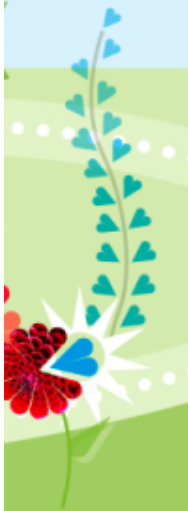


Scalability Patterns & Solutions for Dynamic high-load Java Websites

Beurs van Berlage, Damrak 243, Amsterdam, 20/06/2014
Ard Schrijvers, a.schrijvers@onehippo.com, ard@apache.org



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this talk via the
mobile app!



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What Hippo does / sells

Traditionally Hippo used to sell a CMS capable of **managing content** and a customer specific site implementation.

Hippo strictly separates the **editing** process from the **presentation** logic.

Content is stored in a **generic format**, allowing it to be **reused** across multiple pages and/or channels.





No longer just a CMS

No longer are we a CMS that is just about putting content or web pages at the conceptual center.

Today our real strength is the fact that we have the **Visitor** as the focus, and on a technical level, our delivery tier that interacts with that visitor to serve out relevant pages by really listening to the visitor.



Implications

1. Every page is rendered live from the application taking the visitor into account
2. Serving html from a reverse **caching** proxy (squid/varnish/mod_cache) is not an option

Note that offloading css, js, images, etc to reverse caching proxies or some CDN is still our common practice

Requirements for Hippo's delivery tier framework

1. support many concurrent visitors
2. instantly reflect frequently changing content
3. runtime adding sites and/or changing URL's of existing sites
4. runtime changing the appearance of sites
5. search including authorization
6. faceted navigation requiring authorized counts
7. personalization of pages
8. storing of visitor data

Amazon EC2 performance test results

Serving **personalized** pages and **storing** all request data and accumulated visitor characteristics, a single Hippo cluster node already saturated the available Amazon bandwidth

8.6 million pages per hour

2389 pages per second

6398400000 (6 billion)
pages per month



A brief history

I am working at Hippo since 2001

Lead developer Hippo's delivery tier
(framework)

Apache committer of Jackrabbit and
Cocoon



Biggest mistake

Back in 2001, XML / XSLT was buzzing and bleeding edge

We needed a time tracking system at Hippo

.... so I built one by storing **one** XML in **one** access db **blob** and a XSLT to transform it into a time tracking system...with ASP.



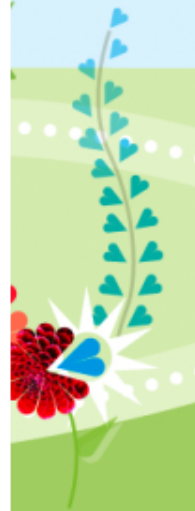


Around 2003 we started using Cocoon

Cocoon: XML and XSLT publishing Open Source Java framework built around the concepts of **separation of concerns**

CMS and delivery tier built in Cocoon

Slide (XML Content Repository) accessed over WebDAV



Lessons learned

Apache and community!

Separation of concerns : Content and presentation

Request matching and the reverse: Link rewriting references between content to URLs.

Cocoon / XSLT was (and is) too slow

Lessons learned

Reverse caching proxies (mod_cache, squid, varnish, ssi tricks)

Indexing content with Apache Lucene (around 2003 that was version 1.2)

Many caching strategies and their problems / difficulties (for developers)

Cache invalidation mechanisms (JMS eventing)



Lessons learned

Authorization and fast search results hard to combine

Using remote repositories is too slow if you require many sources





Around 2005 integrated Apache Jetspeed

Apache Jetspeed: Open Source Enterprise Portal framework and platform

- ★ native integration of the CMS
- ★ portal used as delivery tier
- ★ combining portlets, content and 3rd party services in one solution

Hippo Portal



Lessons learned

Multi webapp state sharing is complex

Multi webapp orchestration of services

Writing cross webapp shared APIs

HMVC pattern for the delivery tier





2007 start Hippo CMS 7

CMS: Stateful AJAX based webapp written in Wicket

Delivery tier framework (HST) written from scratch

Hippo Repository: a JCR compliant repository on top of Apache Jackrabbit



Some CMS 7 Customers



Rijksvoorlichtingsdienst
Ministerie van Algemene Zaken

www.rijksoverheid.nl
Overheidscommunicatie Nieuwe Stijl
'Central Government Communication New Style'



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conference

Ministry of Foreign Affairs



Crossing Borders
Helping Abroad

Integrated Translations

100+ Domains

300+ Topical Microsites

Travel Safety Mobile App





"We chose Hippo for one reason:
Targeting content to consumers is paramount."

Laurent Vonach, Online Manager International Marketing, Weleda



Dutch police : From 400 web sites to 1

“With Hippo, we rolled out the mobile site together with the desktop site. That’s the advantage of having a central Content Management System that serve content to all channels.”

<http://www.cmscritic.com/how-open-source-software-transformed-a-nations-police-force/>





Multilingual content delivery in twelve languages

Real time updates to design models

Dynamic content from Amazon Cloud to millions of global customers

Content updated and distributed via 28 AppStores managed by Hippo CMS



“By managing our content with Hippo in the Amazon Cloud, we now roll out content updates to all our customers worldwide in just a few minutes. The solution gave us the agility we needed to transition our business to a subscription model.”





- Targeting based on entry page, geo location and click behavior
- Enterprise Forms with 'killer questions' to pre-qualify applications
- Responsive Design
- Multibrand: TempoTeam and Randstad.nl

 **randstad**

<http://www.ns.nl>

Local Collaboration Powers Innovation

20 mio unique visitors / month
10,000 employees



Web, mobile, tablet & kiosk

Content as a Service (REST)

Transactional System integration

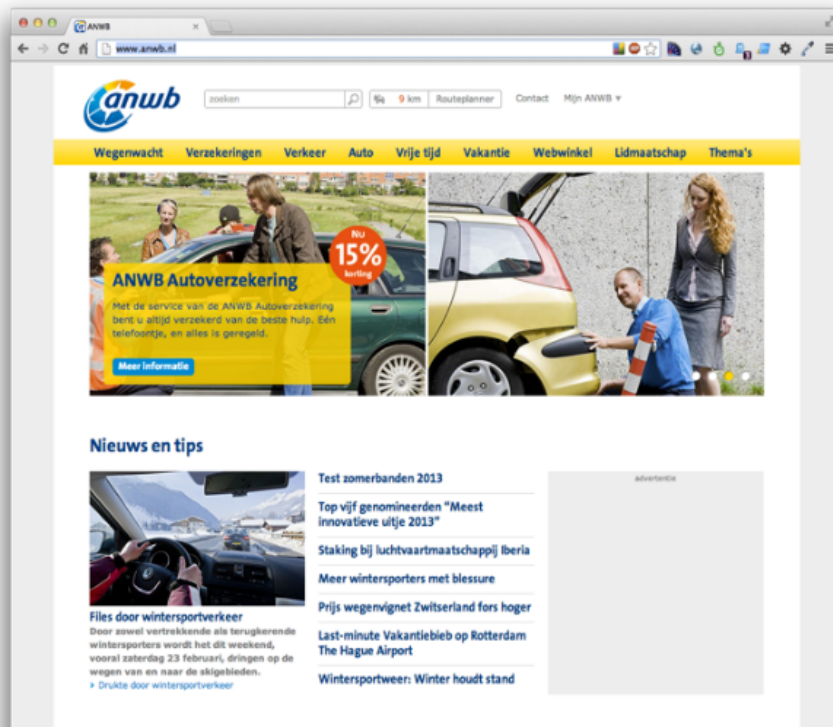


Dutch railway

- Web, mobile, tablet & kiosk
- Integration with back office & e-Commerce
- Integration with Train - information management System
- On-board live sync system



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- Centralized Content for a Decentralized Organization
- 200 forms and 68 applications
- MyANWB portal
- Content reuse in 16 mobile apps and 7 publications
- 120 content editors



GULP

DERMICIS

Ziggo



TALMER
BANK AND TRUST™

innovam
GROEP



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Rijksoverheid



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Nederlands Forensisch Instituut
Ministerie van Veiligheid en Justitie



PC Hooft Groep

VERZEKERAAR EN VERZORGER VAN UITVAARTEN



BROCEAF
Zorglogistiek



WELEDA

Universiteit Leiden

1&1

research
now™



Oogziekenhuis
Zonnestraal



Universiteit Leiden



Couchbase



Het Waterschapshuis

tempo-team

YACHT
a Randstad company



Ministerie van Algemene Zaken

avans
hogeschool

NetwerkVSP



BellAliant



Hogeschool van Amsterdam



Association for
Computing Machinery

Advancing Computing as a Science & Profession



HIPPO



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What all customers have in common

