

# A Step-By-Step Guide To Building The Cloud

GOTO Conference, Chicago 2013

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@gar1t



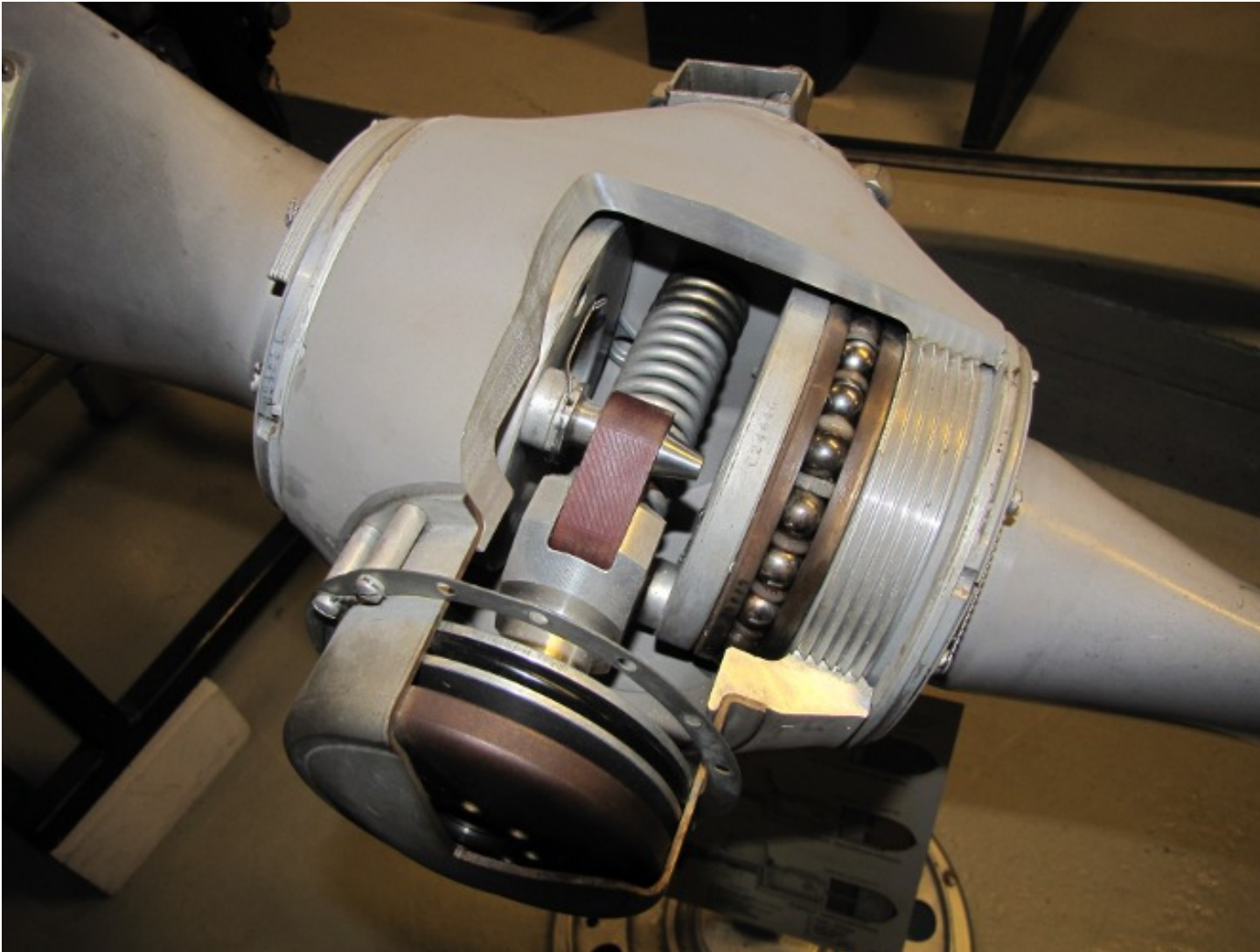
# CloudBees

# **Your Own Plane**

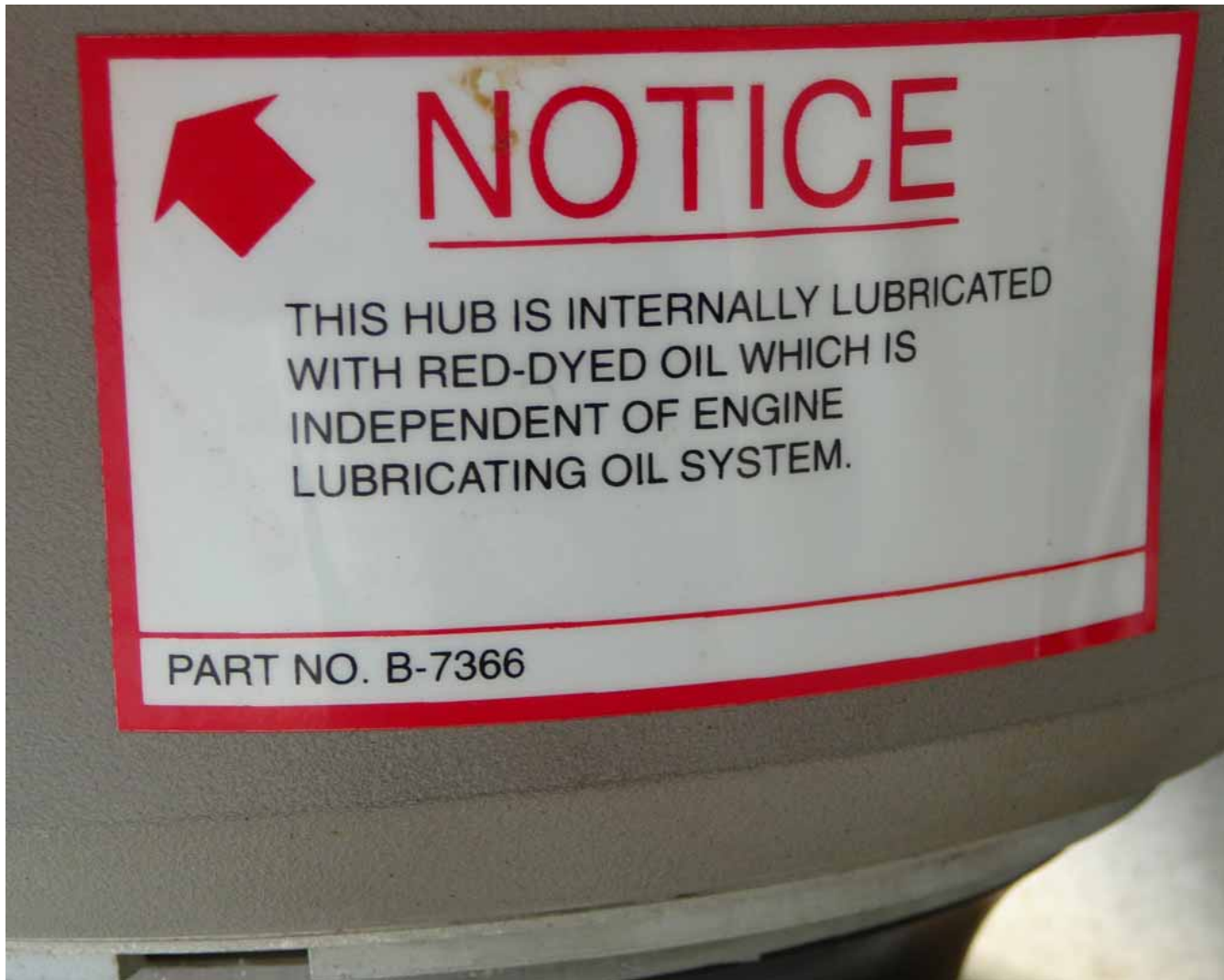
# Cessna 172



# Surprising Complexity



## Little Known Fact





# Fault Detection!



