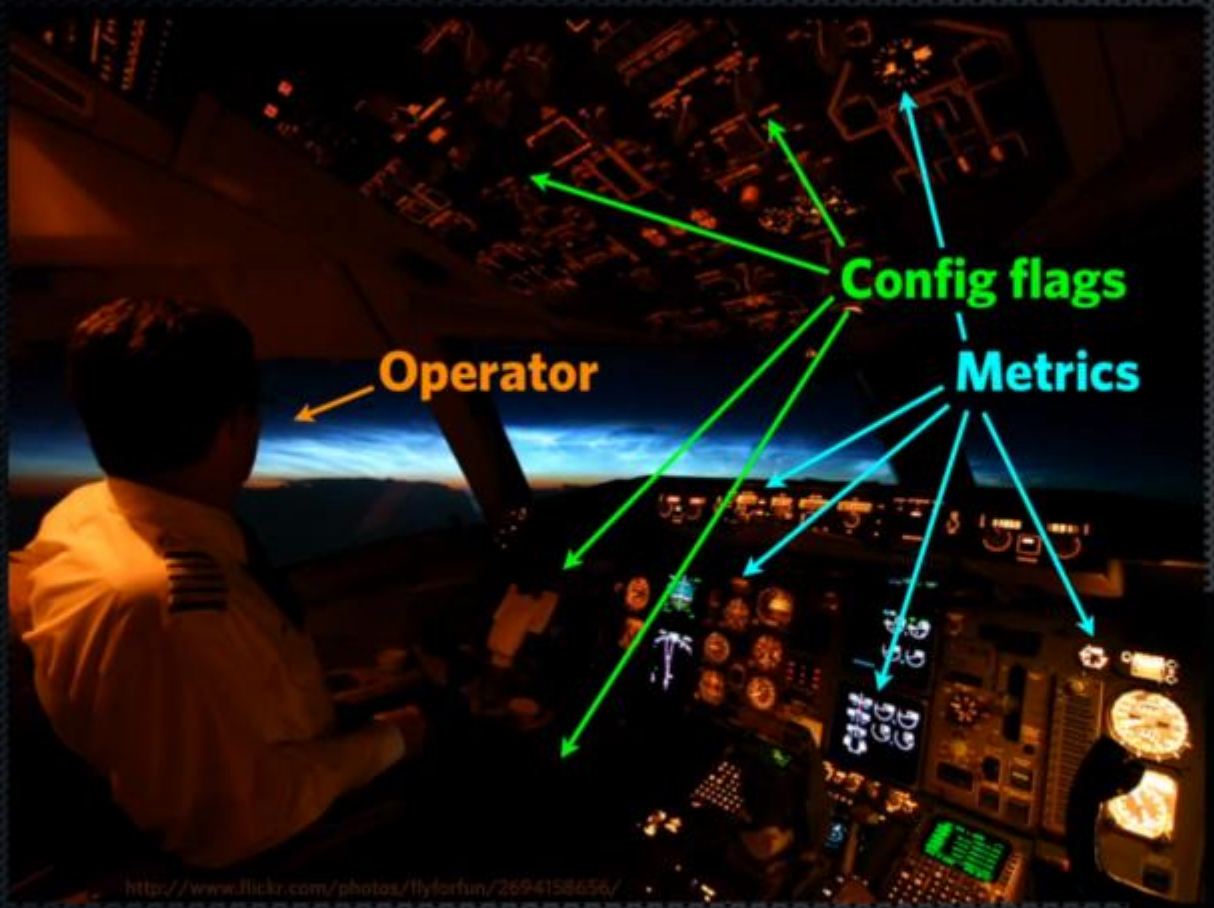
Add your photo to Etsy.com.

"You deploy on your first working day.
You directly get a feeling of what you do is beeing used."