Most have high volume sites

They all use Hippo **differently** to deliver
(personalized) content
to different channels

Hippo's business model



GOLD

CGI

GOLD

CGI

GOLD

hinttech dayon

GOLD

Hinttech-Dayon

GOLD

THE FACTOR E

GOLD

theFactor.e

GOLD

FINALIST
open IT oplossingen

GOLD

Finalist

GOLD

NORTHPOINT

GOLD

Northpoint

GOLD

Capgemini
CONSULTING. TECHNOLOGY. OUTSOURCING

GOLD

Capgemini

SILVER

oshyn
POWERING INNOVATION™

SILVER

Oshyn

SILVER

Satzmedia

SILVER

Satzmedia

SILVER

netpioneer

SILVER

Netpioneer

SILVER

thoughtmatrix

SILVER

Thought Matrix

SILVER

AUTH X

SILVER

AuthXConsulting

SILVER

youngsoft
INC

SILVER

Youngsoft

SILVER

FINITY

SILVER

Affinity Systems

SILVER

edoras
Multichannel Implementation Expert

SILVER

edoras

SILVER

iSDC

SILVER

iSDC

SILVER

kernpunkt optimiert

SILVER

Kernpunkt





SILVER



DigitasLBi

SILVER

DigitasLBi

SILVER

Design UK

SILVER

DesignUK

SILVER



group

SILVER

CCGroup

SILVER

nubizz **ecommerce**

SILVER

Nubizz

SILVER



BLUETRADE
Make Digital Impact

SILVER

Bluetrade

SILVER



Key Consulting Groupe

SILVER

Key Consulting Group

SILVER



ORDINA

SILVER

Ordina

SILVER




osudio

SILVER

Osudio

SILVER



KILLNINE

SILVER

KillNine

SILVER

TRIFORK.

SILVER

Trifork

SILVER



{xmachina}
advancing e-business

SILVER

xmachina

SILVER



Indivirtual

SILVER

Indivirtual

SILVER



comSysto
sense and respond

SILVER

comSysto

SILVER

Smile
OPEN SOURCE SOLUTIONS

SILVER

Smile

SILVER



ESISS

SILVER

ESISS

SILVER

INcentro
INFORMATION BECOMES INSPIRATION

SILVER

Incentro



HIPPO



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Open Source stack:



<dom4j>



Standing on the shoulders of giants



<FreeMarker>



aspectj

APACHE HTTP SERVER



Apache Tomcat



BBootstrap



JSON
JavaScript Object Notation



Kibana



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Hippo's stack

Apache License Version 2.0

except some enterprise modules on the **periphery** of our stack



Used Open Source licenses

Apache License Version 2.0

Day Specification License (JCR)

Python-2.0

BSD-2 / BSD-3

MIT / X11

EDL 1.0

EPL 1.0

MPL 1.1 / 2.0

W3C Software License

GPLv3 under Sensha OS Exception for Application/Development (ExtJS)

Indiana University Extreme! Lab Software License Version 1.1

CDDL 1.0 / 1.1

CPL 1.0

CC-A 2.5/3.0

CC-BY 2.5

ICU

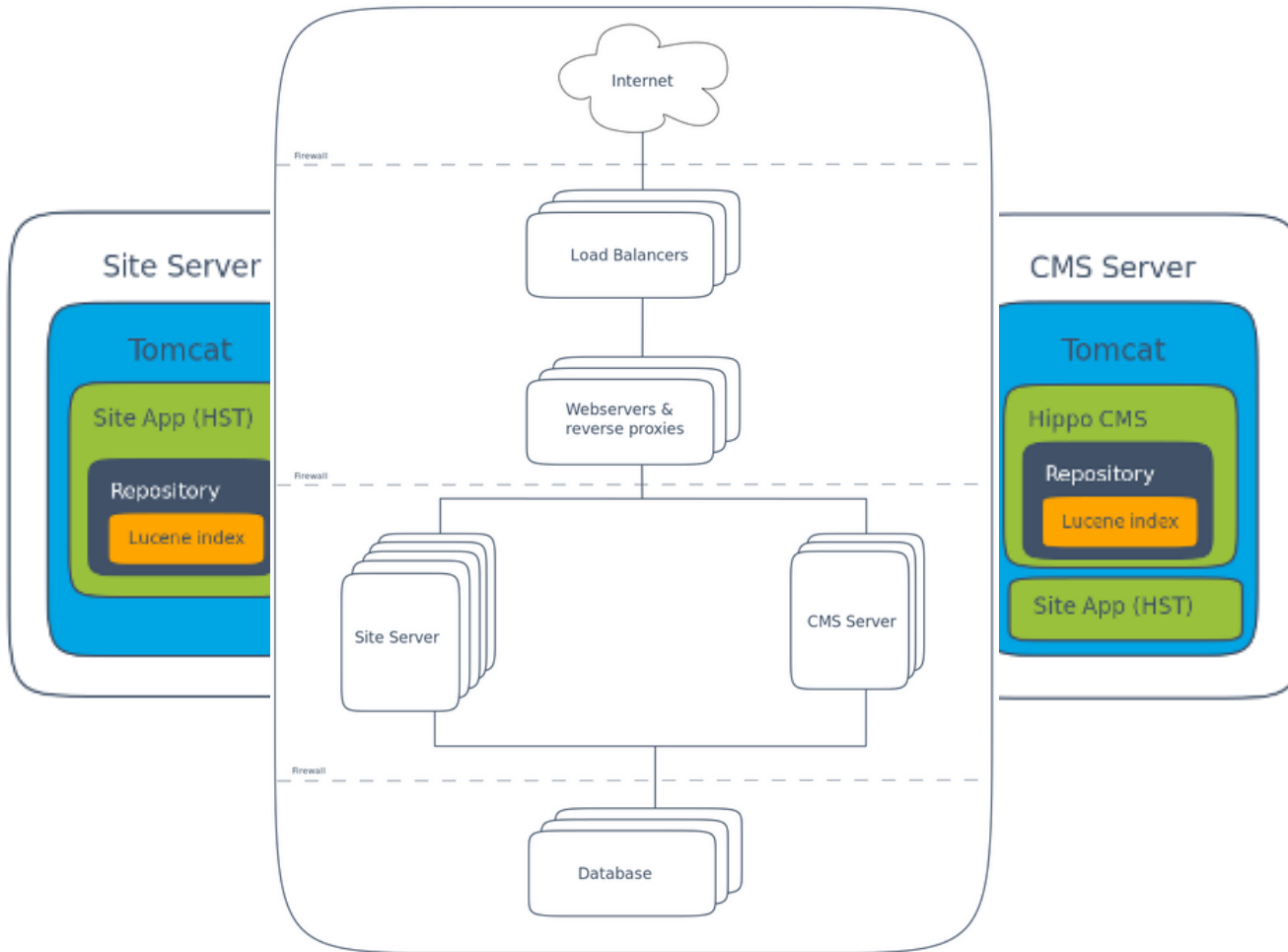
SIL OFL 1.1

Public Domain

WTFPL 2.0



10,000 foot view Hippo CMS 7



Hippo Repository on top of Jackrabbit

Jackrabbit is a reference implementation of Java Content Repository (JSR-170/JSR-283)