**To The Cloud!**

# Public Cloud

salesforce.com®



Google™  
App Engine



amazon®



CloudBees



# Custom Cloud



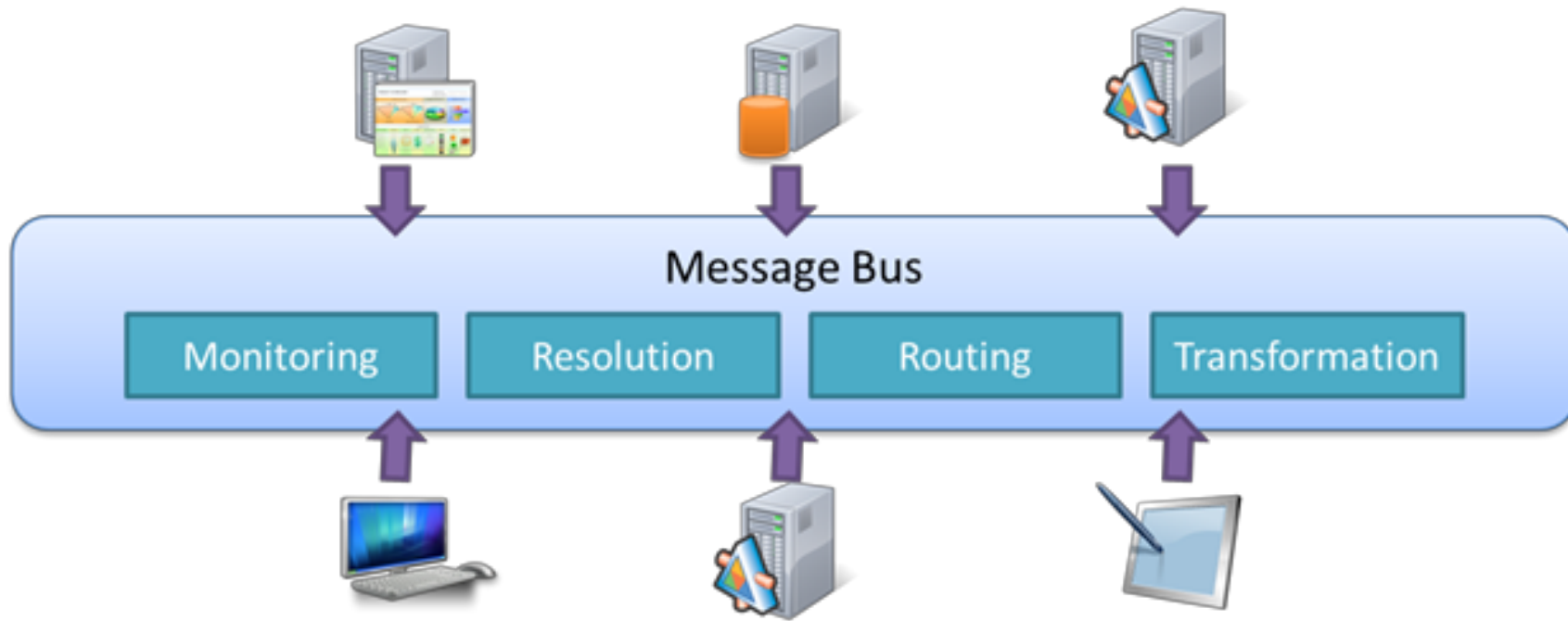
**Cloud =**  
**Network Delivered Services**

# **Typical Starting Point**

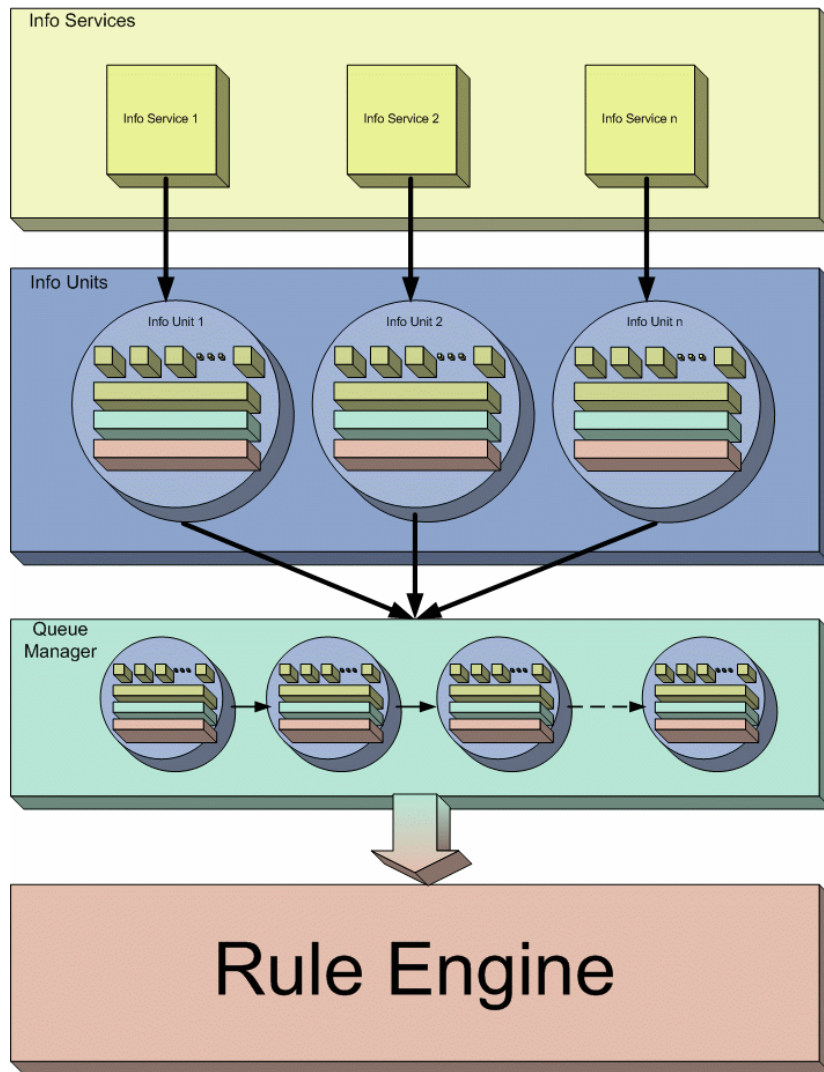
# Planning!



