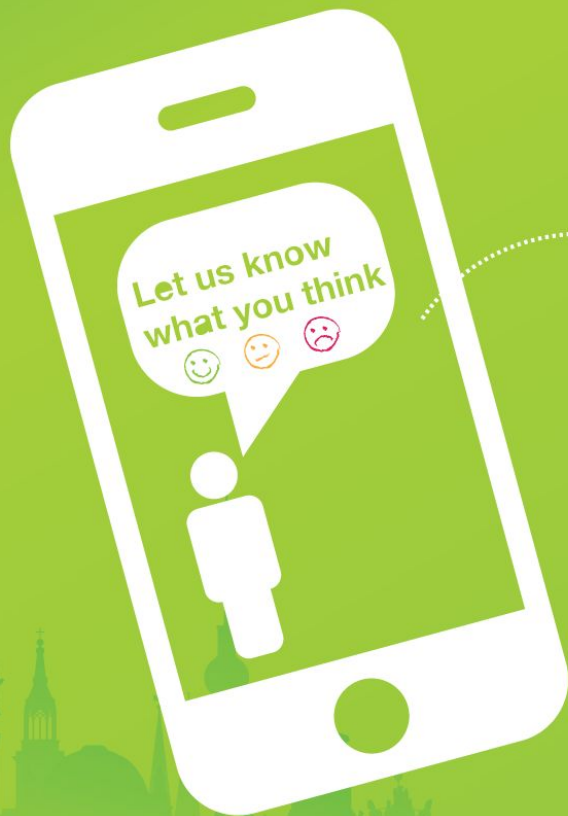




Scaling eBay Kleinanzeigen



**Click 'engage'
to rate sessions
and ask questions**

Intro Myself

Manuel Aldana

TU-Berlin

eBayK #2

Intro Company





!=



2009

Top 10



Team: ~40

Content Talk

2009



Now

People



People

Process

Technology

Team-Size

Backend/Frontend

Mobile

Business

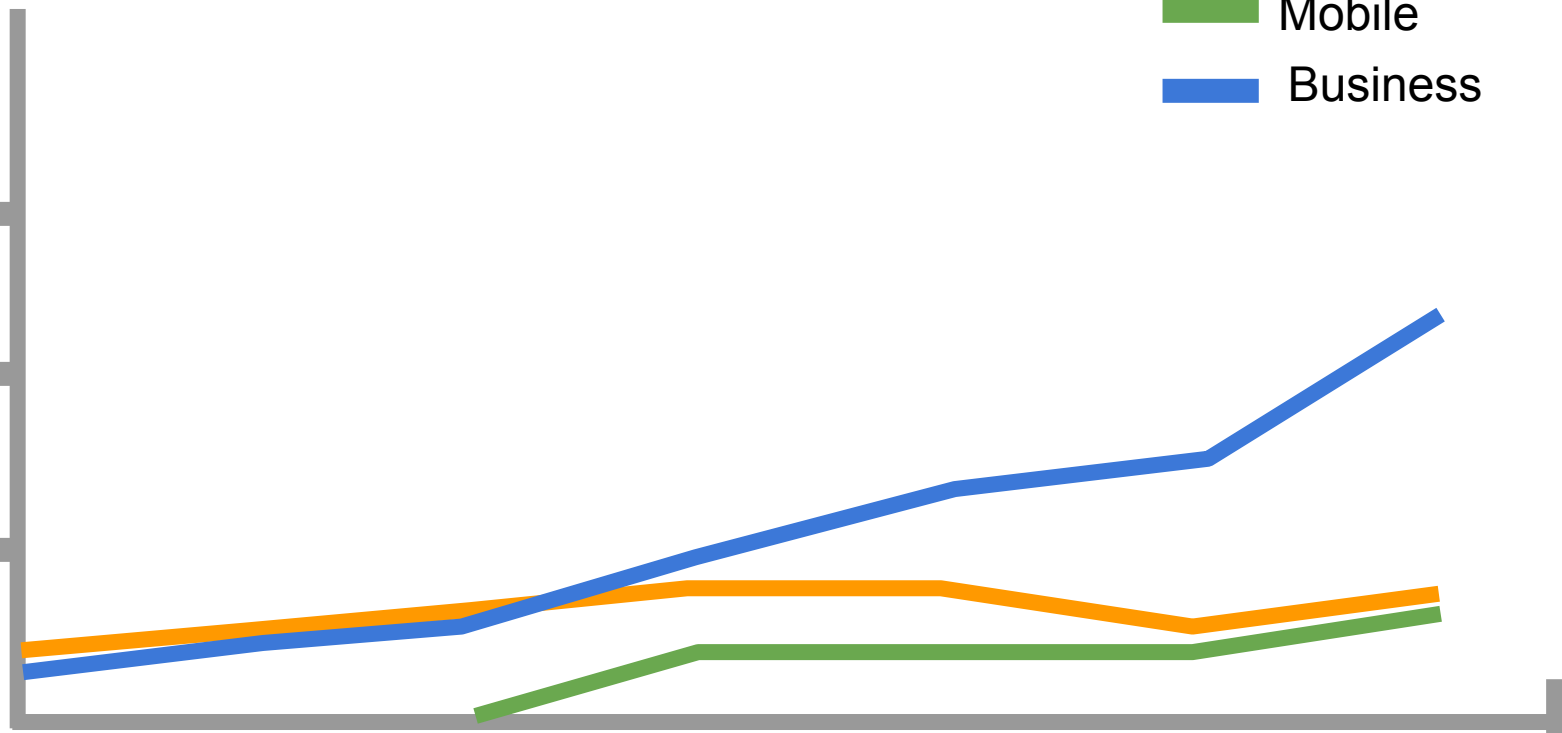
30

20

10

2009

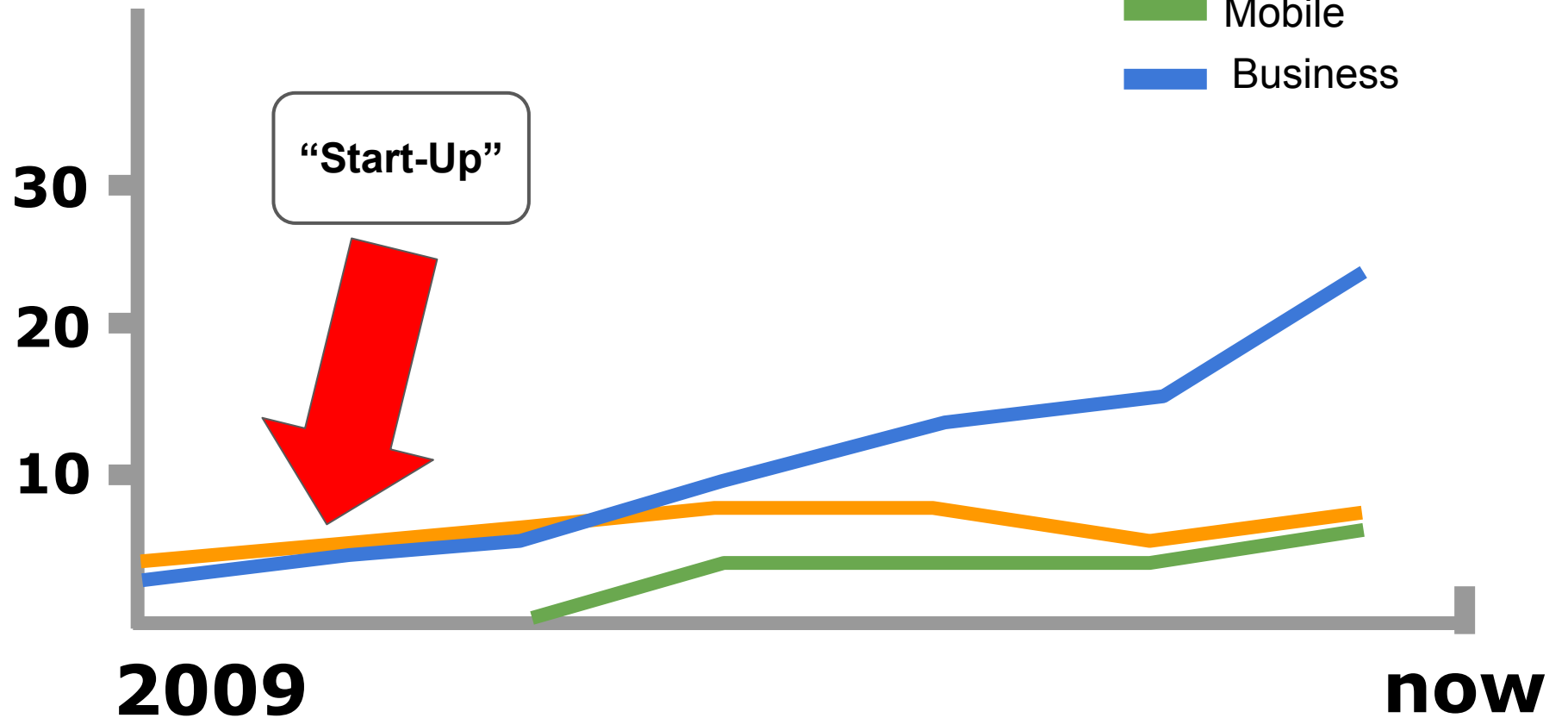
now



People

“Start-Up”