Continuous Deployment

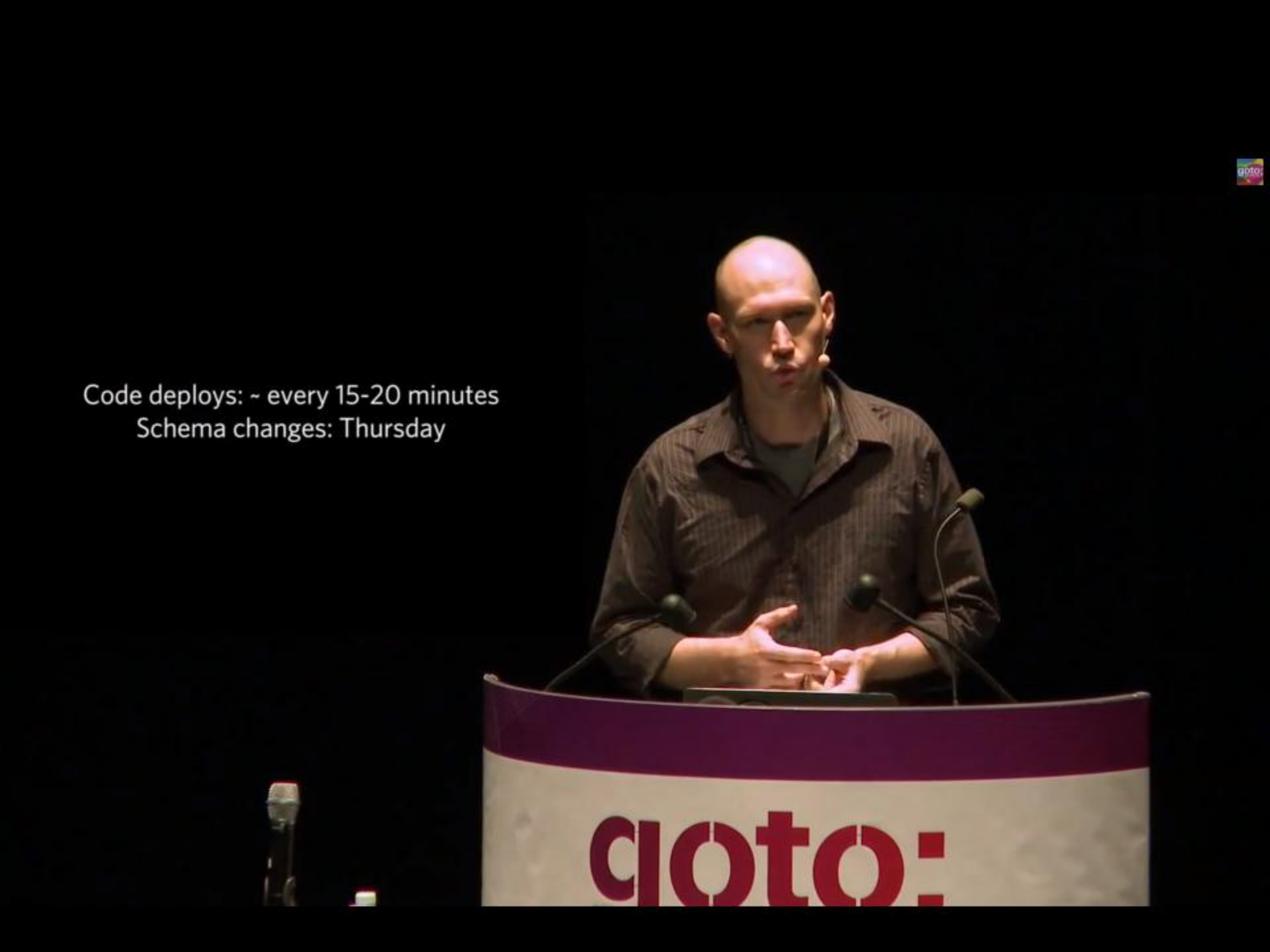
Small, frequent changes.
Constantly integrating into production.
30 deploys per day.