# Infrastructure!



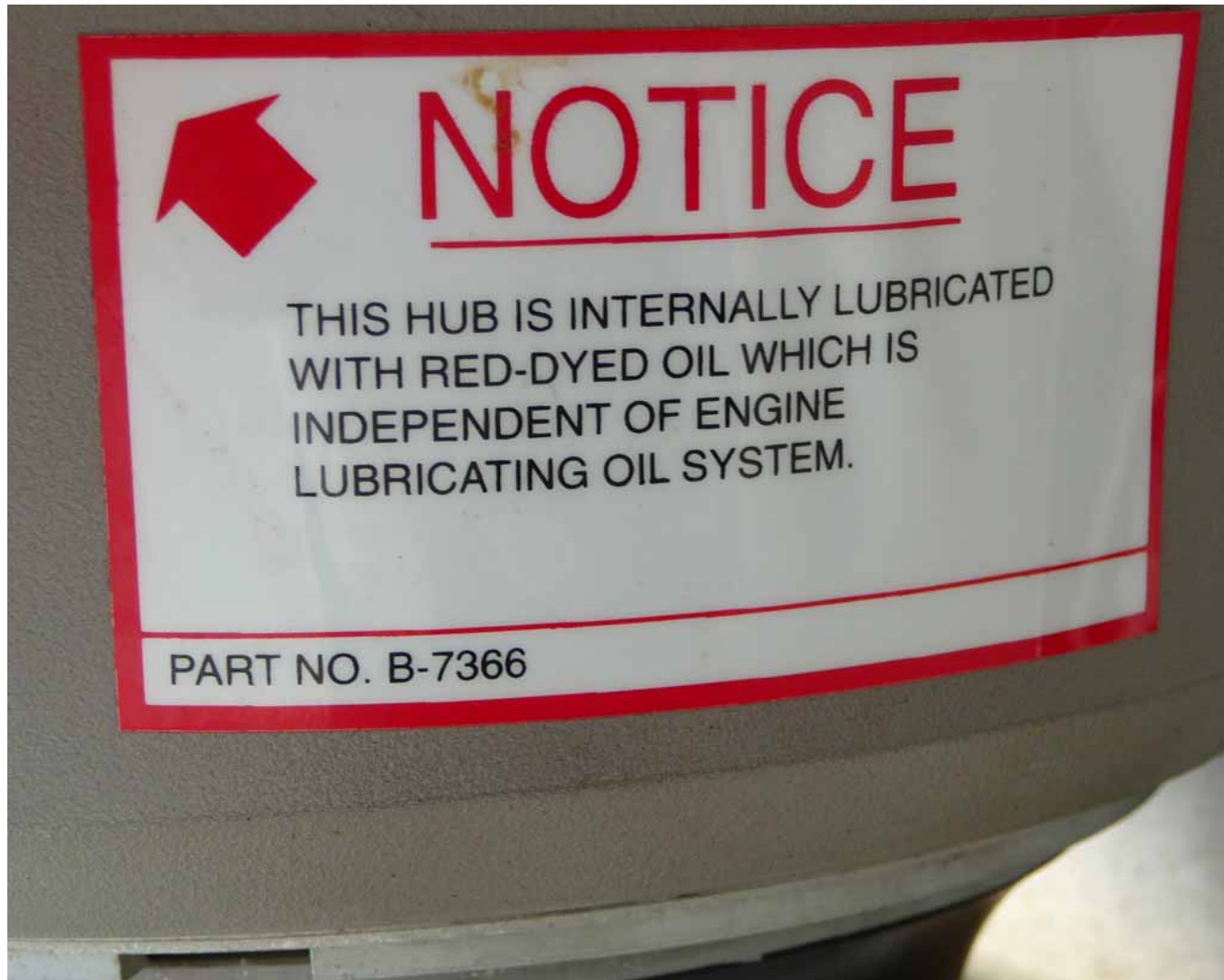
# Complexity!







# Remember!



# **#1 - Assess your problem**

**#2 - Only ever do the *next*  
*obvious* thing**

**#3 - Goto #1**

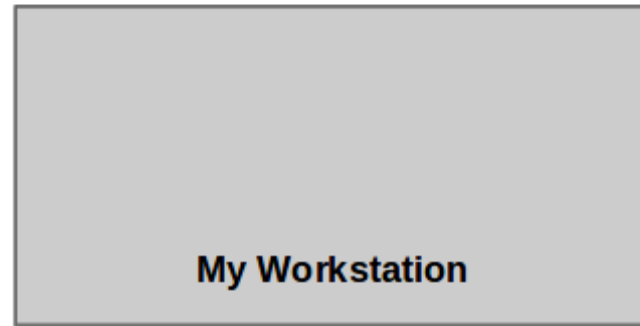
# Benefits

- Give naive solutions a chance
- Defer complexity
- Avoid religious discussions
- Avoid "tyranny of design"