Team-Size







People

X-Channel

Team-Size

Backend/Frontend

Mobile

Business

X-Channel

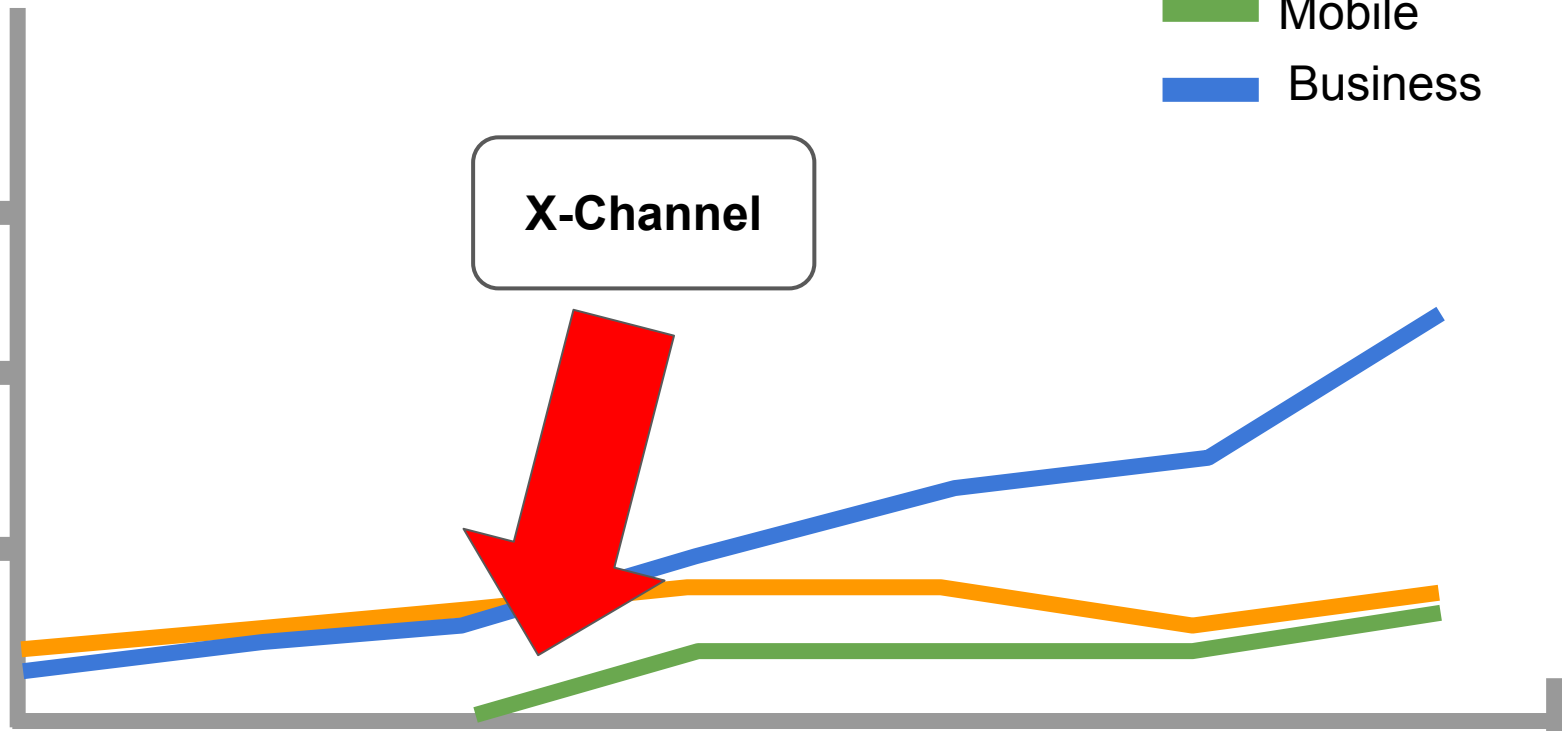
30

20

10

2009

now



iOS



~~Mobile~~ Strategy

People

Imbalanced

Team Size

Imbalanced

Backend/Frontend

Mobile

Business

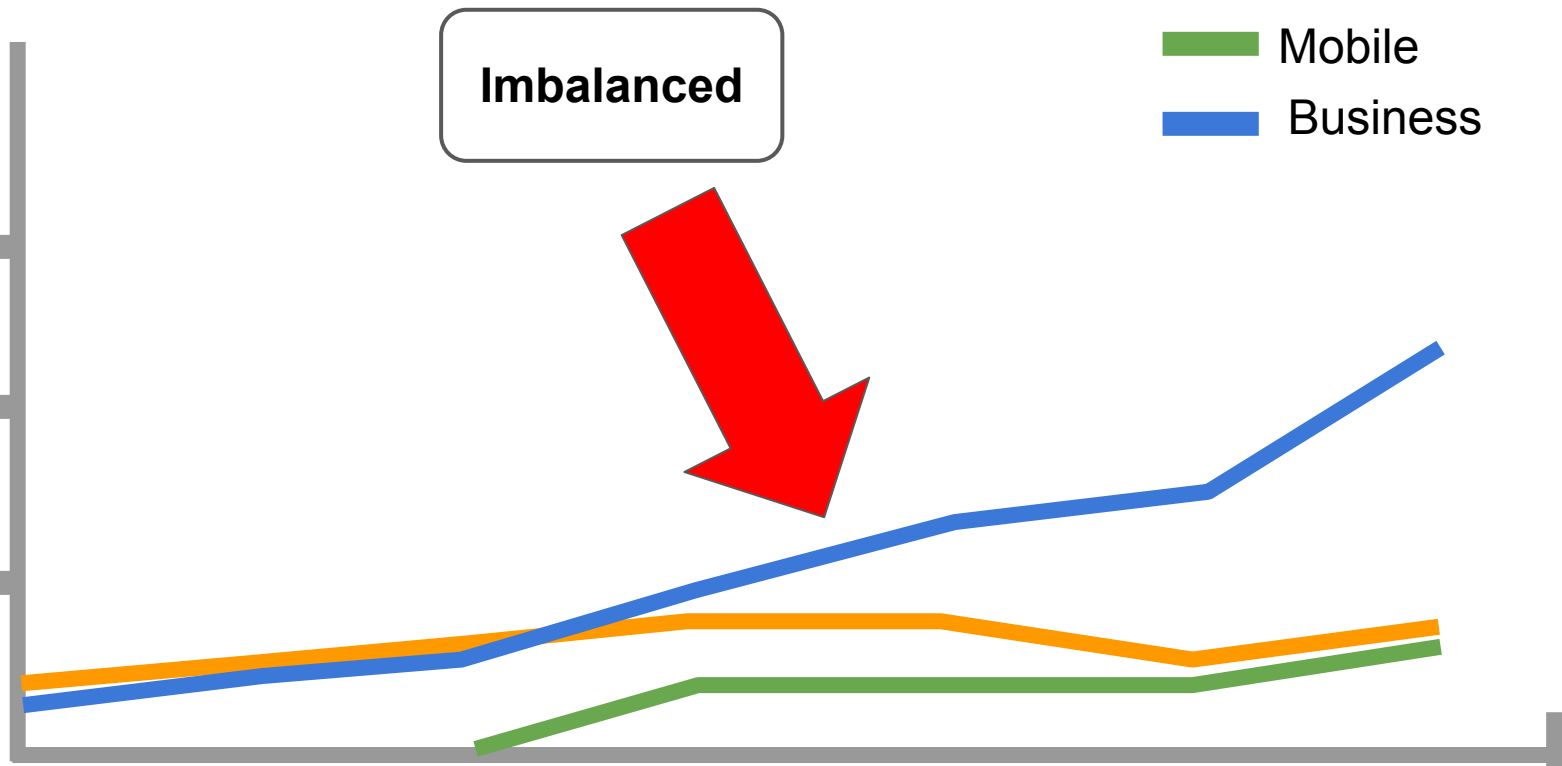
30

20

10

2009

now



“Thinkers”



“Doers”

“Pyramids” by Wilhelm Joys Anderson
CC license: <https://flic.kr/p/7s7qbr>

“Thinkers”



“Doers”