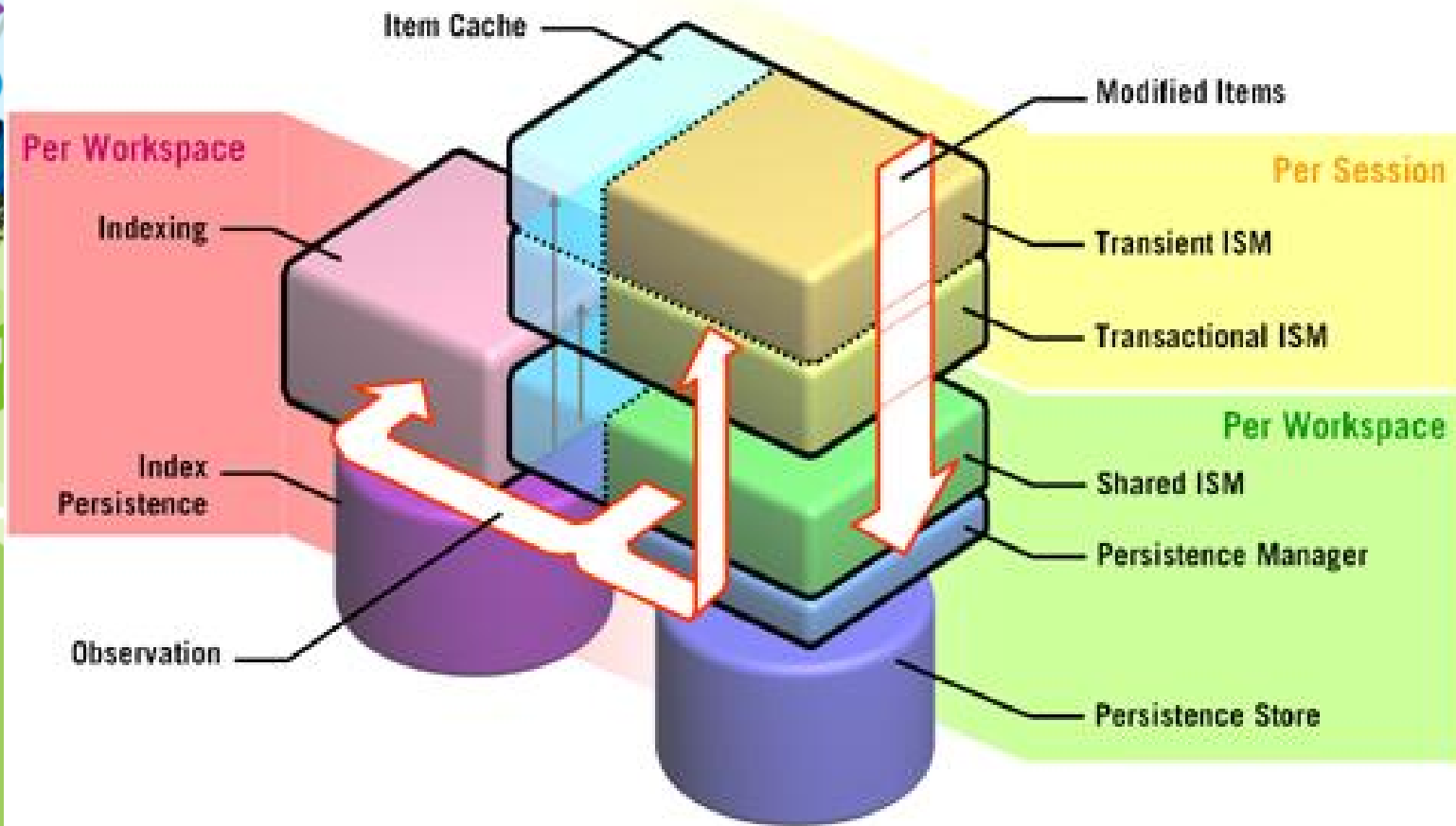
A content repository is a hierarchical content store with support for structured and unstructured content, full text search, versioning, transactions, observation, and more.



JCR in a nutshell

```
public interface Node {  
    Node getNode(String relPath);  
    Node addNode(String relPath);  
    Property getProperty(String name)  
    Property setProperty(String name,  
                           Value value);  
}
```

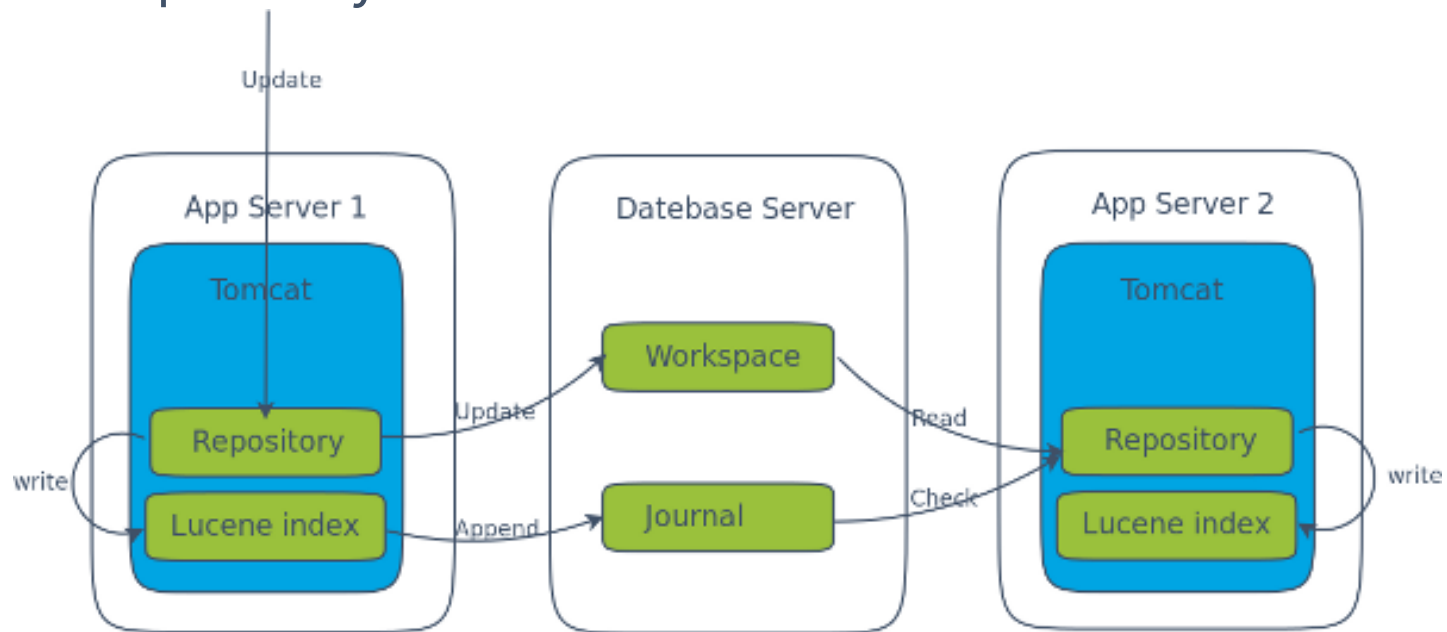
Jackrabbit architecture



Source: <http://jackrabbit.apache.org/how-jackrabbit-works.html>

Jackrabbit clustering

Always have a repository embedded in the containers for the webapps that require a repository and do not use remote



How to query the repository

1. A subset of XPath (JSR-170)
2. A subset of SQL (JSR-170)
3. JCR-SQL2 (JSR-283)
4. JCR-JQOM (JSR-283)

Complex XPath query

```
/jcr:root/nodes//element(*,my:type)
[jcr:contains(.,'jsr') and
my:subnode/@jcr:primaryType='my:html']
/my:body[jcr:contains(.,'170')]
```

Jackrabbit (Lucene) index

Challenges:

1. Hierarchical queries cannot be mapped easily to Lucene
2. After `Session#save()` instant reflection of search results required (real-time search) but at the time of JSR-170 Lucene was at version 1.4.
3. Lucene indexes always need to be local: You cannot bring the data to the computation!!
4. Search results should return only **authorized** hits

Jackrabbit (Lucene) index

Challenge 1:

Hierarchical queries cannot be mapped easily to Lucene

Solution 1:

Just try to avoid them even though Adobe (Day) developers did an amazing job



Jackrabbit (Lucene) index

Challenge 2:

After `Session#save()` instant reflection of search results required (real-time search)

Solution 2:

A set of Lucene indexes instead of a single one. Again Adobe (Day) developers did an amazing job...with Lucene 1.4!!



Jackrabbit (Lucene) index

Challenge 3:

Lucene indexes always need to be local:
You cannot bring the data to the
computation!!

Solution 3:

Every Jackrabbit cluster node has a local
Lucene (multi-) index.