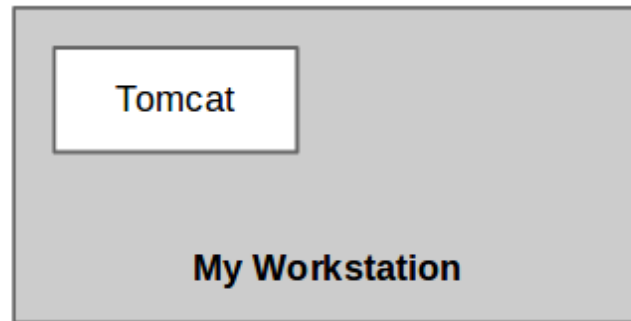


# **Let's Build An Application Platform!**

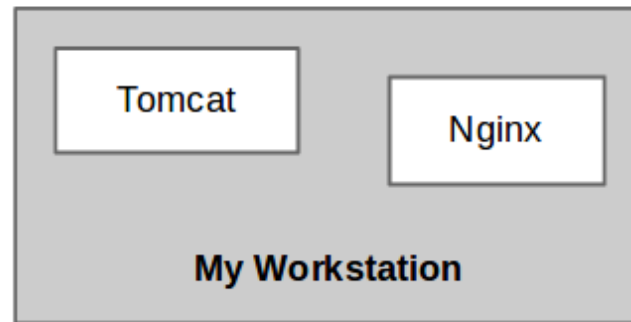
# **My Workstation**



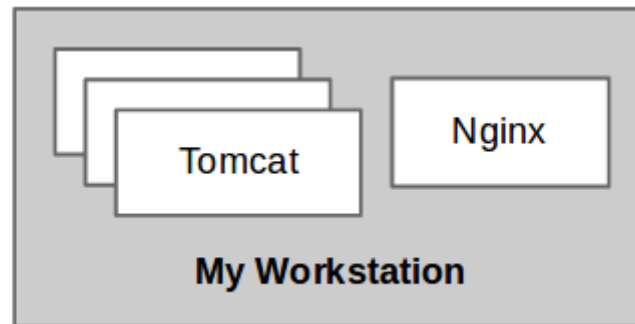