People



People

Process

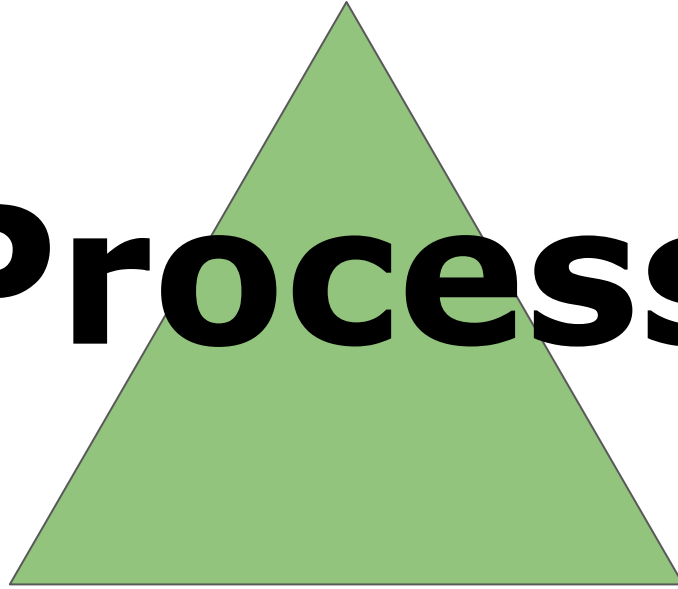
Technology

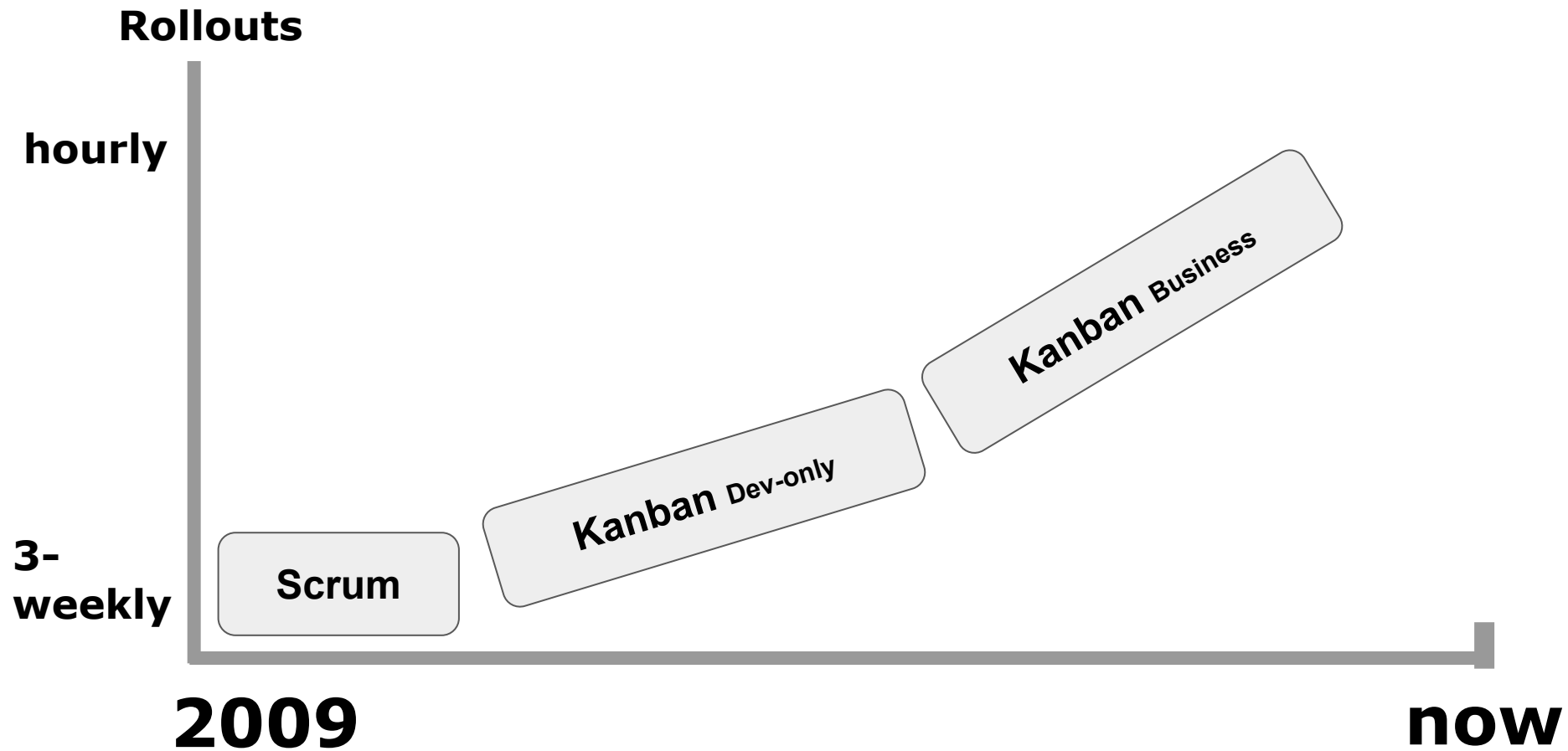
People

Process

Process

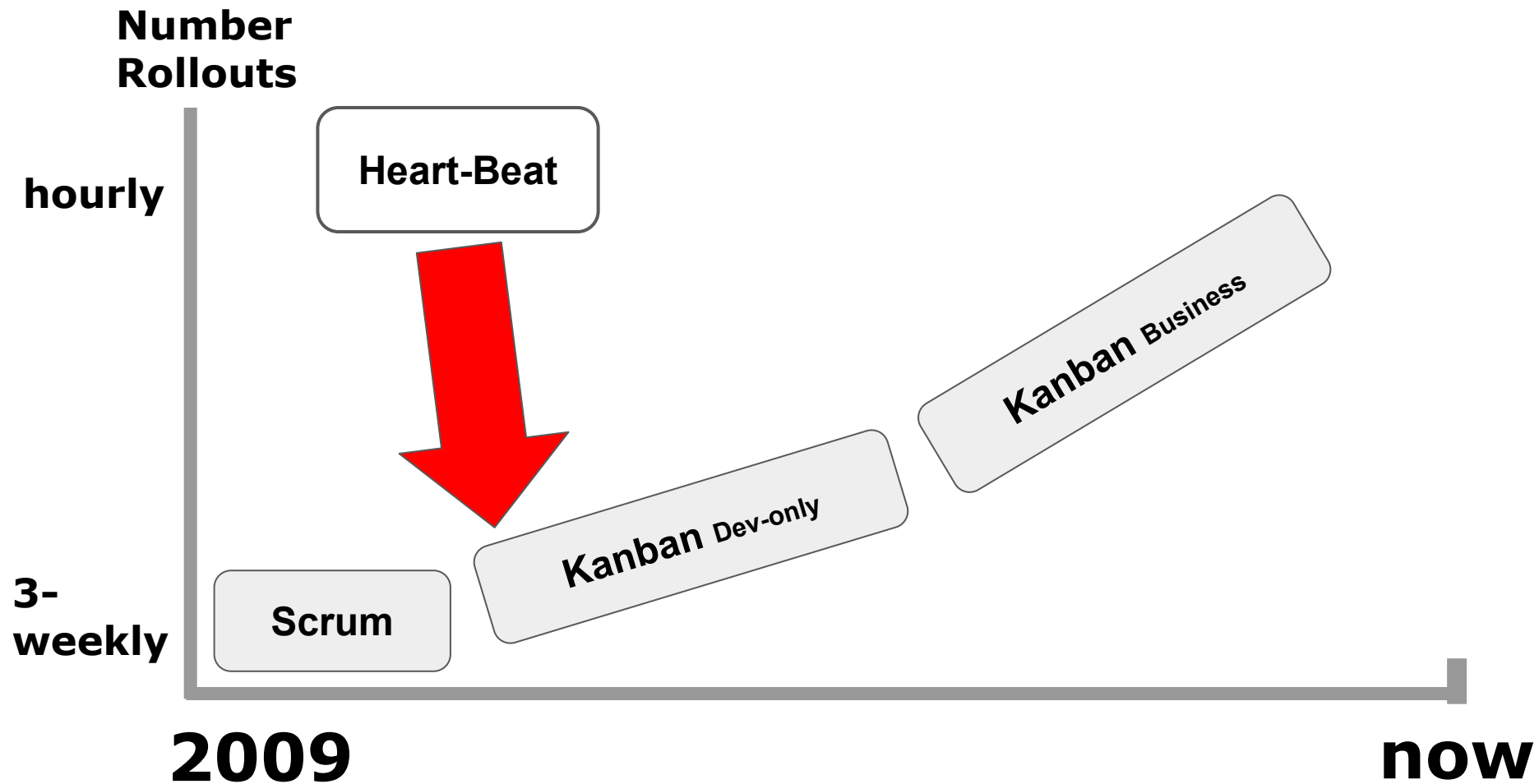
Technology





Process

Heart-Beat



3 Weeks

MTTF

Optimized

(Mean Time To Failure)