Software Deploy ≠ Product Launch
goto:



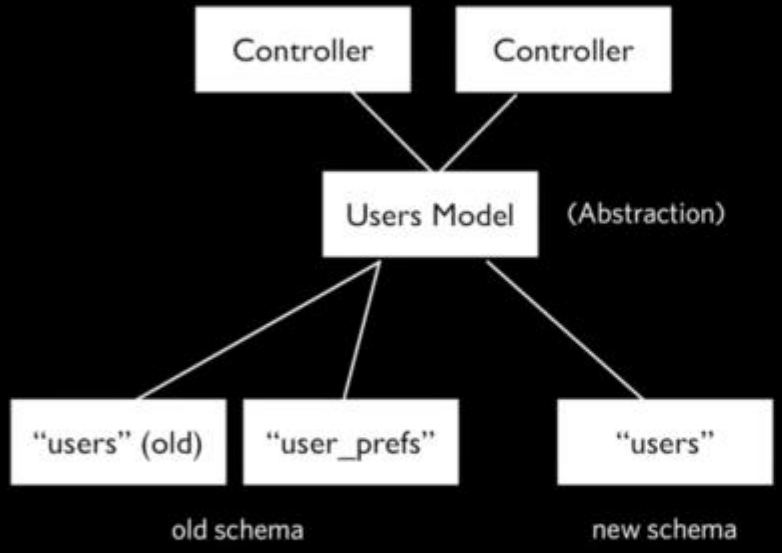
goto; conference

Code deploys: ~ every 15-20 minutes
Schema changes: Thursday

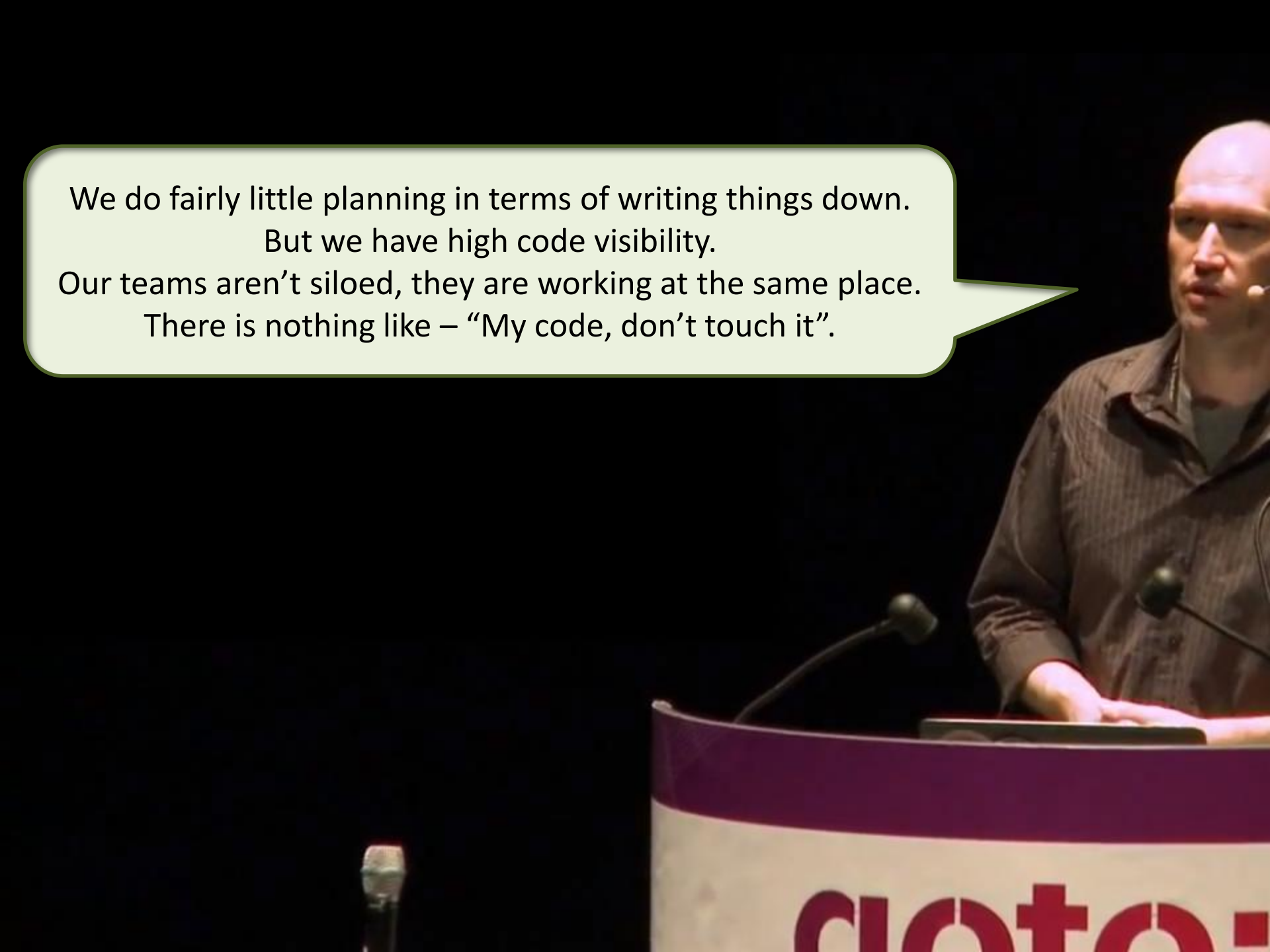


0. Add new version to schema
1. Write to both versions
2. Backfill historical data
3. Read from new version
4. Cut-off writes to old version

"Branch by Astraction"



http://paulhammant.com/blog/branch_by_abstraction.html