Jackrabbit (Lucene) index

Challenge 4:

Search results should return only **authorized** hits

Solution 4:

Hippo chose for an authorization model on top of JCR that could be mapped to Lucene queries and could be **AND-ed** with every normal query



Example Authorization Query

```
(+_:HIPPO_PT_FACET:13109076:templatetype) (+_:HIPPO_PT_FACET:13109076:namespace)
(+_:HIPPO_PT_FACET:13109076:namespacefolder) (+_:HIPPO_PT_FACET:13109076:field)
(+_:HIPPO_PT_FACET:13109076:nodetype) (+_:HIPPO_PT_FACET:7275975:templatequery)
(+_:HIPPO_PT_FACET:14608509:templateset) (+_:HIPPO_PT_FACET:13109076:prototypeset)
(+HIPPOSORTABLE::hipposysedit:prototype) (+_:HIPPO_PT_FACET:14697776:facetresult)
(+_:HIPPO_PT_FACET:16174620:deriveddefinition) (+_:HIPPO_PT_FACET:16174620:propertyreference
_:HIPPO_PT_FACET:16174620:builtinpropertyreference _:HIPPO_PT_FACET:16174620:
relativepropertyreference
_:HIPPO_PT_FACET:16174620:resolvepropertyreference)) (+_:HIPPO_PT_FACET:16174620:
securityfolder)
(+_:HIPPO_PT_FACET:14697776:handle) (+_:HIPPO_PT_FACET:16174620:applicationfolder)
(+HIPPOSORTABLE::liveuser +( _:HIPPO_PT_FACET:16174620:user _:HIPPO_PT_FACET:16174620:
externaluser))
(+_:HIPPO_PT_FACET:14697776:facetselect) (+_:HIPPO_PT_FACET:16174620:queryfolder)
(+_:HIPPO_PT_FACET:16174620:configuration) (+_:HIPPO_PT_FACET:14219914:report)
(+_:HIPPO_PT_FACET:16174620:propertyreferences) (+_:HIPPO_PT_FACET:16762557:root)
(+_:HIPPO_PT_FACET:7275975:translations) (+7275975:HIPPOFACET:holder:liveuser)
(+_:HIPPO_PT_FACET:16174620:facetsearch) (+_:HIPPO_PT_FACET:16174620:userfolder)
(+_:HIPPO_PT_FACET:14697776:translation) (+_:HIPPO_PT_FACET:7275975:templates)
(+_:HIPPO_PT_FACET:14697776:facetsearch) (+_:HIPPO_PT_FACET:5688619:unstructured)
(+_:HIPPO_PT_FACET:16174620:derivativesfolder) (+(+MatchAllDocsQuery -HIPPOSORTABLE::
hipposysedit:prototype)
+((+MatchAllDocsQuery -_:FACET_PROPERTIES_SET:14697776:availability)
14697776:HIPPOFACET:availability:live) +( _:HIPPO_PT_FACET:14697776:document
_:HIPPO_PT_FACET:14093235:config _:HIPPO_PT_FACET:9867704:exampleAssetSet
_:HIPPO_PT_FACET:9867704:exampleImageSet _:HIPPO_PT_FACET:9867704:imageset
_:HIPPO_PT_FACET:9867704:stdAssetGallery _:HIPPO_PT_FACET:9867704:stdImageGallery
_:HIPPO_PT_FACET:9867704:stdgalleryset _:HIPPO_PT_FACET:7275975:directory
_:HIPPO_PT_FACET:7275975:document _:HIPPO_PT_FACET:7275975:folder
_:HIPPO_PT_FACET:7275975:gallery _:HIPPO_PT_FACET:7275975:space
_:HIPPO_PT_FACET:13109076:nodetype _:HIPPO_PT_FACET:14219914:report
_:HIPPO_PT_FACET:11431386:basedocument _:HIPPO_PT_FACET:11431386:newsdocument
_:HIPPO_PT_FACET:11431386:textdocument)) (+_:HIPPO_PT_FACET:5688619:versionLabels)
(+_:HIPPO_PT_FACET:5688619:version) (+_:HIPPO_PT_FACET:5688619:versionHistory)
(+_:HIPPO_PT_FACET:16762557:system) (+_:HIPPO_PT_FACET:5688619:frozenNode)
```

Example Authorization Query Continued

```
(+_:HIPPO_PT_FACET:5688619:versionedChild) (+_:HIPPO_PT_FACET:16762557:versionStorage)
(+_:HIPPO_PT_FACET:12208518:item) (+_:HIPPO_PT_FACET:12208518:folder)
(+_:HIPPO_PT_FACET:1000430:allowedSingleWhitespaceElement) (+_:HIPPO_PT_FACET:1000430:
cleanupElement)
(+_:HIPPO_PT_FACET:1000430:cleanup) (+_:HIPPO_PT_FACET:1000430:serializationElement)
(+_:HIPPO_PT_FACET:1000430:serialization) (+_:HIPPO_PT_FACET:1000430:config)
(+_:HIPPO_PT_FACET:16174620:modulefolder) (+_:HIPPO_PT_FACET:16174620:module)
(+_:HIPPO_PT_FACET:7776938:workflow) (+_:HIPPO_PT_FACET:1717184:request)
(+_:HIPPO_PT_FACET:11744324:triggers) (+_:HIPPO_PT_FACET:11744324:trigger) (+_:HIPPO_PT_FACET:
16174620:type)
(+_:HIPPO_PT_FACET:16174620:workflow) (+_:HIPPO_PT_FACET:16174620:ocmqueryfolder)
(+_:HIPPO_PT_FACET:16174620:workflowcategory) (+_:HIPPO_PT_FACET:14697776:request)
(+_:HIPPO_PT_FACET:16174620:workflowfolder) (+_:HIPPO_PT_FACET:16174620:types)
(+_:HIPPO_PT_FACET:14697776:query) (+_:HIPPO_PT_FACET:7776938:clusterfolder)
(+_:HIPPO_PT_FACET:7776938:application) (+((+MatchAllDocsQuery -_:FACET_PROPERTIES_SET:0:
cluster.name)
(+MatchAllDocsQuery -0:HIPPOFACET:cluster.name:hst-editor))
+_:HIPPO_PT_FACET:7776938:plugin +(+(MatchAllDocsQuery
-0:HIPPOFACET:plugin.class:org.hippoecm.frontend.plugins.reviewedactions.
PublishAllShortcutPlugin)
+((+MatchAllDocsQuery -_:FACET_PROPERTIES_SET:0:cluster.name)
(+MatchAllDocsQuery -0:HIPPOFACET:cluster.name:cms-dev)) +(+(MatchAllDocsQuery
-0:HIPPOFACET:plugin.class:org.hippoecm.frontend.plugins.cms.admin.AdminPerspective)
+((+MatchAllDocsQuery -_:FACET_PROPERTIES_SET:0:cluster.name)
(+MatchAllDocsQuery -0:HIPPOFACET:cluster.name:cms-tree-views/configuration)))
(+_:HIPPO_PT_FACET:7776938:plugincluster) (+_:HIPPO_PT_FACET:7776938:pluginconfig)
```

Can such a to-be-AND-ed query perform?

Results of the Authorization Query

Also users with little read access have instant authorized searches

Correct total hit size from Lucene

Correct instant faceted navigation authorized counts




Requirements for Hippo's delivery tier framework

1. support many concurrent visitors
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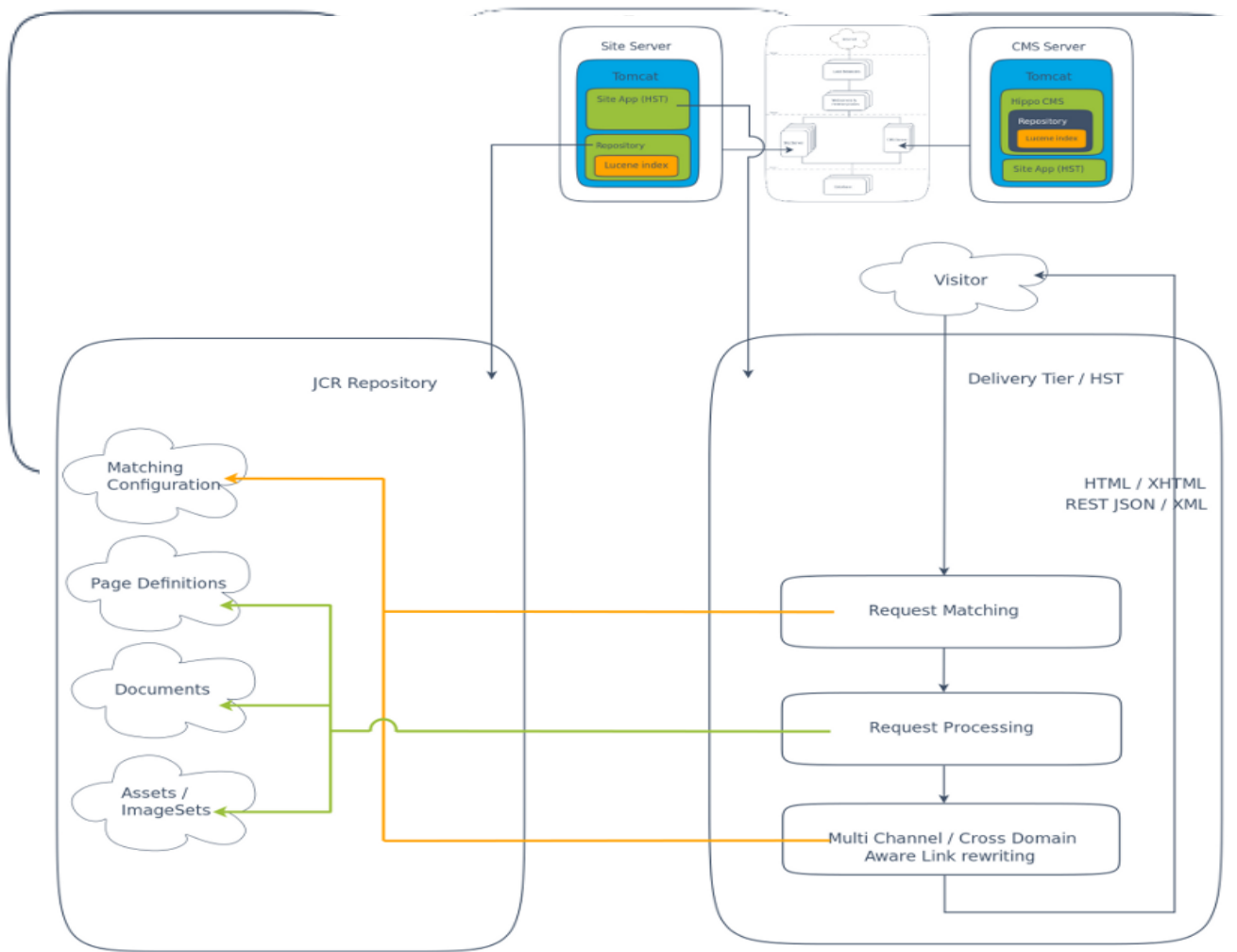