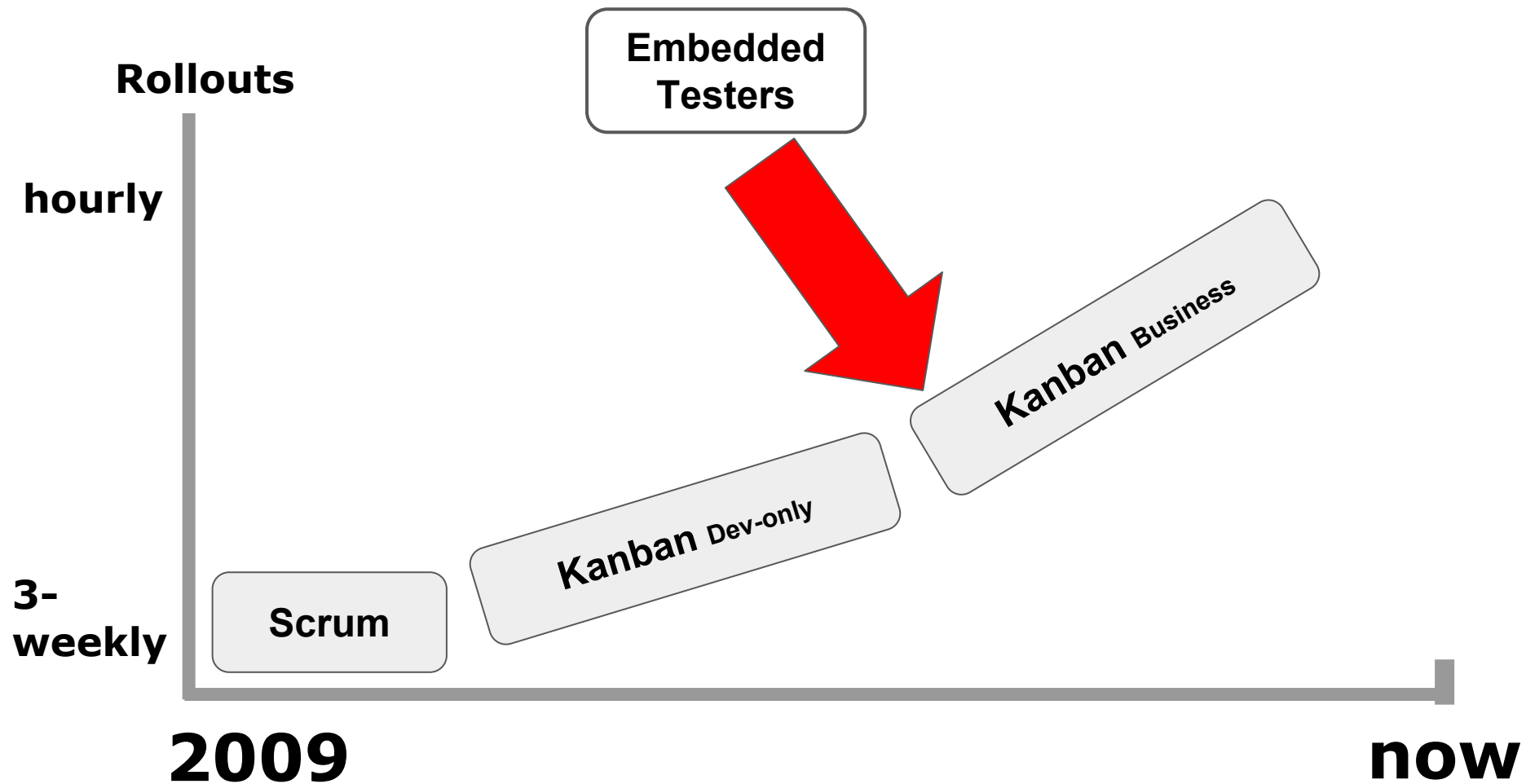
MTTR

Optimized

(Mean Time To Recovery)

Process

Embedded Testers





SEO



Features



Advertising

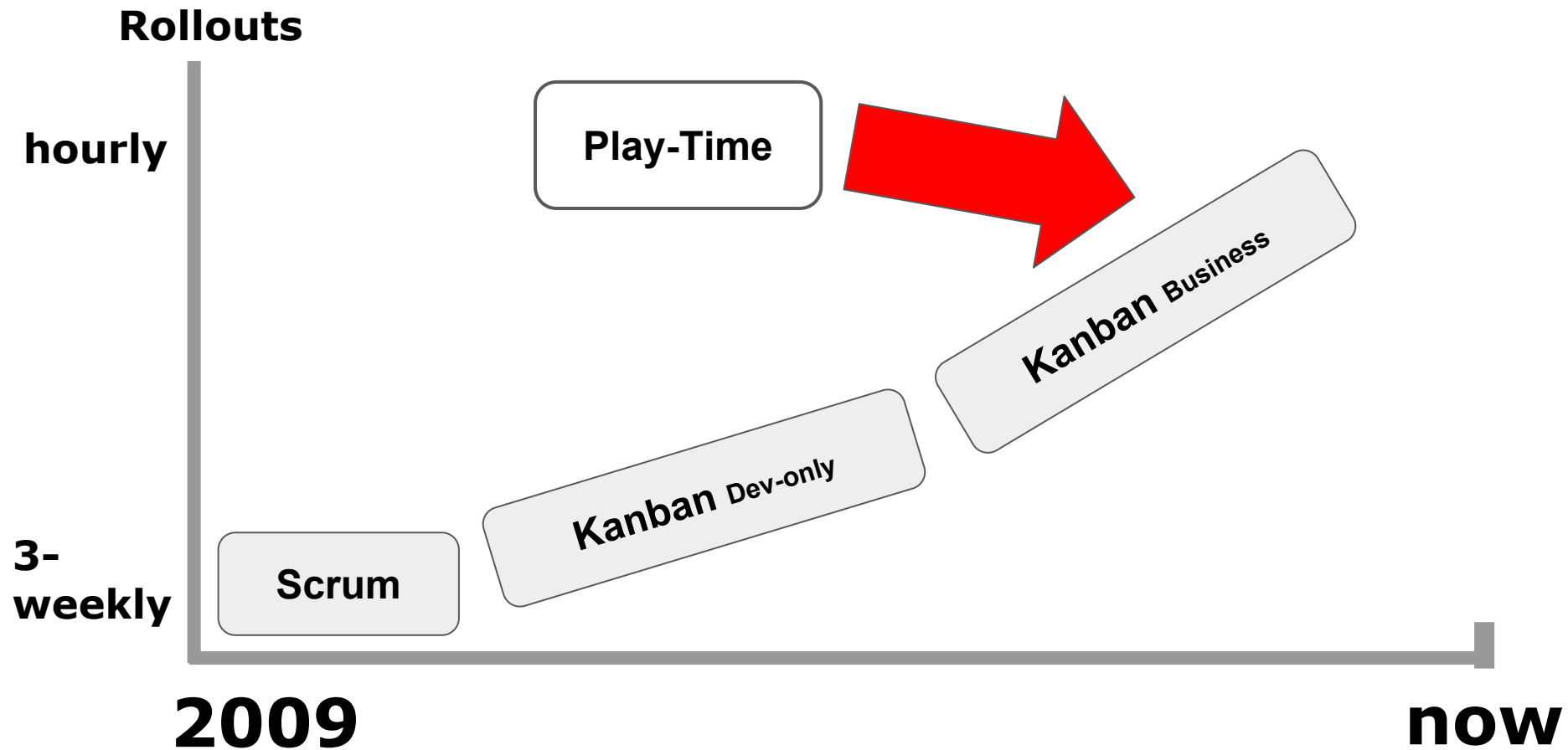
Feature Flags

15: [https] Enable full-https on site

- ☐ DEFAULT - 100.0% (*disabled*)
- ☒ **on - 0.0%** (*enabled*)
- ☐ Set value to null

Process

Play-Time



Efficiency...

vs.

Experiments



4h / Week

Wearables

Swift

Machine Learning

Image Recognition

etc...