# Appserver, Port 8080



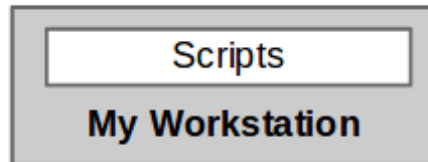
# Appserver, Port 80



# Appserver Cluster

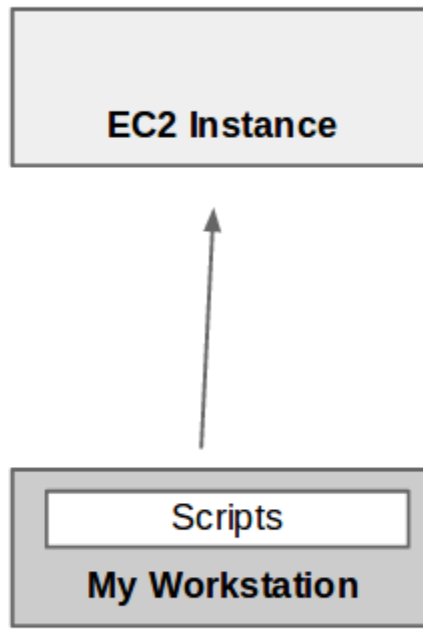


# To The Cloud!

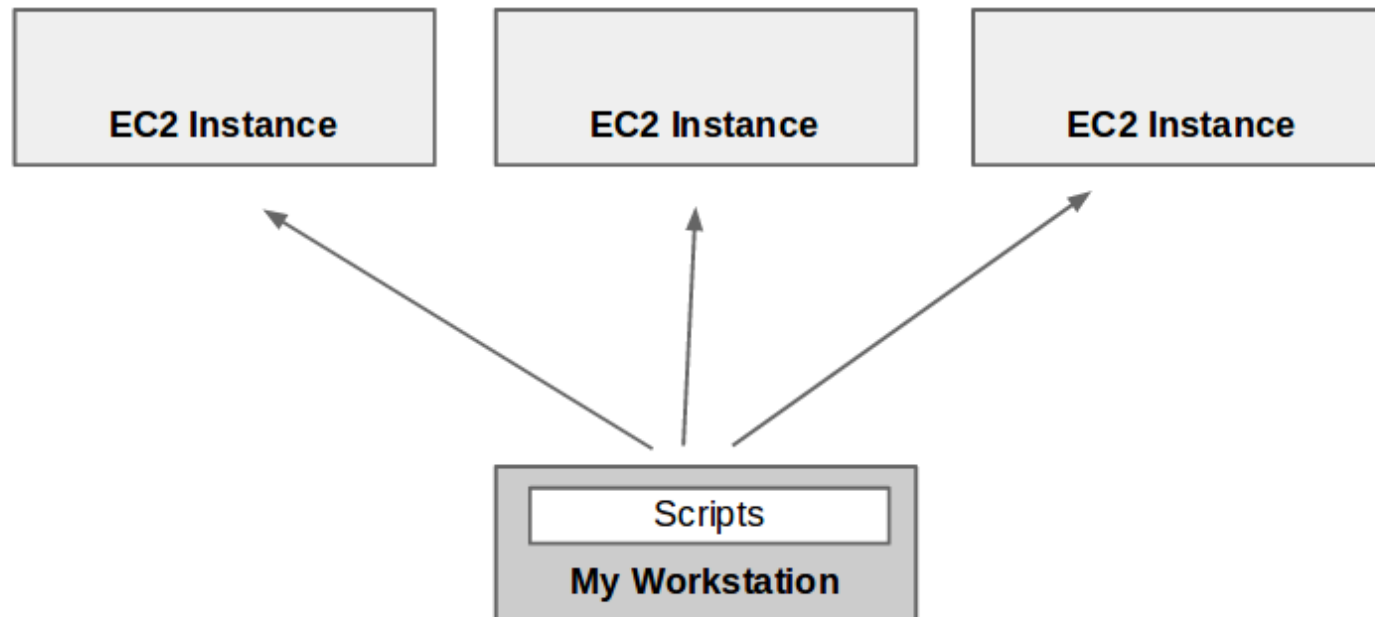