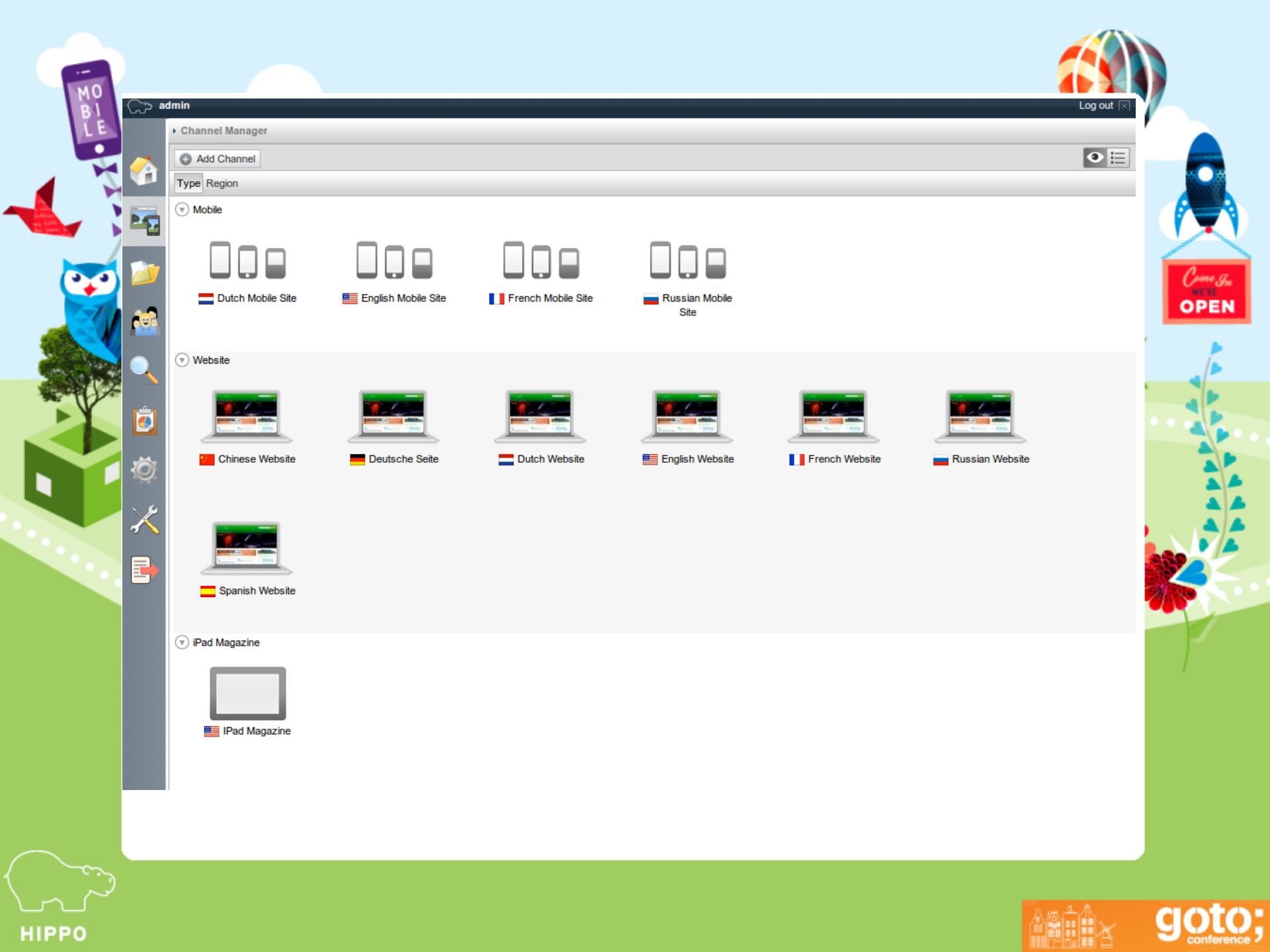
Hippo's delivery tier in a nutshell


1. Open Source (Apache License Version 2.0)
2. Acronym: HST
3. It's not a toolkit but a framework
4. Pluggable container which is using Spring Framework configurations
5. Its main phases can be divided in
 - a. A matching & link rewriting phase
 - b. A processing phase (default a HMVC pattern)
6. The configuration for (5) is stored in the repository and runtime modifiable
7. The HST keeps an in memory model for (6)
8. It's primarily content driven, not page driven: Hippo CMS manages content & page definitions, not pages.