iPad App

People



Process

Process

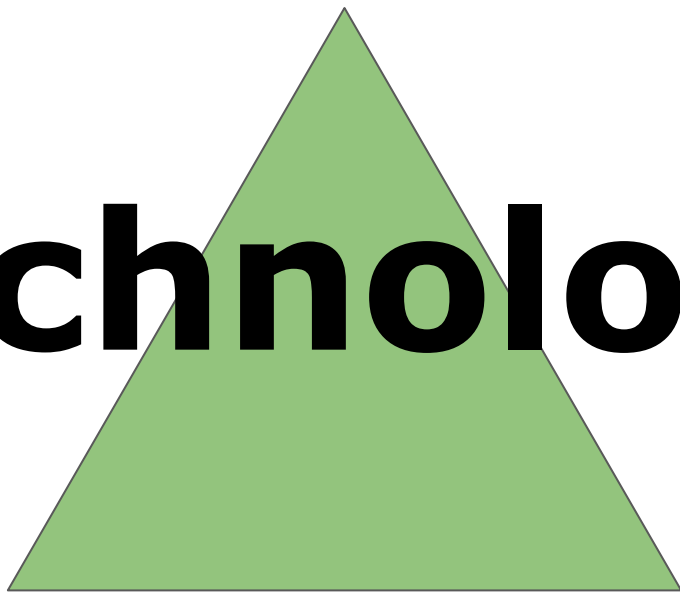
Technology

People

Technology

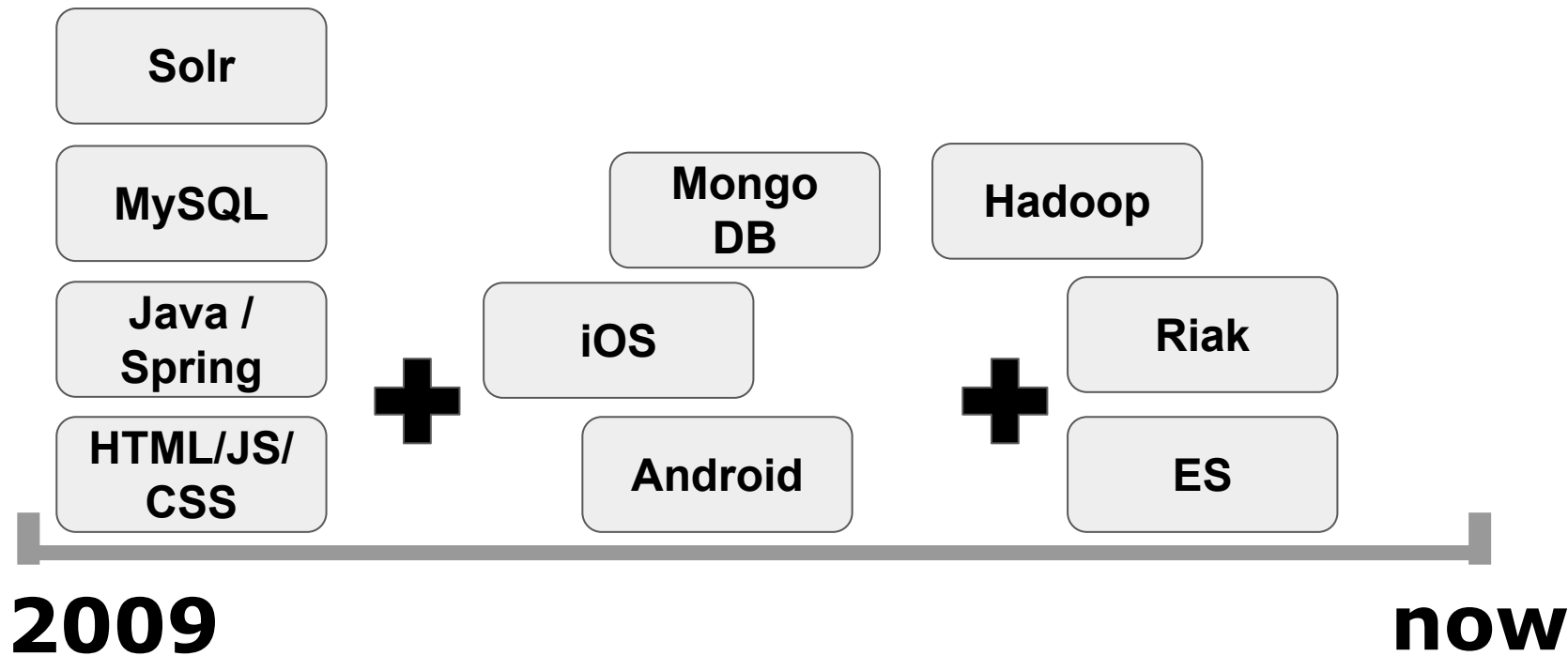
Process

Technology



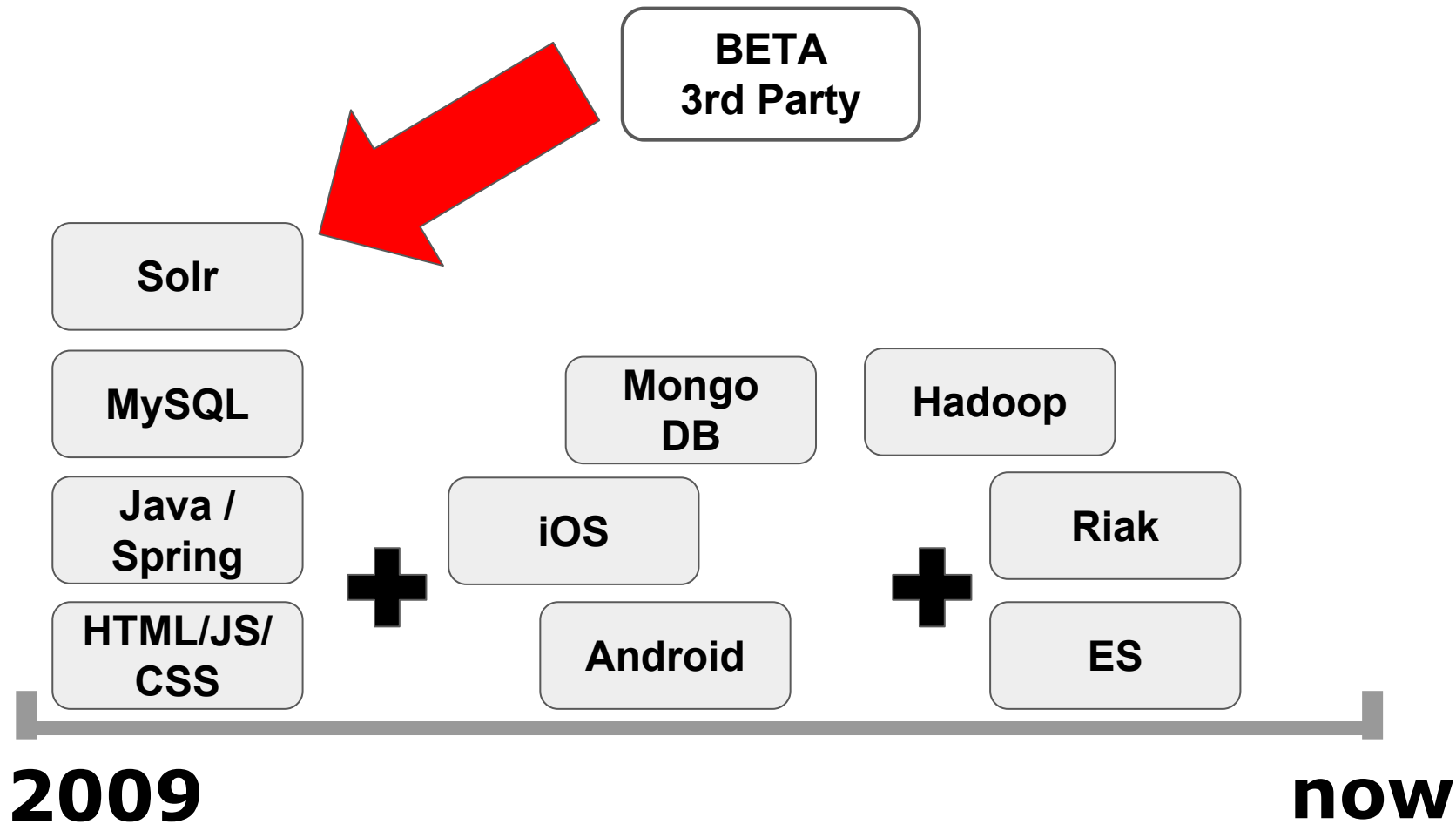
Tech Stack

(Excerpt)



Technology

BETA 3rd Party





November 2011

So	Mo	Di	Mi	Do	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Geringste Entfernung
zuerst ▼

Neueste zuerst

Günstigste zuerst

✓ Geringste Entfernung zuerst

solr-geo-plugin-BETA.jar

Geringste Entfernung
zuerst ▼

Neueste zuerst

Günstigste zuerst

~~Geringste Entfernung zuerst~~

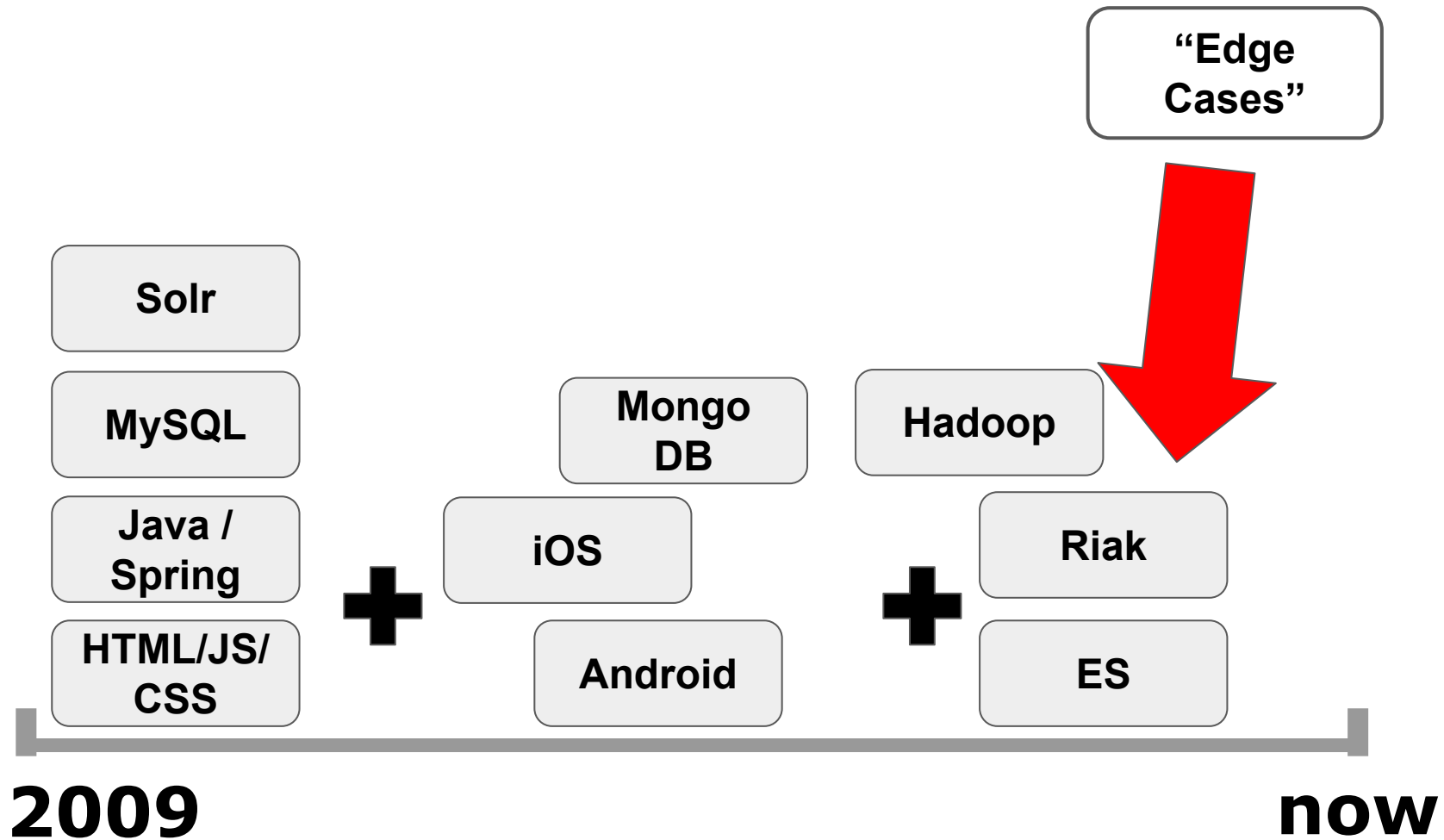
Dezember 2011

So	Mo	Di	Mi	Do	Fr	Sa
				1	2	3
✓ 4	5	6	7	8	9	10
✓ 11	12	13	14	15	16	17
✓ 18	19	20	21	22	23	24
✓ 25	26	27	28	29	30	31