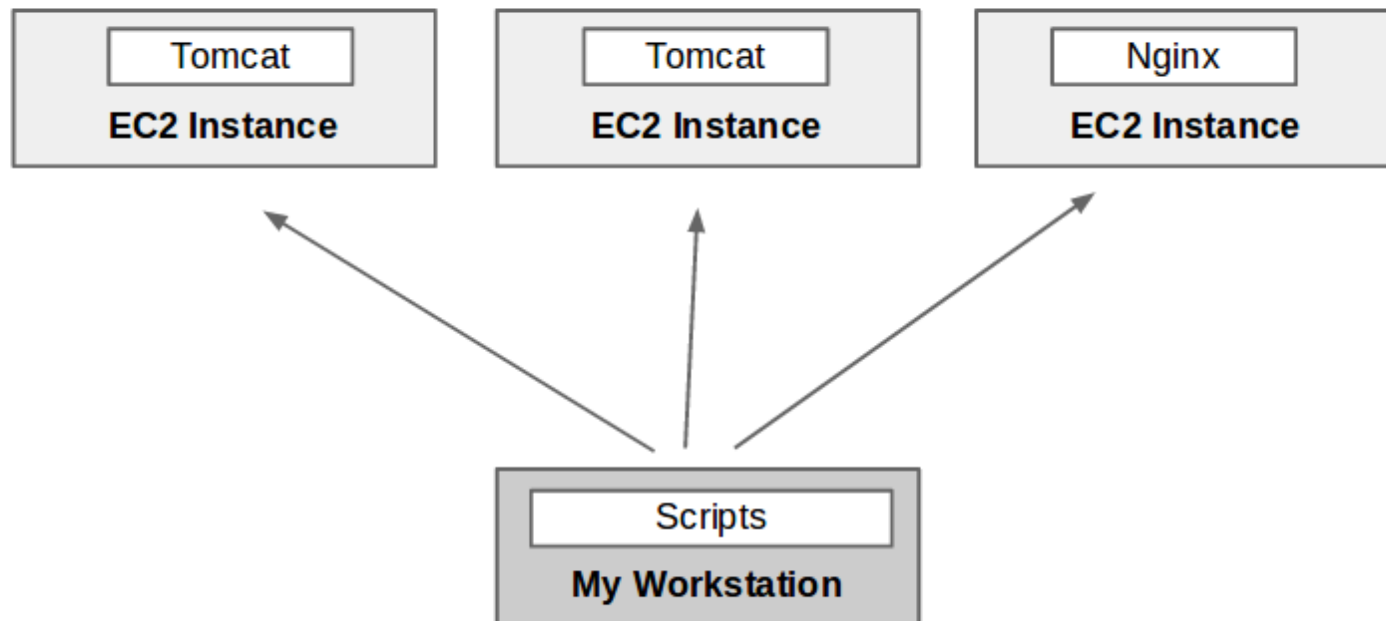
# One Server



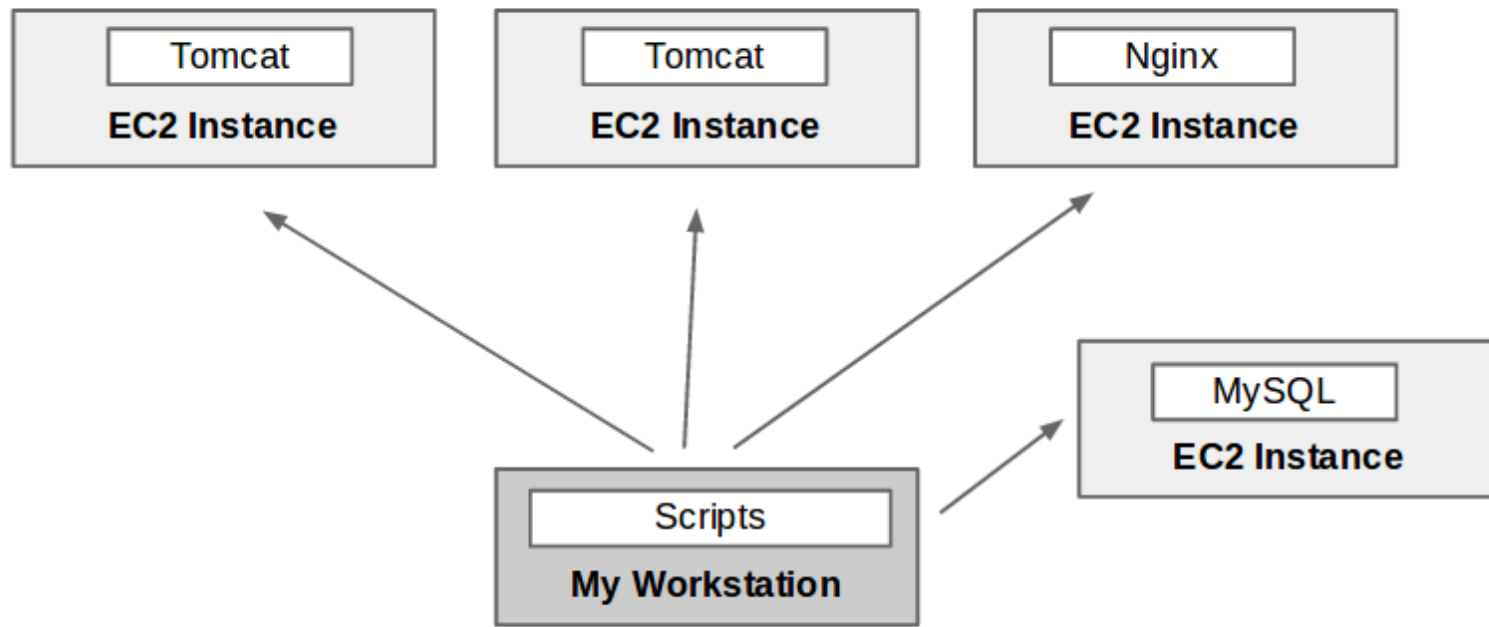
# More Servers



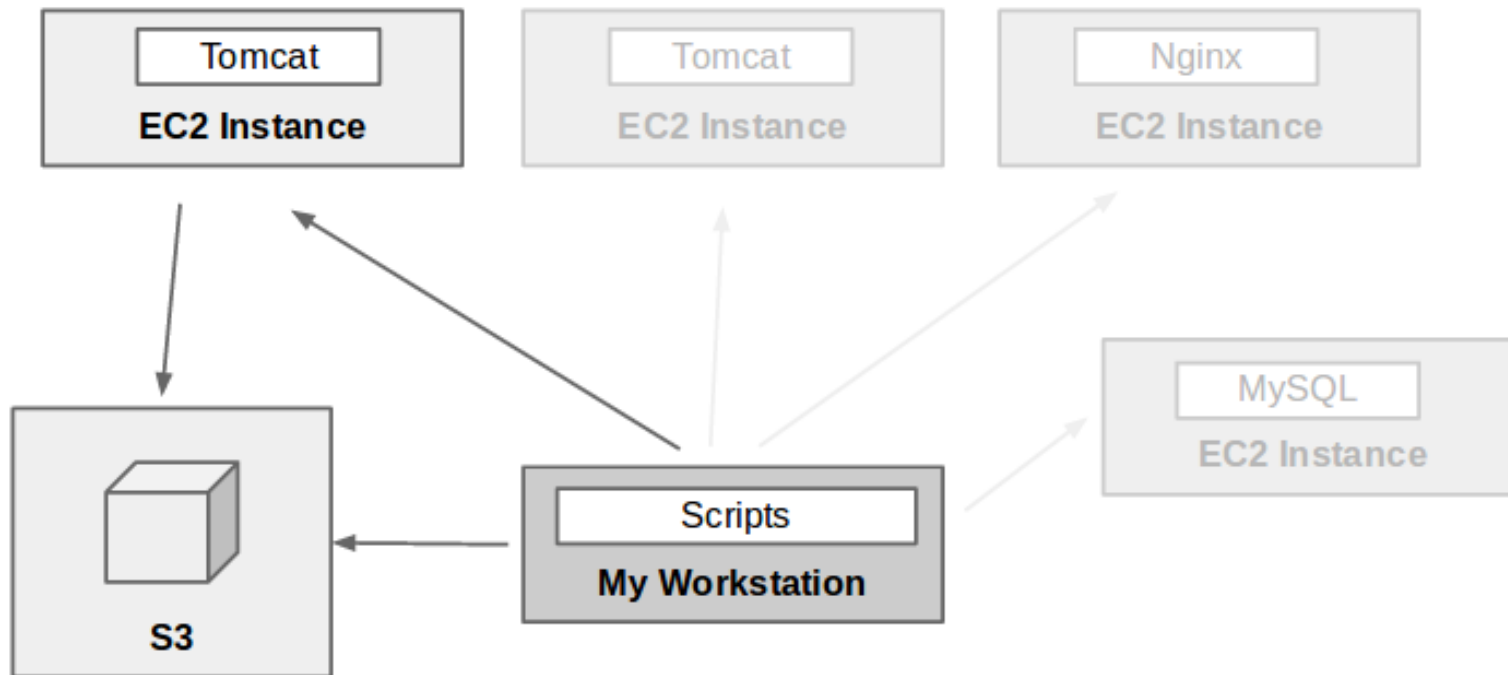
# Server Configuration



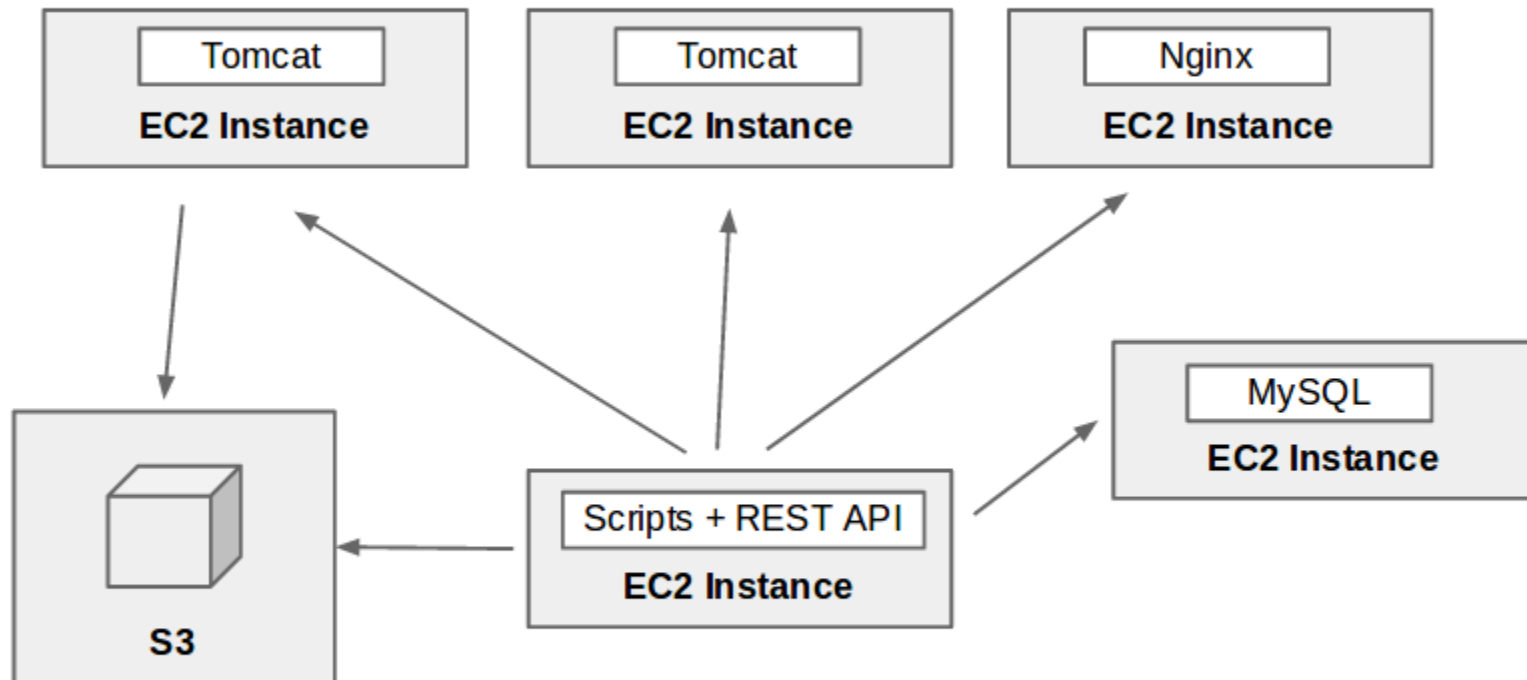
# Data!