Hippo's delivery tier







 admin Log out



Channel Manager



 Add Channel







Type Region

▼ Mobile




 Dutch Mobile Site




 English Mobile Site




 French Mobile Site




 Russian Mobile Site



▼ Website




 Chinese Website




 Deutsche Seite


 Dutch Website

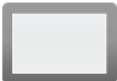


 English Website



 French Website



 Russian Website

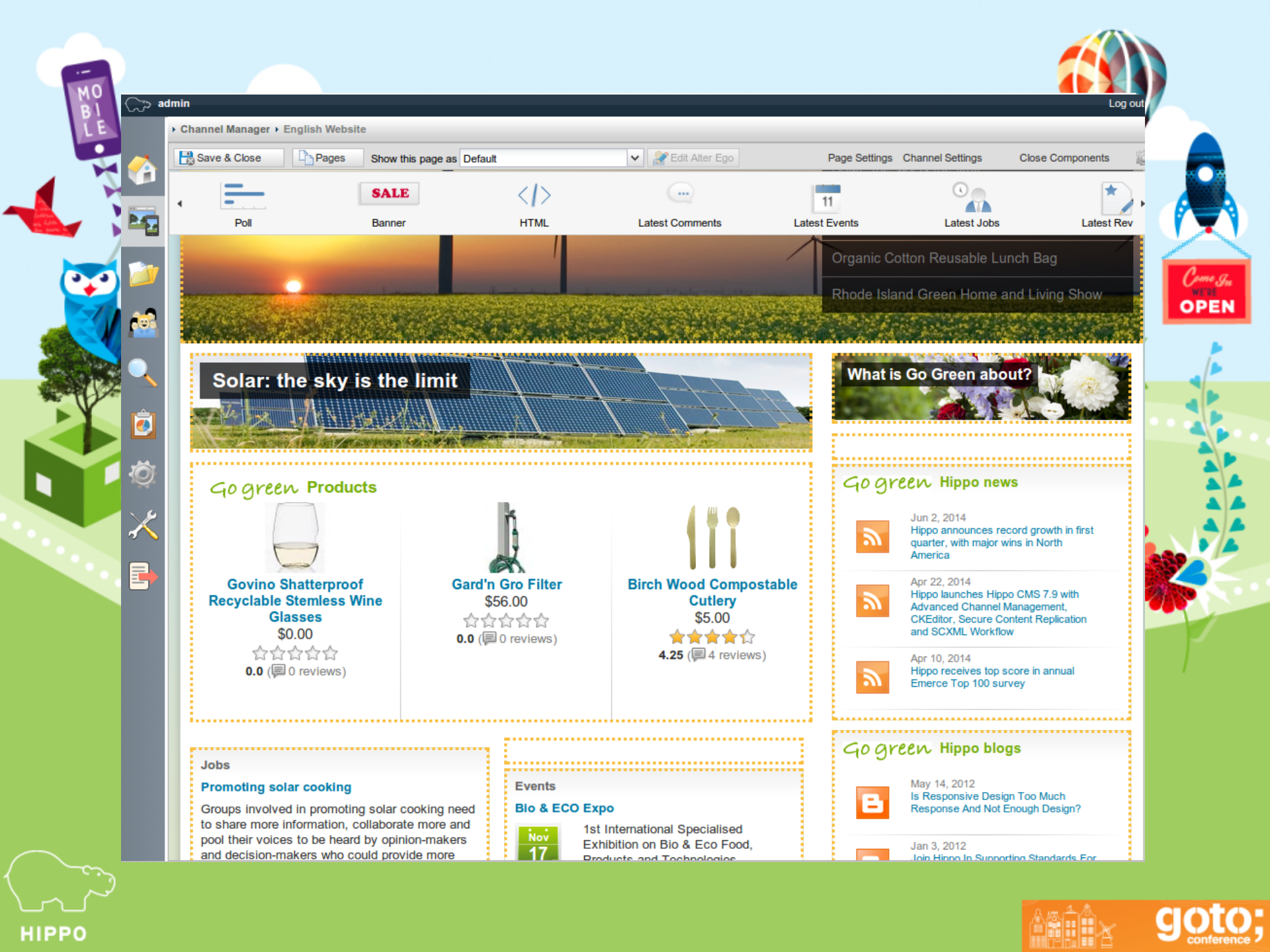

 Spanish Website

▼ iPad Magazine


 iPad Magazine


HIPPO





admin

Log out

Channel Manager English Website

Save & Close

Pages

Show this page as Default

Edit Alter Ego

Page Settings

Channel Settings

Close Components



Poll

SALE

Banner



HTML



Latest Comments



Latest Events



Latest Jobs



Latest Rev



Organic Cotton Reusable Lunch Bag

Rhode Island Green Home and Living Show

Solar: the sky is the limit



Go green Products



**Govino Shatterproof
Recyclable Stemless Wine
Glasses**
\$0.00

☆☆☆☆☆
0.0 (0 reviews)



Gard'n Gro Filter
\$56.00

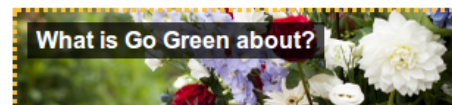
☆☆☆☆☆
0.0 (0 reviews)



**Birch Wood Compostable
Cutlery**
\$5.00

★★★★☆
4.25 (4 reviews)

What is Go Green about?



Go green Hippo news



Jun 2, 2014
Hippo announces record growth in first quarter, with major wins in North America



Apr 22, 2014
Hippo launches Hippo CMS 7.9 with Advanced Channel Management, CKEditor, Secure Content Replication and SCXML Workflow



Apr 10, 2014
Hippo receives top score in annual Emerce Top 100 survey

Go green Hippo blogs



May 14, 2012
Is Responsive Design Too Much Response And Not Enough Design?



Jan 3, 2012
Join Hippo In Supporting Standards For

Jobs

Promoting solar cooking

Groups involved in promoting solar cooking need to share more information, collaborate more and pool their voices to be heard by opinion-makers and decision-makers who could provide more

Events

Bio & ECO Expo



1st International Specialised Exhibition on Bio & Eco Food, Products and Technologies



Challenge

Having many concurrent visitors while runtime adding sites and/or changing URL's of existing sites and changing the appearance (requiring model reloads) while supporting 500+ channels including cross domain (site) link rewriting





General pattern to get around this

Use a lazy append-only (immutable) in memory model tied to a request combined with request bound flyweights and be stateless (by default)

Immutability : Vertical scaling

Stateless : Horizontal scaling

CQRS (Command Query Responsibility Segregation) pattern to write changes to the model without requiring the query (read) model





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8. storing of visitor data



Next Challenge: Deliver different pages to different visitors

The screenshot displays an admin interface for a website. The main window shows a preview of the website with a green header, navigation menu, and a large banner image of wind turbines. A 'banner' configuration window is open, showing a list of targeting rules on the left and configuration options on the right.

admin Log out

Channel Manager > English Website

Save & Close Discard all changes Show this page as Default Channel Settings Add Components Text size: A A A

banner

Default
Consumer
Rainy weather
+ Add targeting configuration

When the visitor ...
matches the persona "Consumer"
Add persona Add characteristic

... use the following configuration:

hide ☐
Banner * organic-cotton-reusable-lunch-bag X Q

Save Cancel Delete

Home News & Events Jobs Products About

New Record: World's Largest Wind Turbine

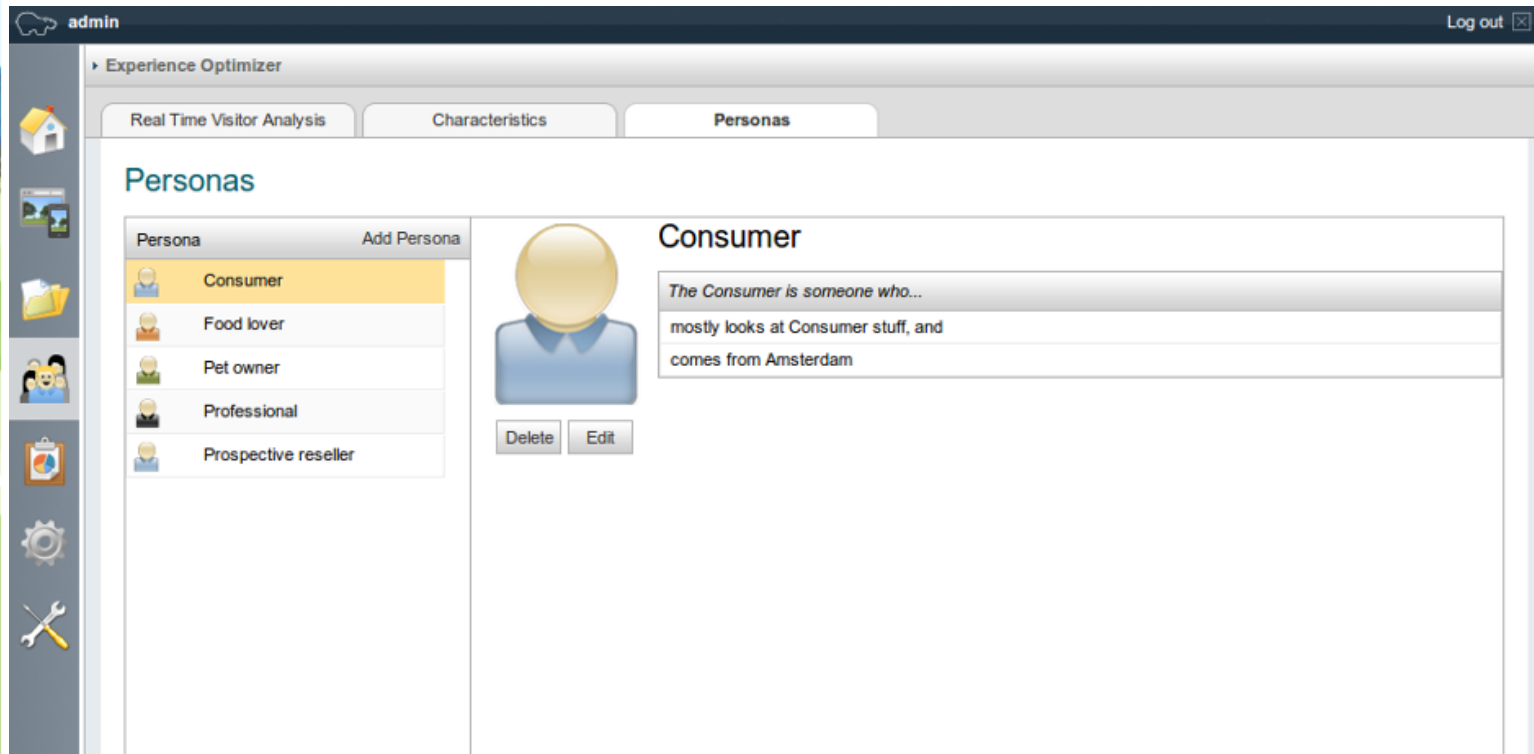
Organic Cotton Reusable Lunch Bag

certified organic kid

KISS ME i'm organic






What is Go Green about?