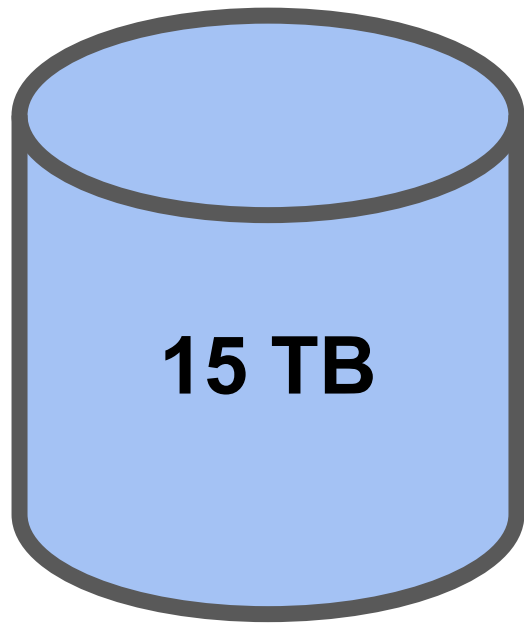
Technology

“Edge Cases”

**“Little things
will kill you”**



RIAK



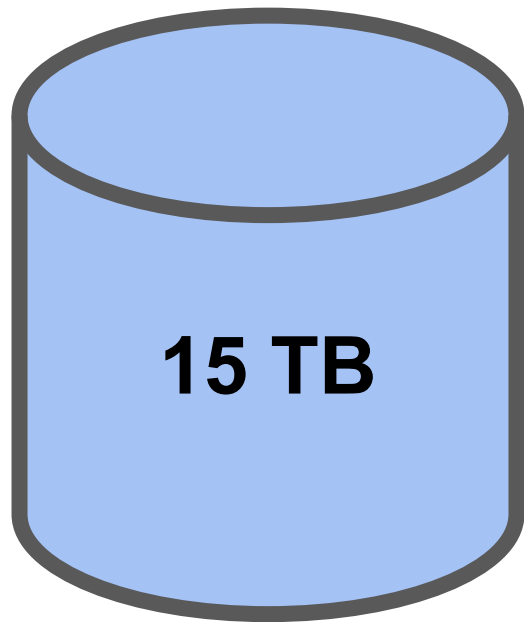
August 2013

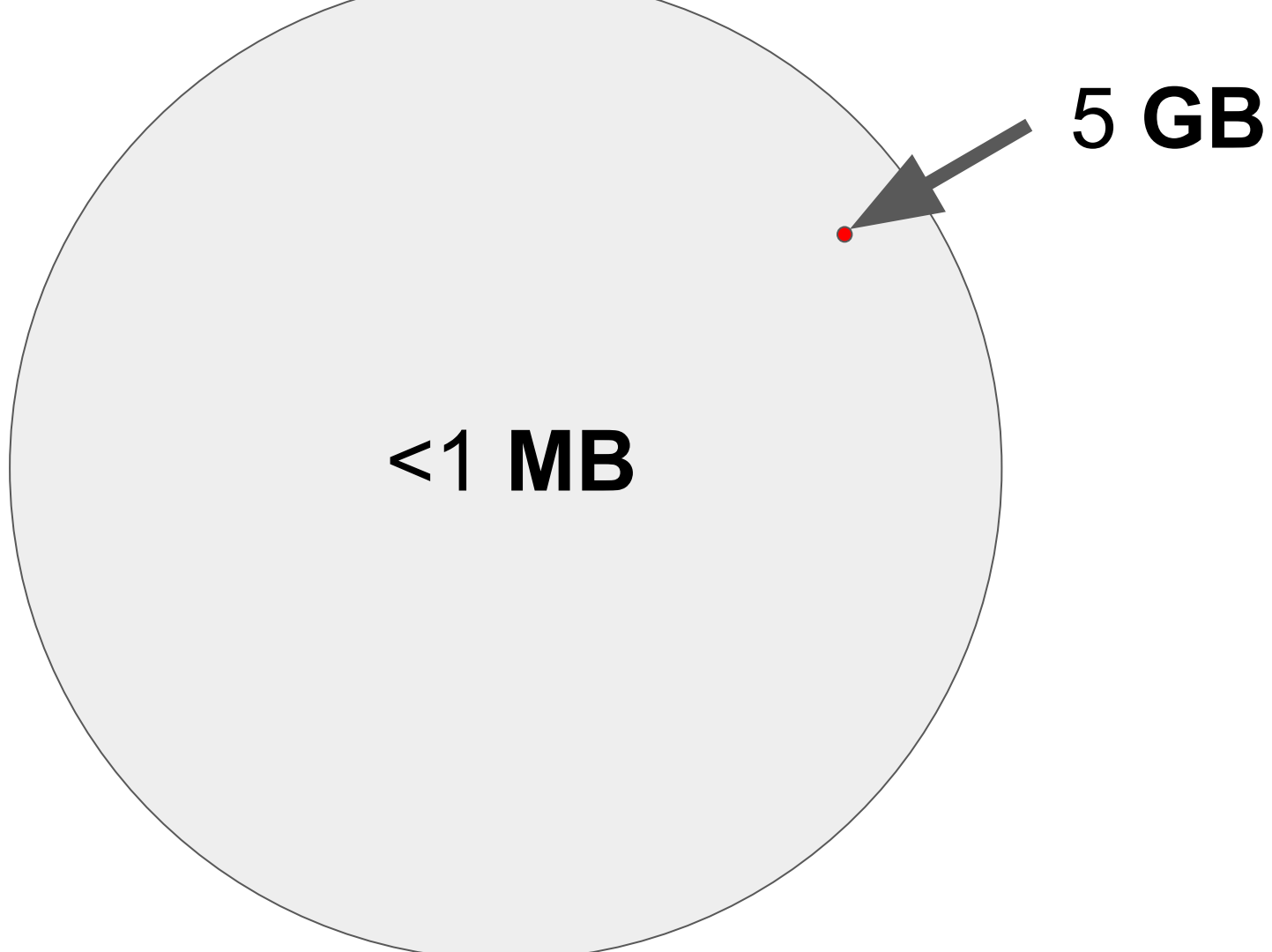
So	Mo	Di	Mi	Do	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	✗	15	16	17
18	✗	20	21	✗	23	24
25	26	✗	28	29	30	31

September 2013

So	Mo	Di	Mi	Do	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

RIAK





100.000.000

100

0,000001

Repair
Big-Data?

24x7 ?



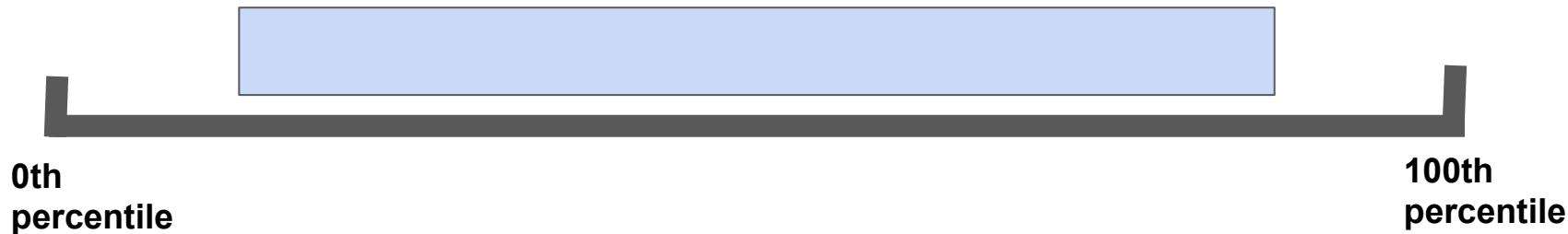
August 2013

So	Mo	Di	Mi	Do	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	✗	15	16	17
18	✗	20	21	✗	23	24
25	26	✗	28	29	✗	✗

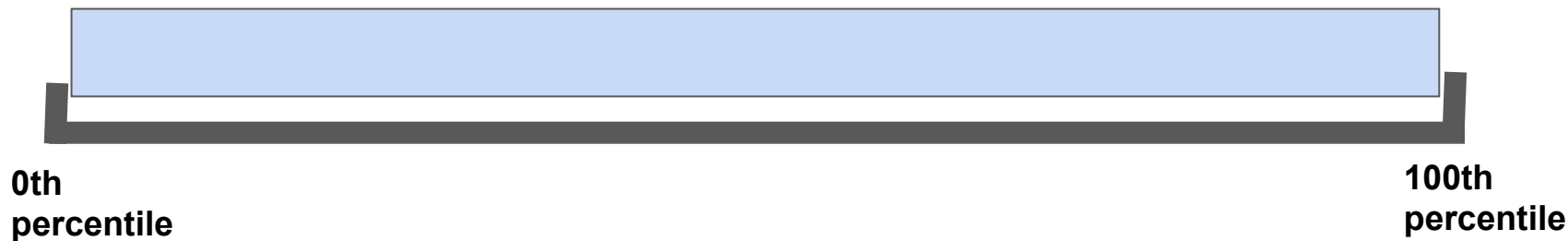
September 2013

So	Mo	Di	Mi	Do	Fr	Sa
✗	✗	✗	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Product (80/20)



Technology (99,...999)



Technology

Backend Monolith

Codebase?

Single!