# Application Deployment

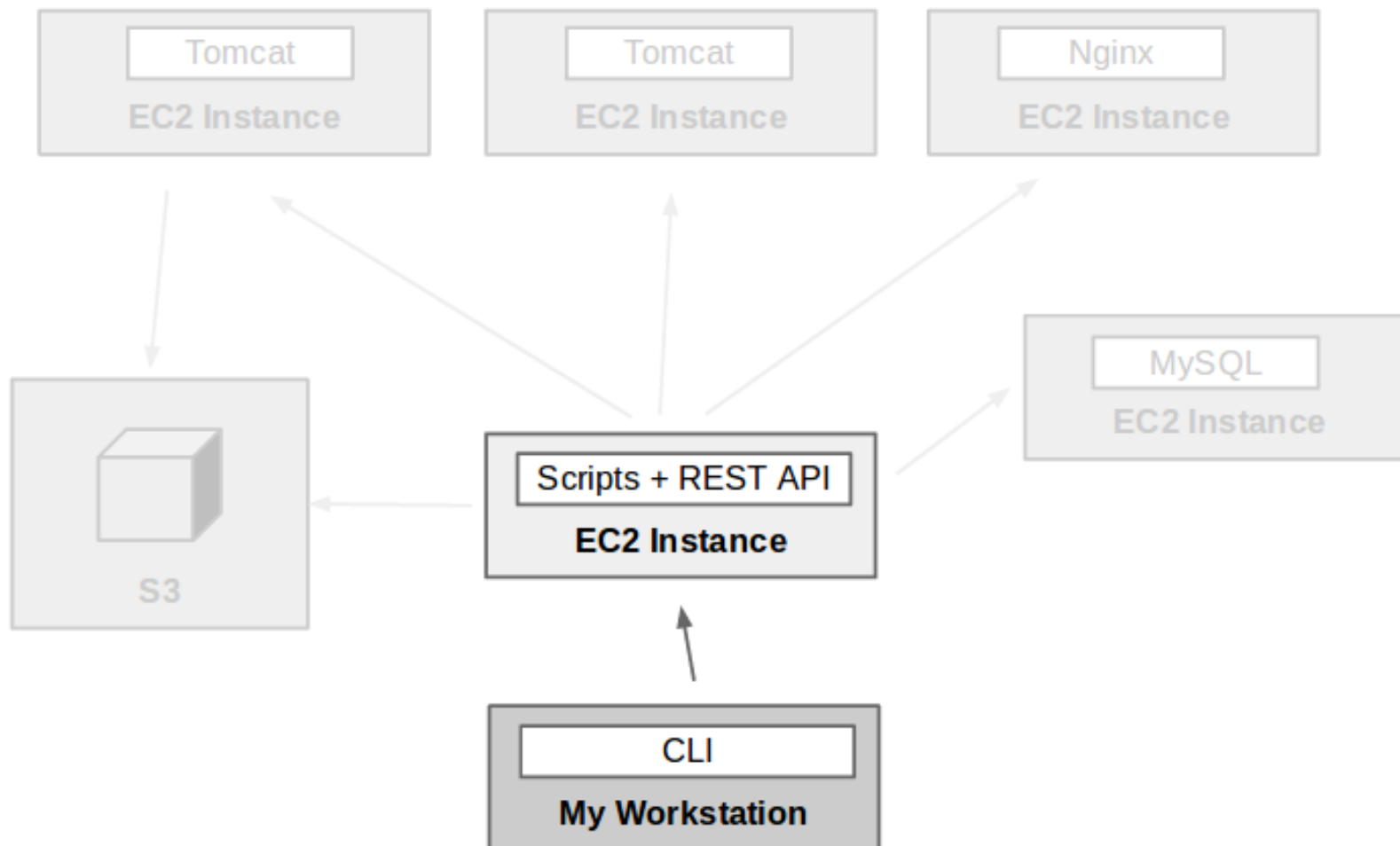


# Service-tize

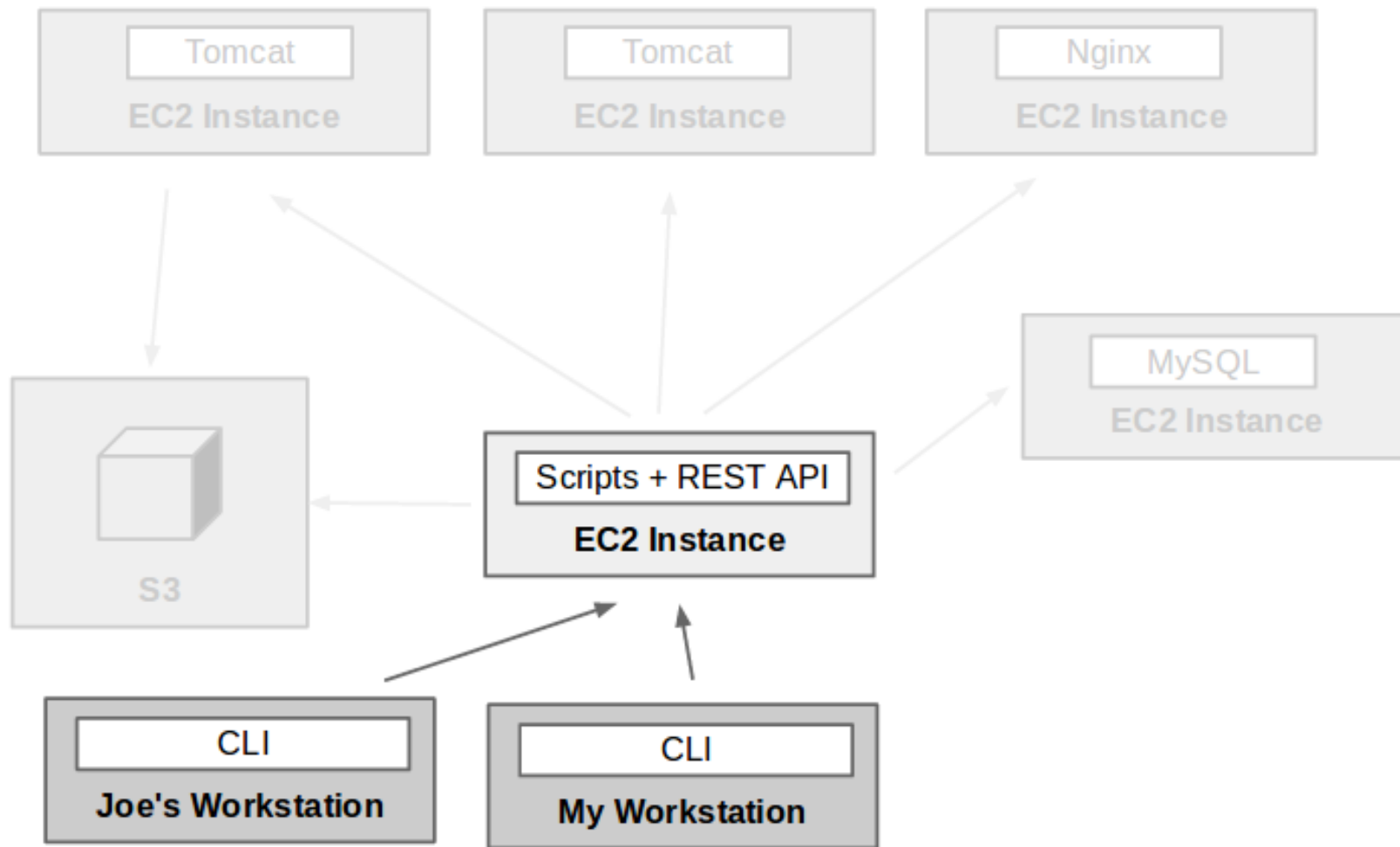




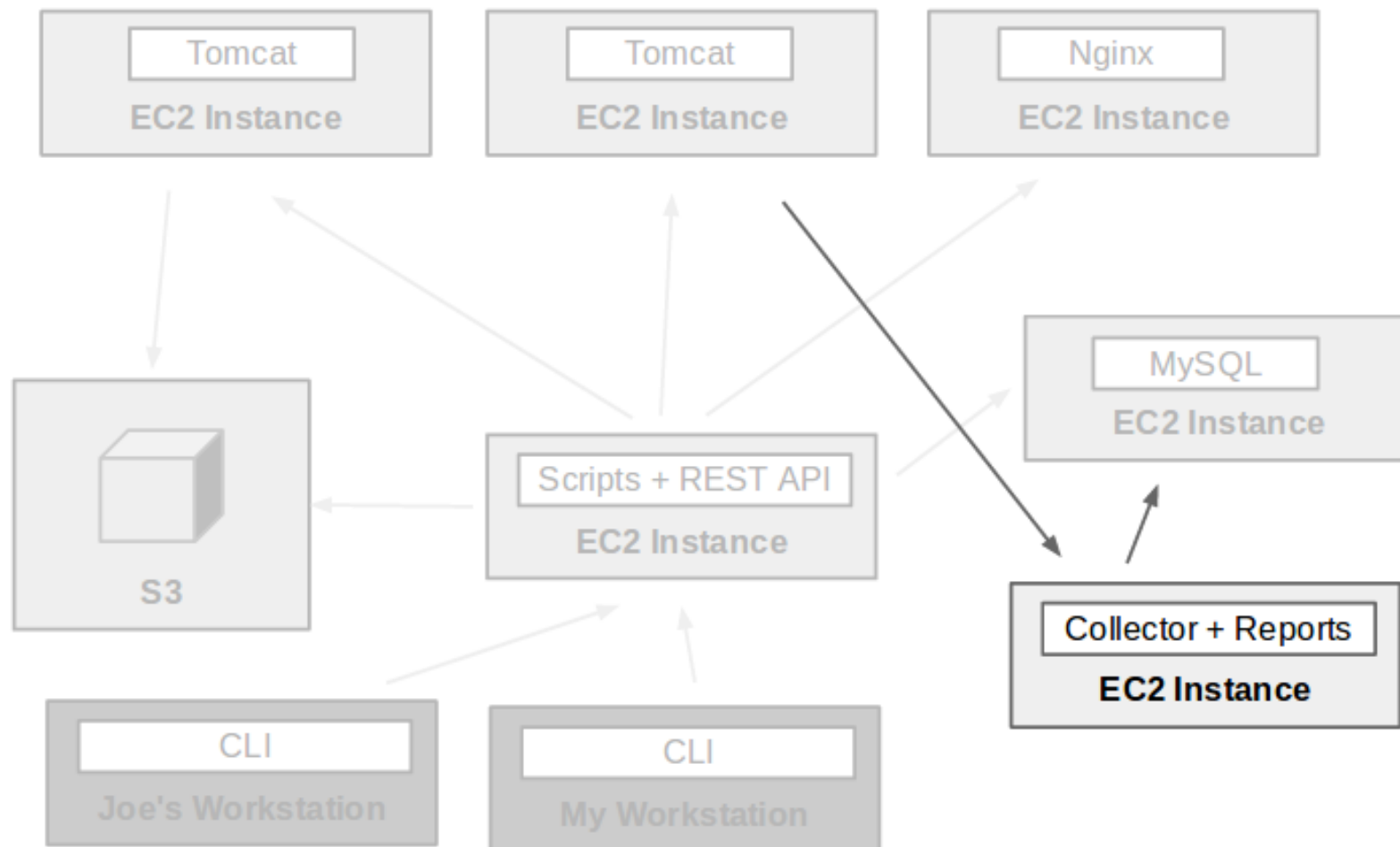
# User Interface



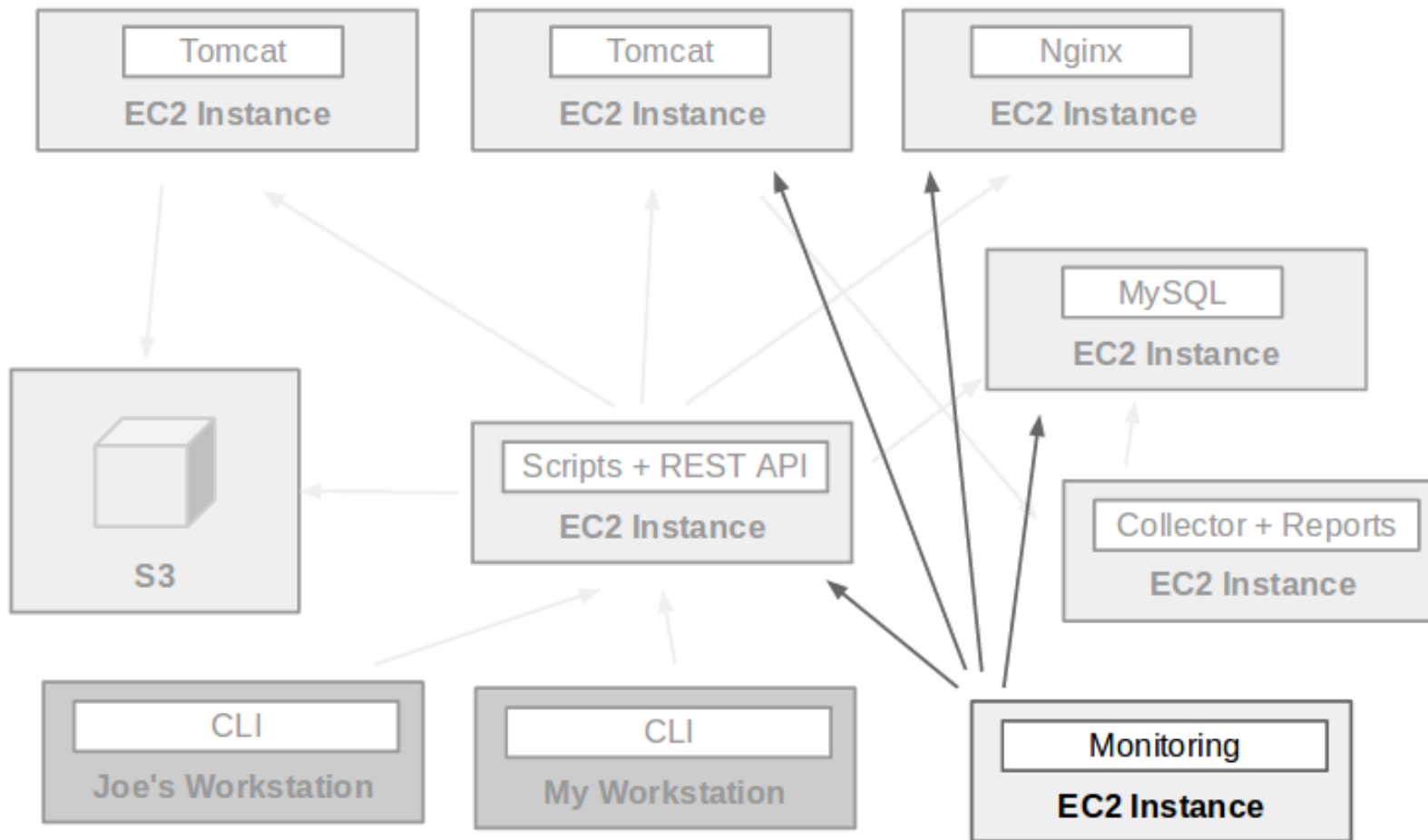
# Platform!



# Stats and Reporting



# Monitoring



# What's Next?

- Performance optimization  
(scale, latency, etc.)
- New services
- Improved availability, recoverability



**What's Next =**  
**What's *Obviously* Next!**

# We Built It!

- Zero design
- Loosely defined, malleable "vision"
- Only ever did "the next obvious thing"
- Complexity naturally emerged
- Incremental, independent additions



**Evolved -> evolvable**

# Questions?

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