Persona Consumer example



The screenshot shows the 'admin' interface of the 'Experience Optimizer' tool. The top navigation bar includes a 'Log out' button. Below it, three tabs are visible: 'Real Time Visitor Analysis', 'Characteristics', and 'Personas'. The 'Personas' tab is active, displaying a list of personas on the left and a detailed view of the 'Consumer' persona on the right.

Personas List:

| Persona | Add Persona |
|--|-------------|
|  Consumer | |
|  Food lover | |
|  Pet owner | |
|  Professional | |
|  Prospective reseller | |

Consumer Persona Details:

Consumer

The Consumer is someone who...

- mostly looks at Consumer stuff, and
- comes from Amsterdam

Buttons: Delete, Edit

Characteristics

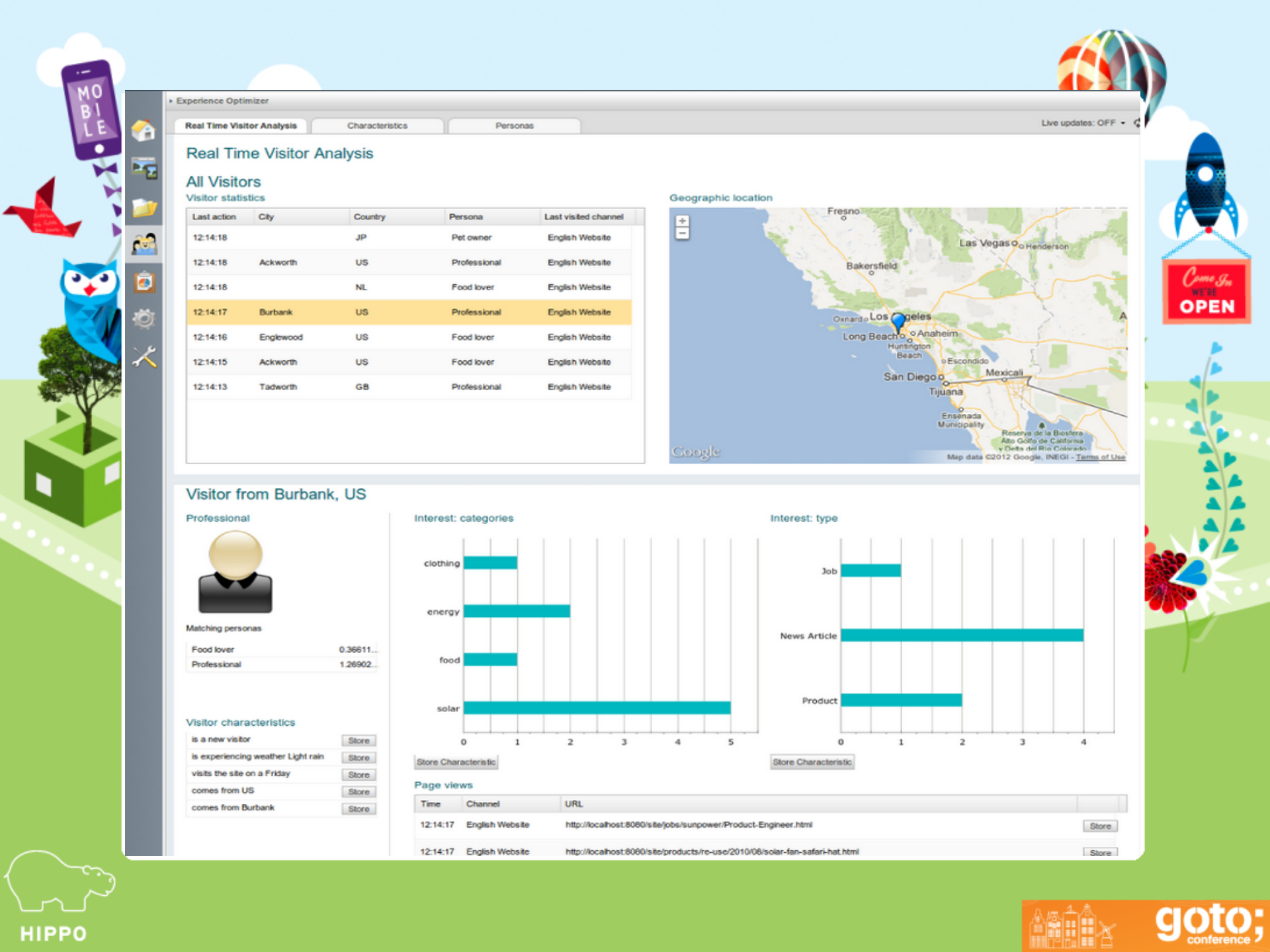
admin Log out

Experience Optimizer

Real Time Visitor Analysis **Characteristics** Personas

Characteristics

| Characteristic ("When a visitor...") | Target groups for "mostly looks at (content type)" | Add a target (groups) |
|--------------------------------------|--|--|
| comes from (city) | Target group ▲ | Targets |
| comes from (country) | Consumer stuff | Product, FAQ |
| has visited (web page) | Professional stuff | <div><div><input type="checkbox"/> Banner</div><div><input type="checkbox"/> Comment</div><div><input type="checkbox"/> Copyright</div><div><input type="checkbox"/> Document</div><div><input checked="" type="checkbox"/> Event</div></div> <div><div><input type="checkbox"/> FAQ</div><div><input checked="" type="checkbox"/> Job</div><div><input checked="" type="checkbox"/> News Article</div><div><input type="checkbox"/> Product</div><div><input type="checkbox"/> Review</div></div> |



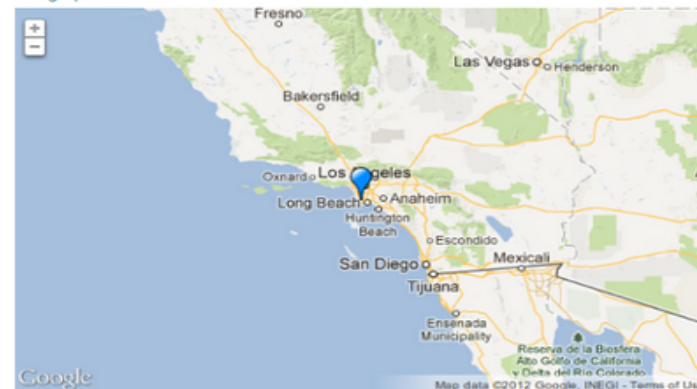
Real Time Visitor Analysis

All Visitors

Visitor statistics

| Last action | City | Country | Persona | Last visited channel |
|-------------|-----------|---------|--------------|----------------------|
| 12:14:18 | | JP | Pet owner | English Website |
| 12:14:18 | Ackworth | US | Professional | English Website |
| 12:14:18 | | NL | Food lover | English Website |
| 12:14:17 | Burbank | US | Professional | English Website |
| 12:14:16 | Englewood | US | Food lover | English Website |
| 12:14:15 | Ackworth | US | Food lover | English Website |
| 12:14:13 | Tadworth | GB | Professional | English Website |

Geographic location



Visitor from Burbank, US

Professional



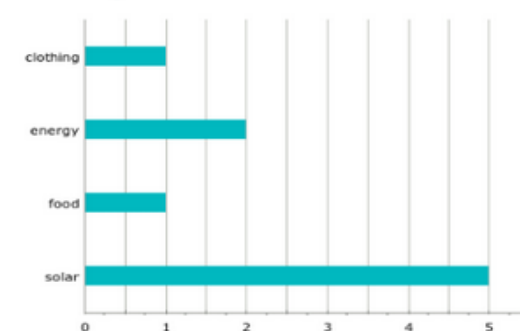
Matching personas

| | |
|--------------|------------|
| Food lover | 0.36611... |
| Professional | 1.26902... |

Visitor characteristics

| | |
|------------------------------------|-------|
| is a new visitor | Store |
| is experiencing weather Light rain | Store |
| visits the site on a Friday | Store |
| comes from US | Store |
| comes from Burbank | Store |