http://continuousdelivery.com/2011/05/make-large-scale-changes-incrementally-with-branch-by-abstraction/


We do fairly little planning in terms of writing things down.
But we have high code visibility.
Our teams aren't siloed, they are working at the same place.
There is nothing like – "My code, don't touch it".

Code review before commit

Automated tests before deploy

Integrating with production is a test in itself.

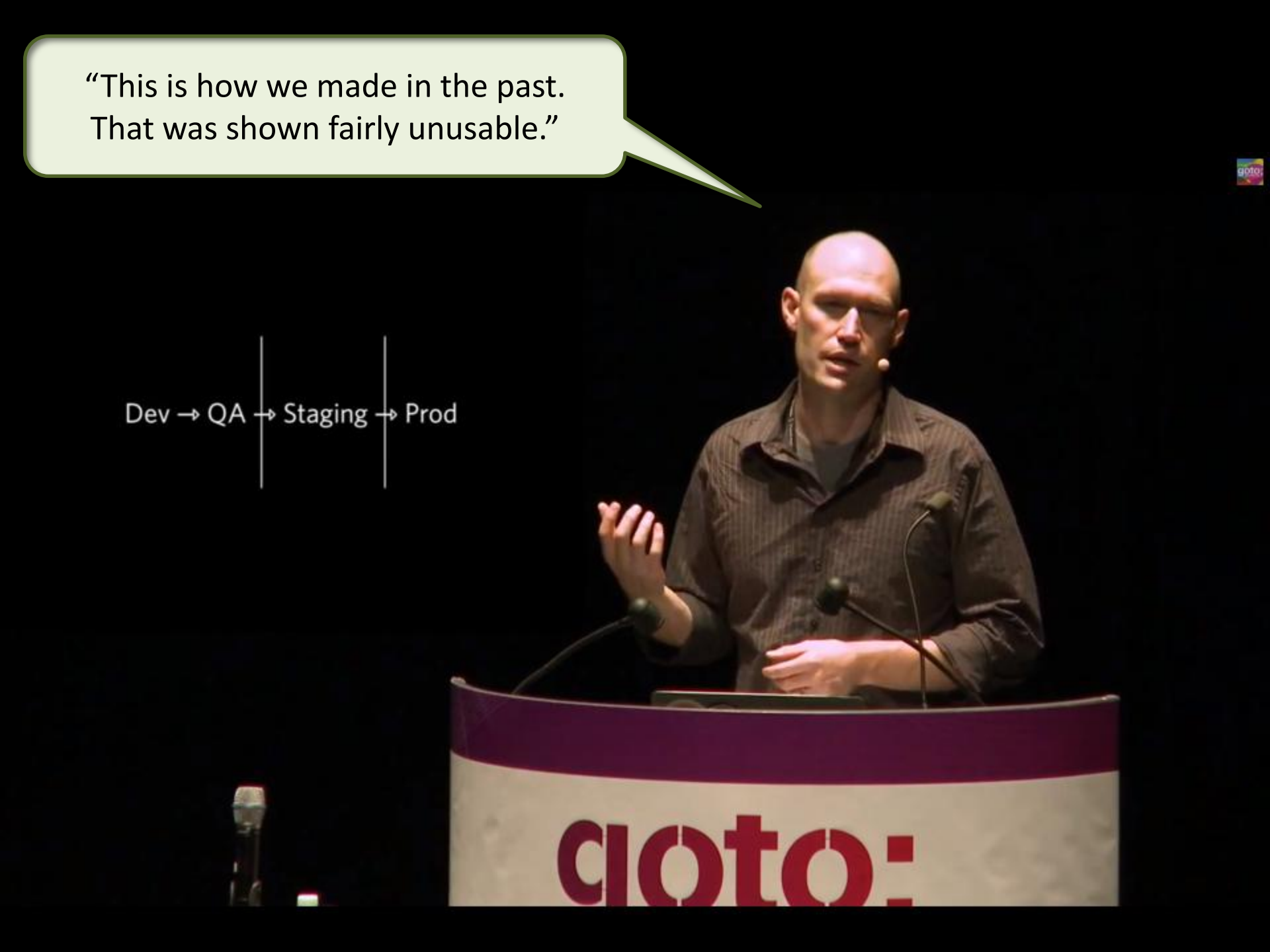
We do this *frequently and in small batches.*