▼ belen-platform [belen-germany]

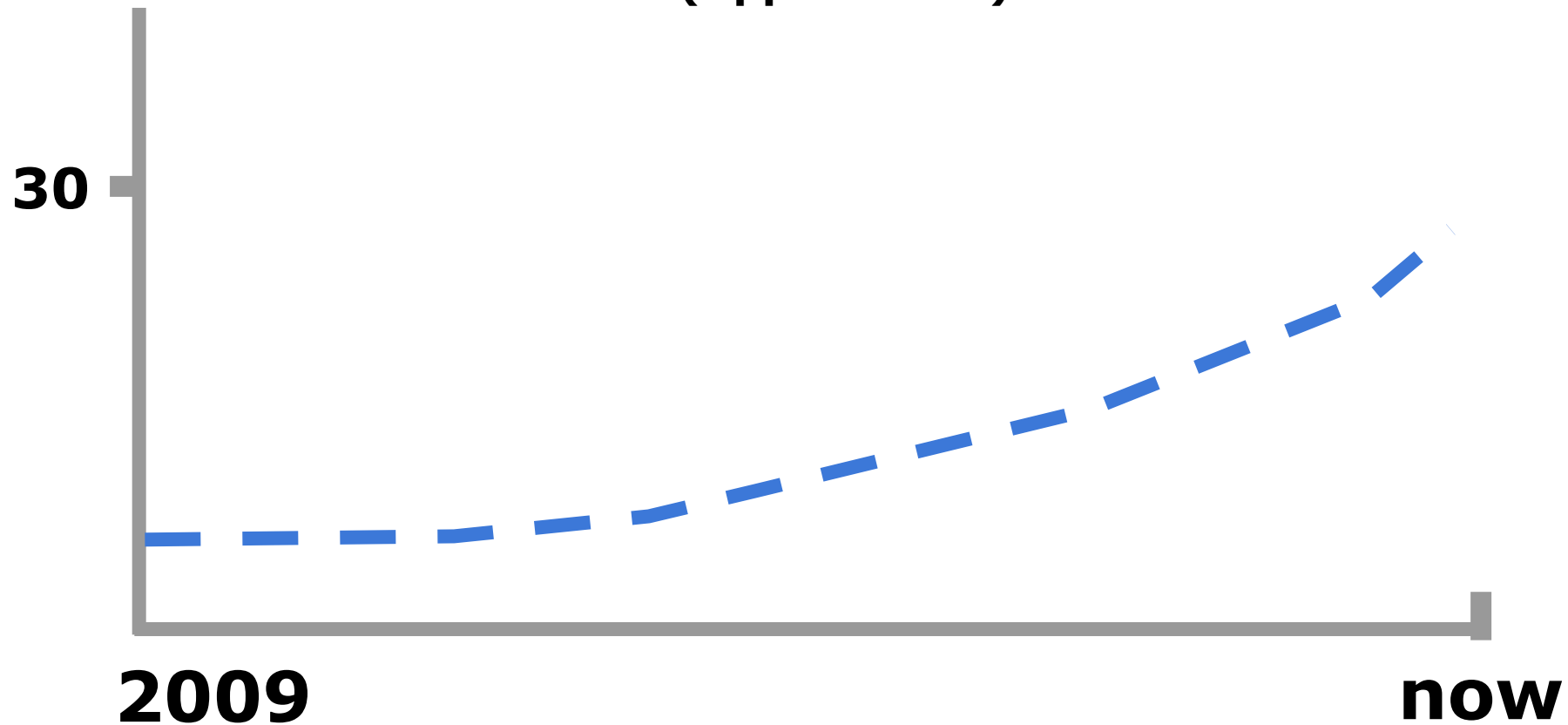
- ▶ .idea
- ▶ app
- ▶ config [belen-config]
- ▶ design
- ▶ intellij
- ▶ lib
- ▶ test
- .gitattributes
- .gitignore
- belen-germany.iml
- helpcenter-parent-pom.xml
- mweb-parent-pom.xml
- parent.iml
- parent-pom.xml
- pom.xml
- README.md

LOC: ~200K

activemq-broker
advertiser-config-webapp
alerting
api
api-docs
batch
helpcenter
location-config-webapp
migration
mobile-webapp
mobile-webapp-static
openimmo-importer
popsearch-processor
react-server
replyts

reporting-batch
salesforceapi
saved-searches-elastic
saved-searches-indexer
tns-consumer-app
tns-webapp
traffic-logs-processor
webapp
webapp-rt
webapp-static

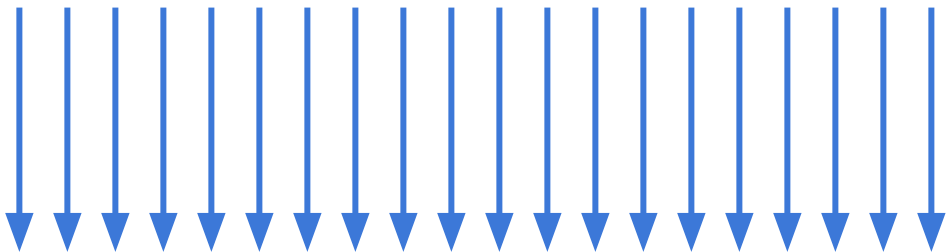
Deployment Artifacts (Applications)



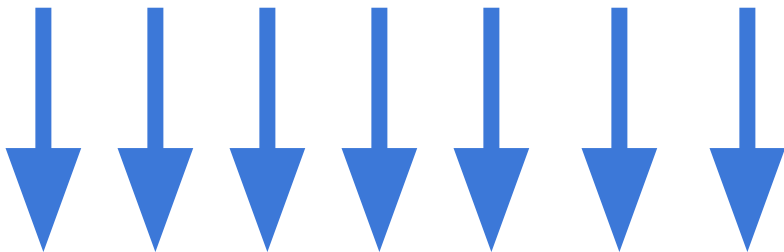
Deployment?

Full!

Daily



HEAD



PROD

Pipeline #5737
REV: 5737-057731
timestamp: 1449010470
CHANGES: * fix experimental test...
COMMITTERS: @maldana

Build

Sonar Checks

Deploy CI

**Manual Test
(optional)**

Deploy Prod

**Large Tests
CI
(automated)**

release-it-belen



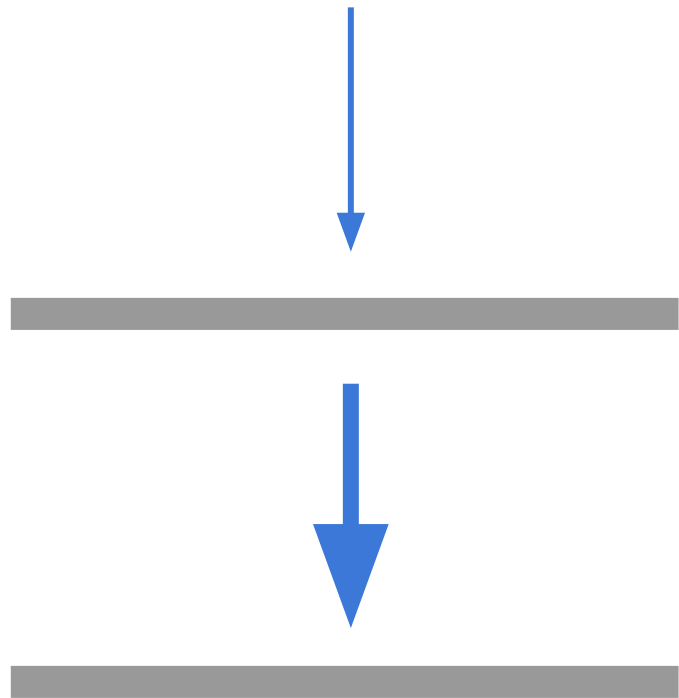
deploy-prod-belen



Why Monolith?