Interest: categories

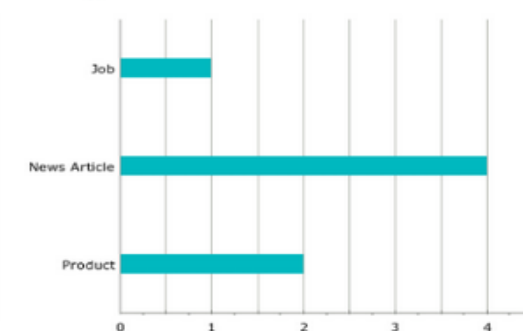


Store Characteristic

Page views

| Time | Channel | URL | |
|----------|-----------------|--|-------|
| 12:14:17 | English Website | http://localhost:8080/site/jobs/sunpower/Product-Engineer.html | Store |
| 12:14:17 | English Website | http://localhost:8080/site/products/re-use/2010/08/solar-fan-safari-hat.html | Store |

Interest: type



Store Characteristic

Technical requirements

Having many concurrent visitors while

1. serving relevant (personalized) pages*
2. storing their request logs
3. storing their accumulated visitor data
4. computing visitor profiles
5. tracking cluster wide visitor statistics
6. staying stateless (by default)

* The relevance module is part of Hippo enterprise support





Statistics required to be able to support:

“facts that happen less frequently are more important when they happen”

For this we require cluster wide averages.
More precisely, we use cluster wide
exponential moving averages.

Storage solutions

1. Store request log as json in Couchbase
2. Store (and retrieve) visitor accumulated data as json in Couchbase
3. Use Couchbase Map and Reduce Views for statistics



Relevant (personalized) page creation



Context Aware Page Cache



Including thundering herd protection



And 100% personalized parts?



Built-in support for async **AJAX/ESI/SSI**



Recap Hippo's delivery tier

You do not need to tune it to make it fast.

However a fast framework
does not guarantee
a fast/snappy site



Delivery tier diagnostics

1. Possible to switch on/off in production
2. Dissects a request through the framework and monitors time spend in different parts
3. Output to log or some storage like ElasticSearch and inspect it with Kibana



Requirements for Hippo's delivery tier framework

1. support many concurrent visitors
2. instantly reflect frequently changing content
3. runtime adding sites and/or changing URL's of existing sites
4. runtime changing the appearance of sites
5. search including authorization
6. faceted navigation requiring authorized counts
7. personalization of pages
8. storing of visitor data



[illegible]

```
- HstFilter (124ms): {hostName=www.demo.test.onehippo.com, uri=/site/, query=null}
|- Host and Mount Matching (0ms): {}
|- Sitemap Matching (0ms): {}
`- Pipeline processing (124ms): {pipeline=null}
    |- Targeting update valve (4ms): {}
    |- HstComponentInvokerProfiler (4ms): {method=doBeforeRender, window=homepage, component=com.onehippo.gorgon.components.DefaultPageComponent, ref=r46_r1}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=main, component=com.onehippo.gorgon.components.BaseComponent, ref=r46_r1}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=home-boxes-left, component=org.hippoecm.hst.pagecomposer.builtin.components.StandardContainerComponent, ref=r46_r1_r1}
    |- HstComponentInvokerProfiler (4ms): {method=doBeforeRender, window=latestjobs, component=com.onehippo.gorgon.components.common.LatestItems, ref=r46_r1_r1_r1, HippoBeanIterationCount=1}
    |   `-- HstQuery (4ms): {query=/*[(@hippo:paths='a5a24dd3-04a0-4ed1-a59a-ffc960ae69f2') and (@hippo:availability='live') and not(@jcr:primaryType='nt:frozenNode')] order by @hippogogreen:closingdate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestcomments, component=com.onehippo.gorgon.components.common.LatestItems, ref=r46_r1_r1_r2, HippoBeanIterationCount=1}
    |   `-- HstQuery (8ms): {query=/*[(@hippo:paths='a9868436-8f6a-4da0-9b67-7eb6e013c885') and (@hippo:availability='live') and not(@jcr:primaryType='nt:frozenNode')] order by @hippostdpubwf:lastModificationDate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=home-boxes-right, component=org.hippoecm.hst.pagecomposer.builtin.components.StandardContainerComponent, ref=r46_r1_r2}
    |- HstComponentInvokerProfiler (4ms): {method=doBeforeRender, window=latestreviews, component=com.onehippo.gorgon.components.common.LatestItems, ref=r46_r1_r2_r1, HippoBeanIterationCount=1}
    |   `-- HstQuery (4ms): {query=/*[(@hippo:paths='392850eb-ba46-472f-ald5-e69aaccfb65d') and (@hippo:availability='live') and not(@jcr:primaryType='nt:frozenNode')] order by @hippostdpubwf:lastModificationDate > xs:dateTime('2012-12-03T14:40:46.638+01:00')) and (@jcr:primaryType='hippogogreen:event'))]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=home-promo, component=org.hippoecm.hst.pagecomposer.builtin.components.StandardContainerComponent, ref=r46_r1_r3}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=banner, component=com.onehippo.gorgon.components.common.Banner, ref=r46_r1_r3_r1}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=home-banner, component=org.hippoecm.hst.pagecomposer.builtin.components.StandardContainerComponent, ref=r46_r1_r4}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=home-boxes-promo, component=org.hippoecm.hst.pagecomposer.builtin.components.StandardContainerComponent, ref=r46_r1_r4_r1}
    |   `-- HstQuery (8ms): {query=/*[(@hippo:paths='6896b028-bfaf-48fd-bd35-6fe38cea758b') and (@hippo:availability='live') and not(@jcr:primaryType='nt:frozenNode')] order by @hippogogreen:closingdate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=home-boxes-prons, component=org.hippoecm.hst.pagecomposer.builtin.components.StandardContainerComponent, ref=r46_r1_r3}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestevents, component=com.onehippo.gorgon.components.common.LatestEvents, ref=r46_r1_r3_r1}
    |   `-- HstQuery (4ms): {query=/*[(@hippo:paths='a5a24dd3-04a0-4ed1-a59a-ffc960ae69f2') and (@jcr:primaryType='hippogogreen:job'))] order by @hippogogreen:closingdate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestjobs, component=com.onehippo.gorgon.components.common.LatestJobs, ref=r46_r1_r3_r1}
    |   `-- HstQuery (8ms): {query=/*[(@hippo:paths='a9868436-8f6a-4da0-9b67-7eb6e013c885') and (@jcr:primaryType='hippogogreen:comment'))] order by @hippostdpubwf:lastModificationDate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestreviews, component=com.onehippo.gorgon.components.common.LatestReviews, ref=r46_r1_r3_r1}
    |   `-- HstQuery (4ms): {query=/*[(@hippo:paths='392850eb-ba46-472f-ald5-e69aaccfb65d') and (@jcr:primaryType='hippogogreen:review'))] order by @hippogogreen:closingdate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestevents, component=com.onehippo.gorgon.components.common.LatestEvents, ref=r46_r1_r3_r1}
    |   `-- HstQuery (4ms): {query=/*[(@hippo:paths='a5a24dd3-04a0-4ed1-a59a-ffc960ae69f2') and (@jcr:primaryType='hippogogreen:job'))] order by @hippogogreen:closingdate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestcomments, component=com.onehippo.gorgon.components.common.LatestComments, ref=r46_r1_r3_r1}
    |   `-- HstQuery (8ms): {query=/*[(@hippo:paths='a9868436-8f6a-4da0-9b67-7eb6e013c885') and (@jcr:primaryType='hippogogreen:comment'))] order by @hippostdpubwf:lastModificationDate descending]}
    |- HstComponentInvokerProfiler (8ms): {method=doBeforeRender, window=latestreviews, component=com.onehippo.gorgon.components.common.LatestReviews, ref=r46_r1_r3_r1}
    |   `-- HstQuery (8ms): {query=/*[(@hippo:paths='6896b028-bfaf-48fd-bd35-6fe38cea758b') and (@jcr:primaryType='hippogogreen:review'))] order by @hippogogreen:closingdate descending]}
    |- HstComponentInvokerProfiler (0ms): {method=doBeforeRender, window=home-boxes-promo, component=org.hippoecm.hst.pagecomposer.builtin.components.Box, fti=}
    |   `-- Dispatcher (12ms): {dispatcher=WEB-INF/jsp/home/main.jsp}
    |   `-- Dispatcher (4ms): {dispatcher=hst/hst/configurations/common/hst:templates/layout.webpage.ftl}
    |   `-- Dispatcher (4ms): {dispatcher=hst/hst/configurations/common/hst:templates/layout.webpage.ftl}
```


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