Kill things that don't work.

Your assumptions will be wrong
once you've scaled 10x.

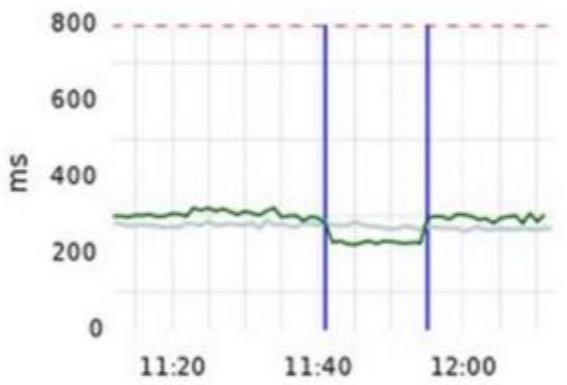
Dev ≠ Prod

More database servers in prod.
Bigger database hardware in prod.
More web servers.
Various replication schemes.
Different versions of server and OS software.
Schema changes applied at different times.
Physical hardware in prod.
More data in prod.
Legacy data (7 years of odd user states).
More traffic in prod.
Wait, I mean MUCH more traffic in prod.
Fewer elves.
Faster disks (SSDs) in prod.


“This is how we made in the past.
That was shown fairly unusable.”
Dev → QA → Staging → Prod
gloto:

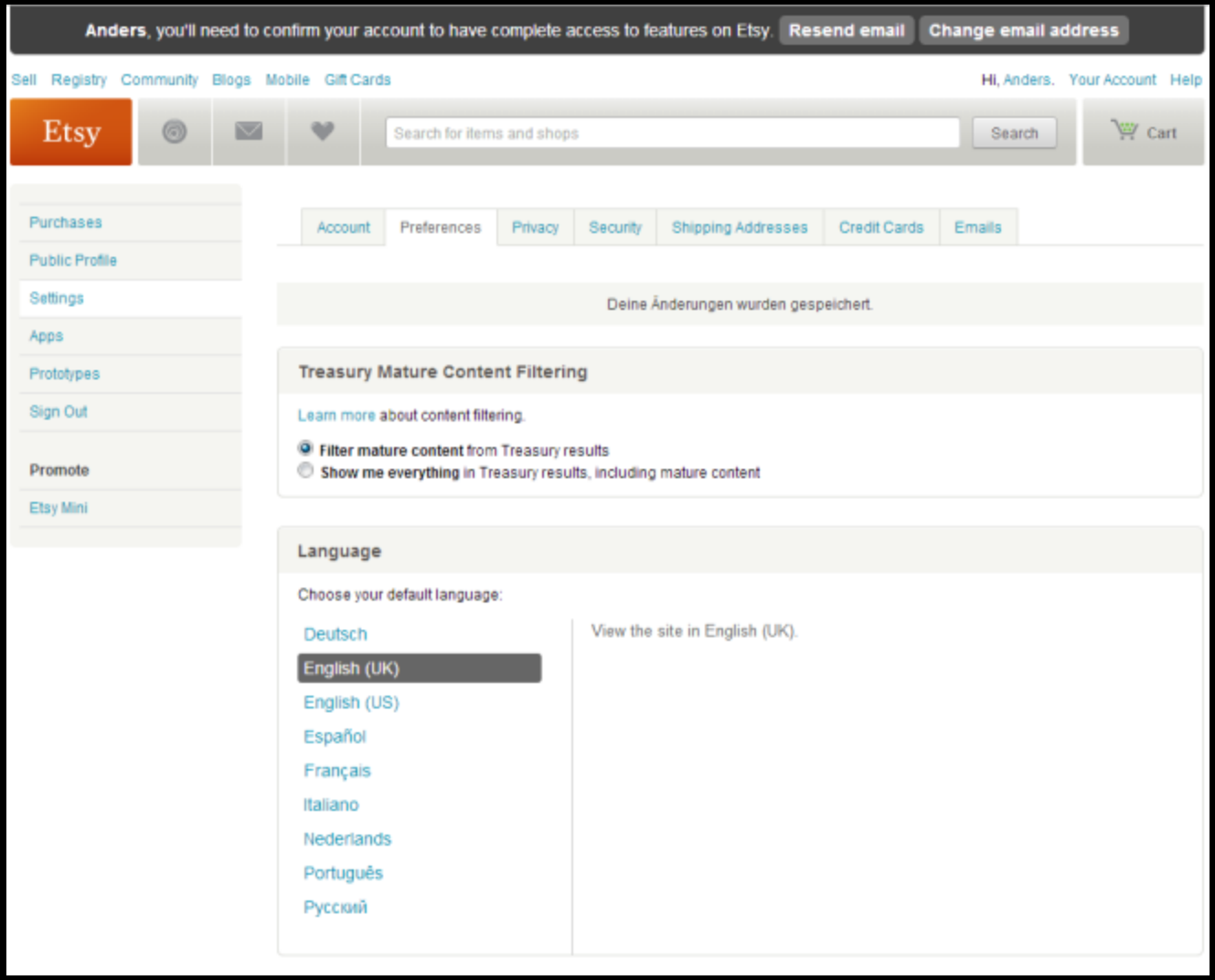
“Actually, today we still have one dev environment.”
Dev → Pre-Prod → Prod
gioto:

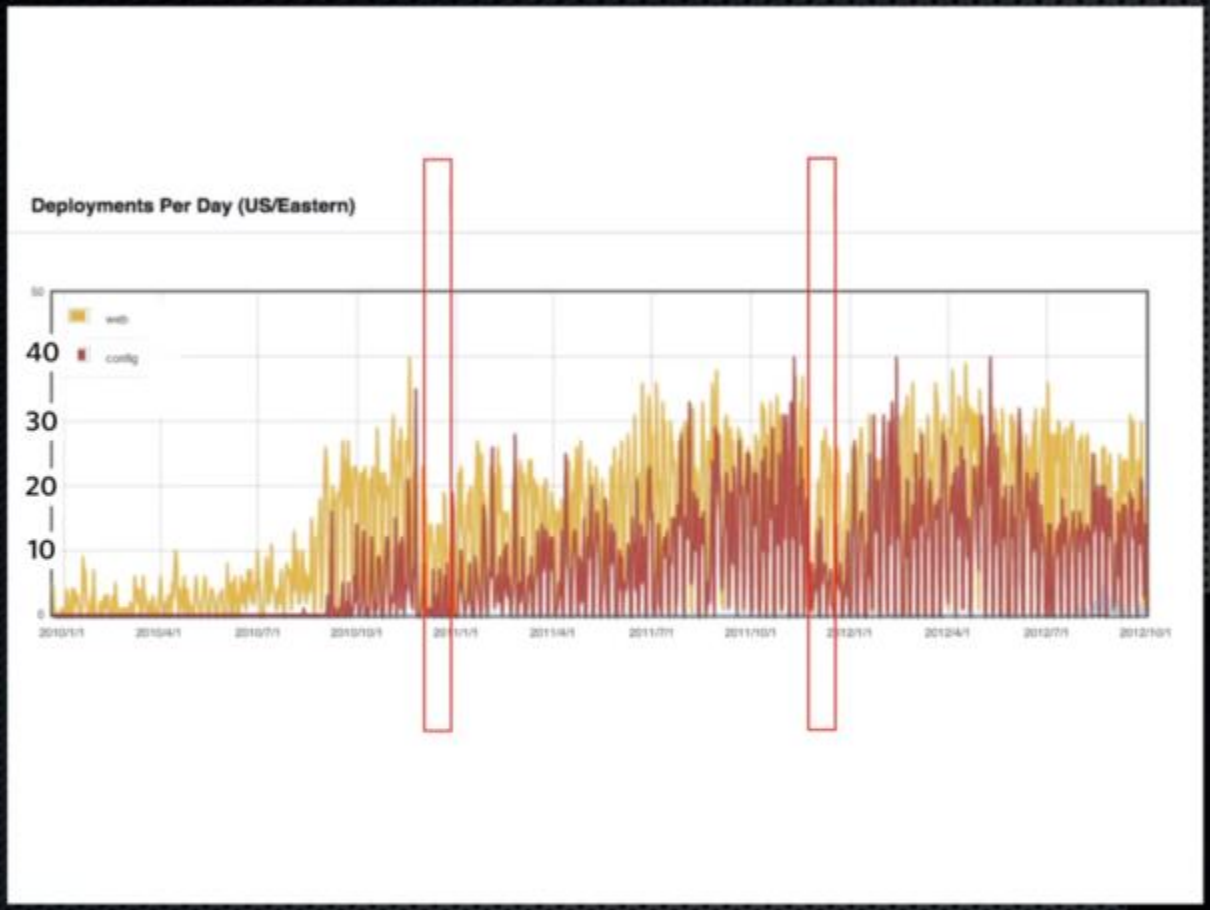
"Metrics are visible to everybody. Metrics like: Network traffic, page hits and how much money we are doing throughout the day."