Consistency

Simplicity



HEAD

PROD

20
min

Technology

Game-Changer

Team-Size

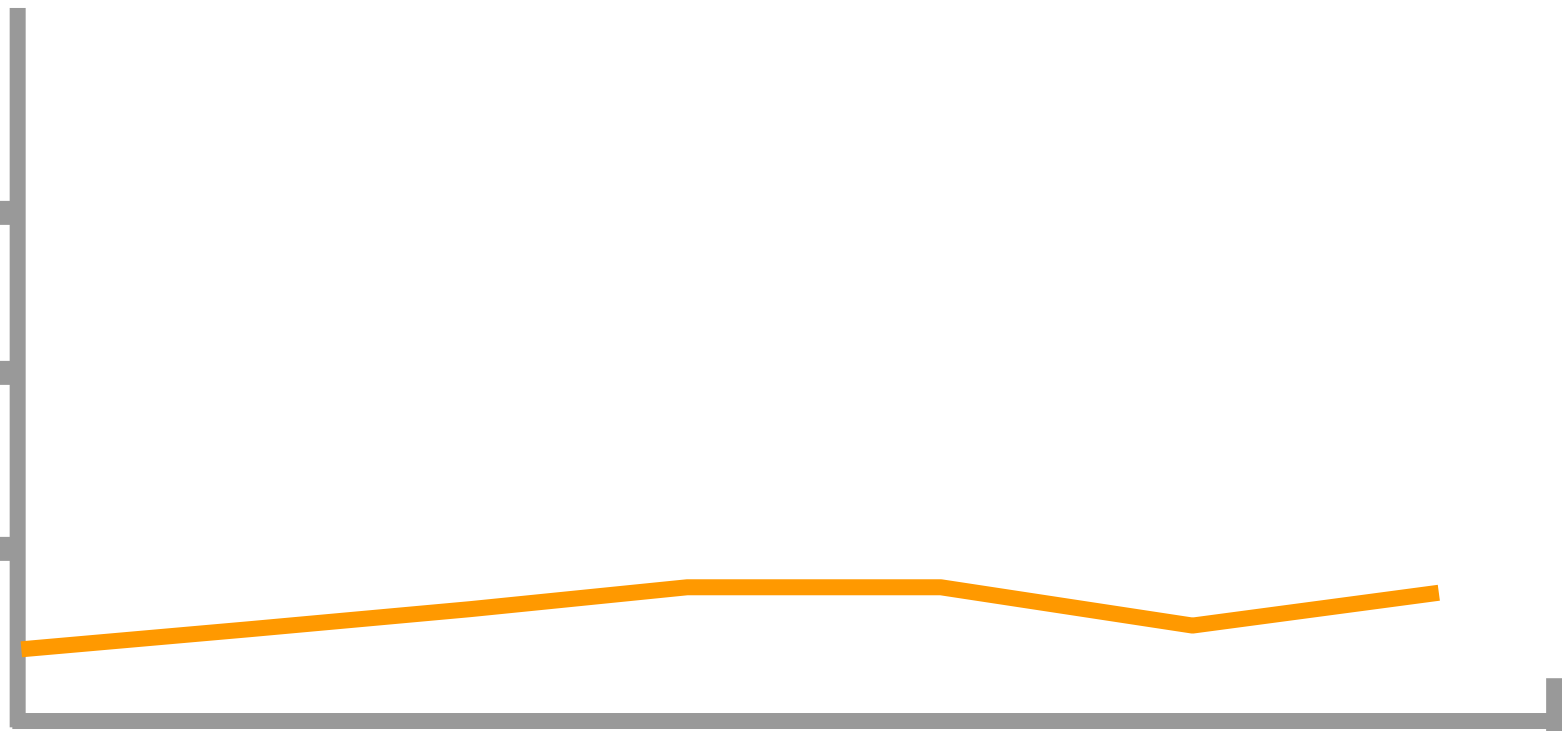
30

20

10

2009

now



Team-Size

 Backend/Frontend

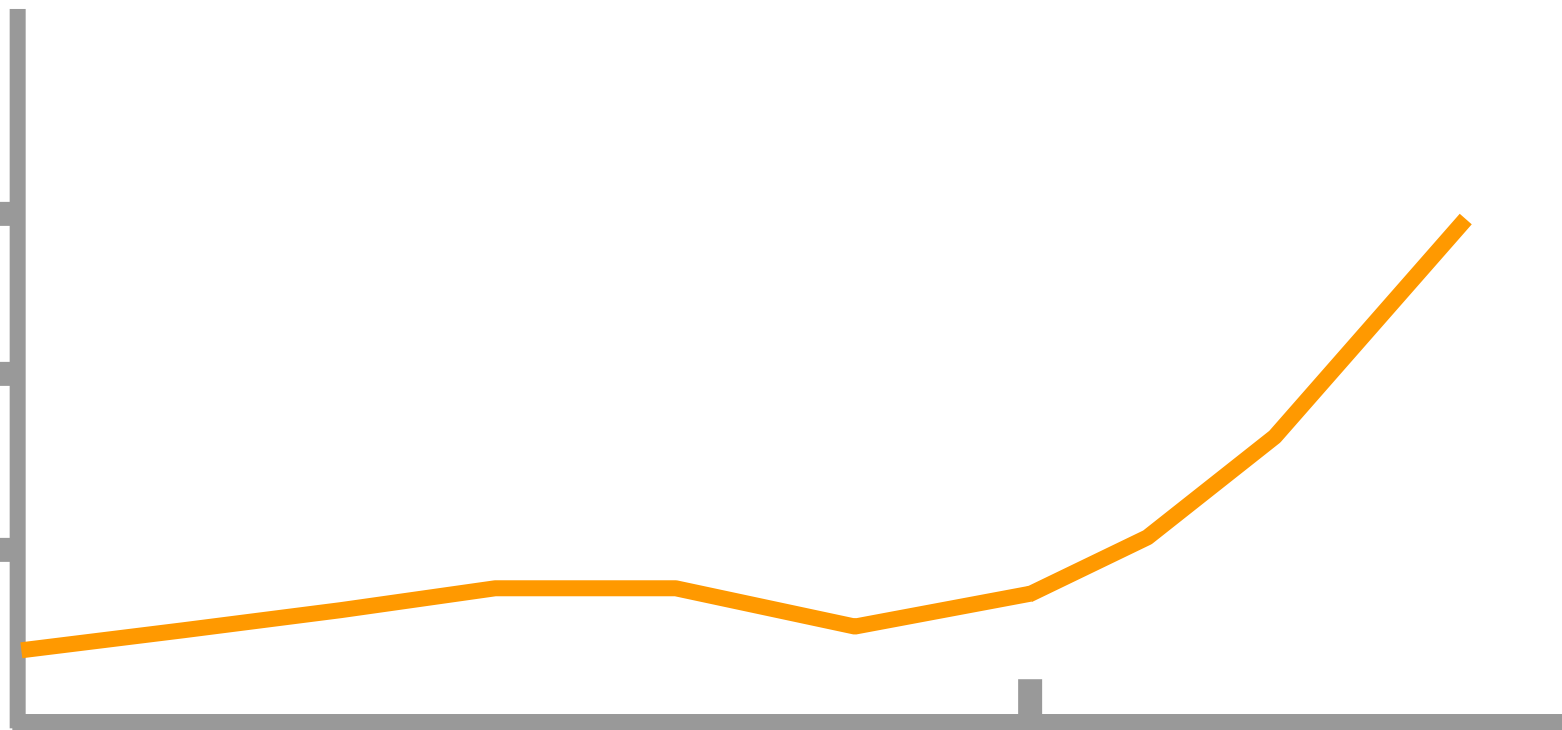
30

20

10

2009

now



Wrap Up...

People

“Start-Up”

Misbalanced

X-Platform

Embedded
Testers

BETA
3rd Party

Process

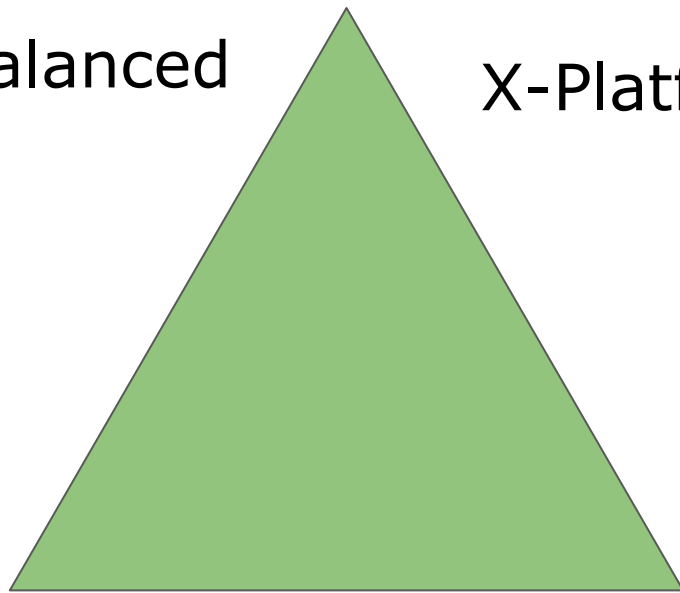
Technology

Play-Time

Heart-Beat

Edge Cases

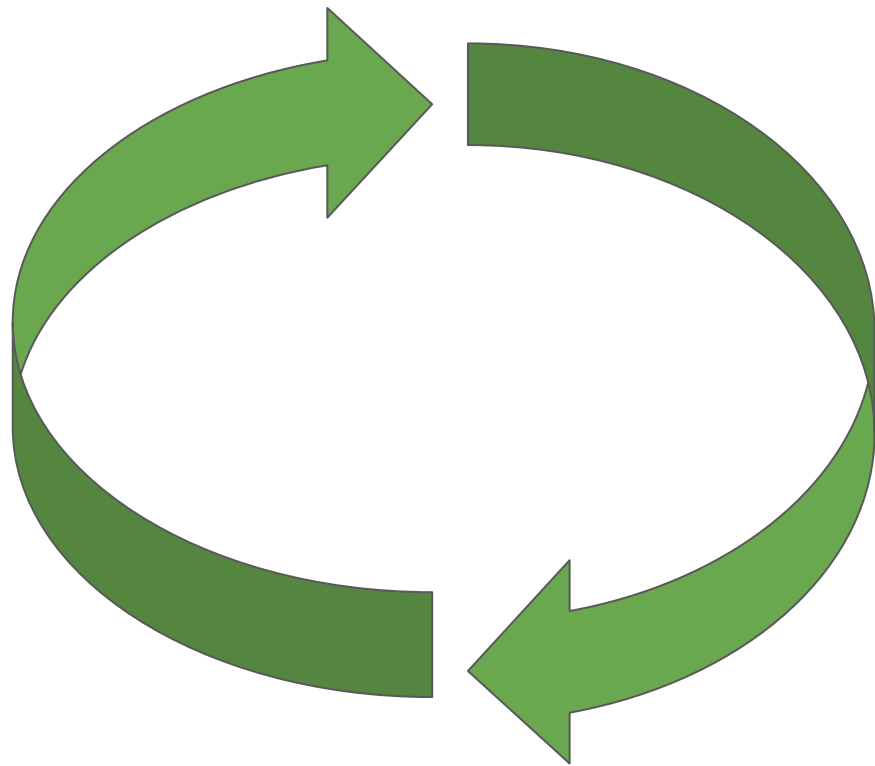
Monolith



Your Context?

Kanban

Scaling over
People is **hard!**



**“Microservice”
is NOT
a Goal**

Questions?



Please

**Remember to
rate session**

Thank you!