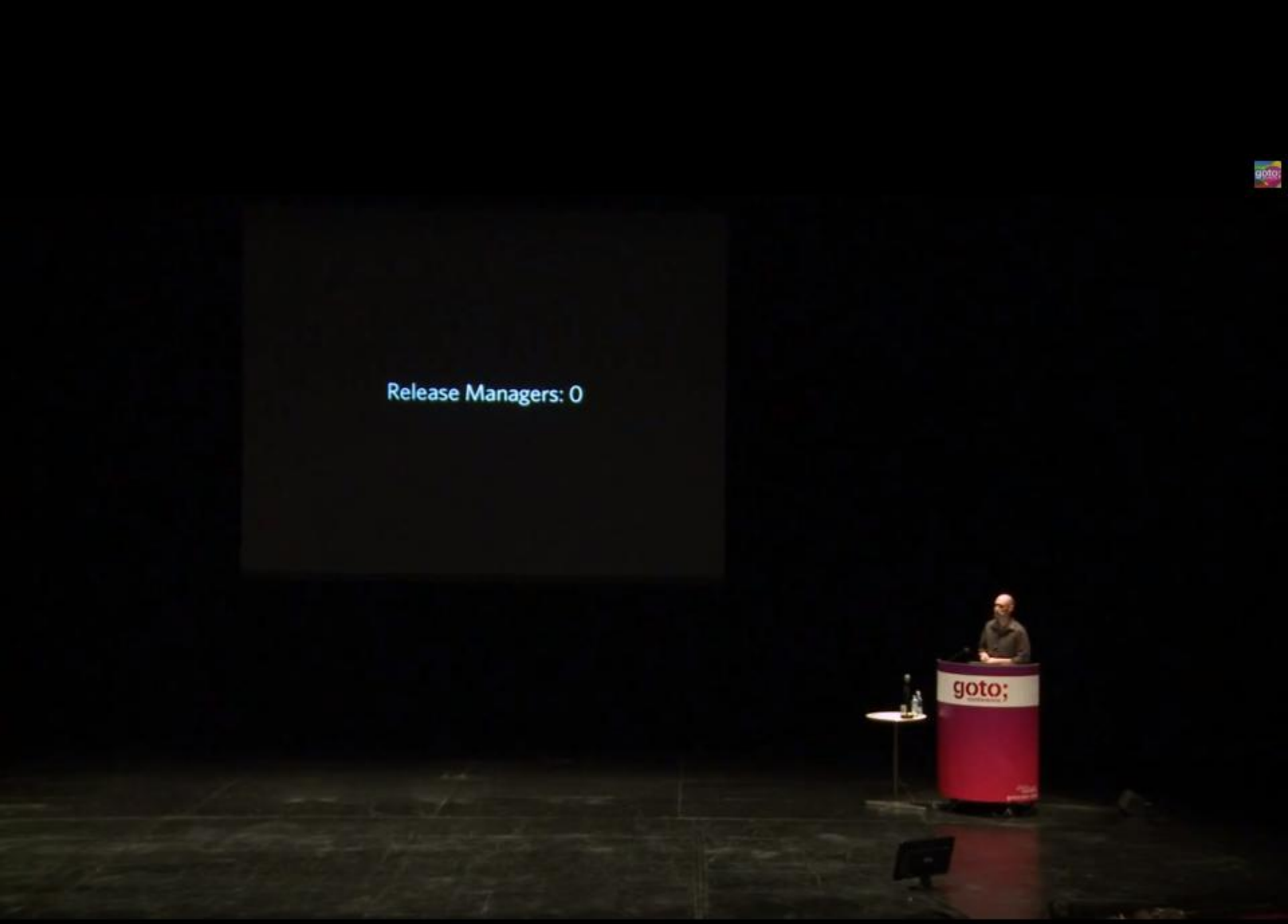
Surprise!!!

Turning off multi-language support improves our page generation times by up to 25%.


Anders, you'll need to confirm your account to have complete access to features on Etsy. Resend email Change email address
Sell Registry Community Blogs Mobile Gift Cards
Hi, Anders. Your Account Help
Etsy
Search for items and shops
Search
Cart
Purchases
Public Profile
Settings
Apps
Prototypes
Sign Out
Promote
Etsy Mini
Account Preferences Privacy Security Shipping Addresses Credit Cards Emails
Deine Änderungen wurden gespeichert.
Treasury Mature Content Filtering
Learn more about content filtering.
Filter mature content from Treasury results
Show me everything in Treasury results, including mature content
Language
Choose your default language:
Deutsch
English (UK)
English (US)
Español
Français
Italiano
Nederlands
Português
Русский
View the site in English (UK).


Deployments Per Day (US/Eastern)
web
config
40
30
20
10
0

goto;


Release Managers: 0
goto;

Q: How do you involve business?

A: “We have a high level of 3 month planning, after that the team runs on their own. Of course with constant monitoring of what is working and what is not.
So very decentralized and highly flexible.”

48 minutes

http://www.youtube.com/watch?v=JR-ccCTmMKY