#### So You Want To Rewrite That...

Lessons from a successful rearchitecting
Camille Fournier
@skamille
GOTO Chicago 2014

# We were failing to support our growth, our customers, and our technology

### Everything's not fine.





# There's no such thing as a successful rewrite

The sustainable rewrite looks like firefighting Cliff Moon, Boundary

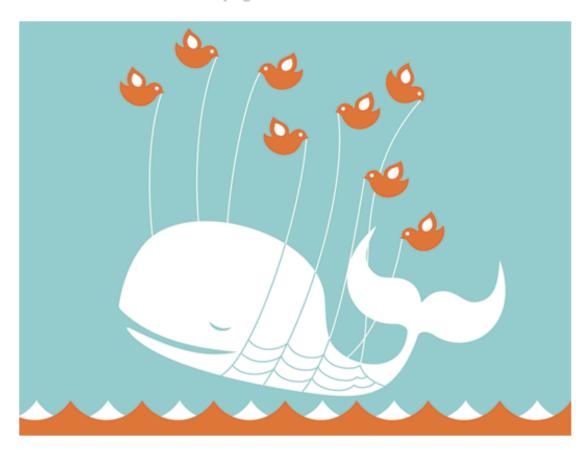
### THE PATH TO REWRITING IS FRAUGHT WITH DANGER

### You're failing now.

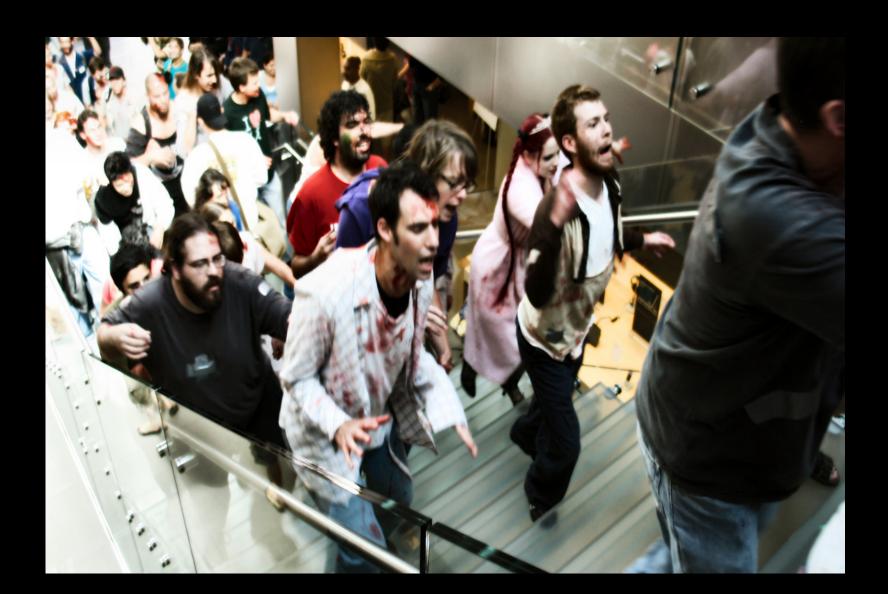
#### You can't scale.

#### Twitter is over capacity.

Too many tweets! Please wait a moment and try again.



#### You can't meet customer demand.



You're crushed under the weight of your technical debt.



# It is easy to fail on the unknown unknowns

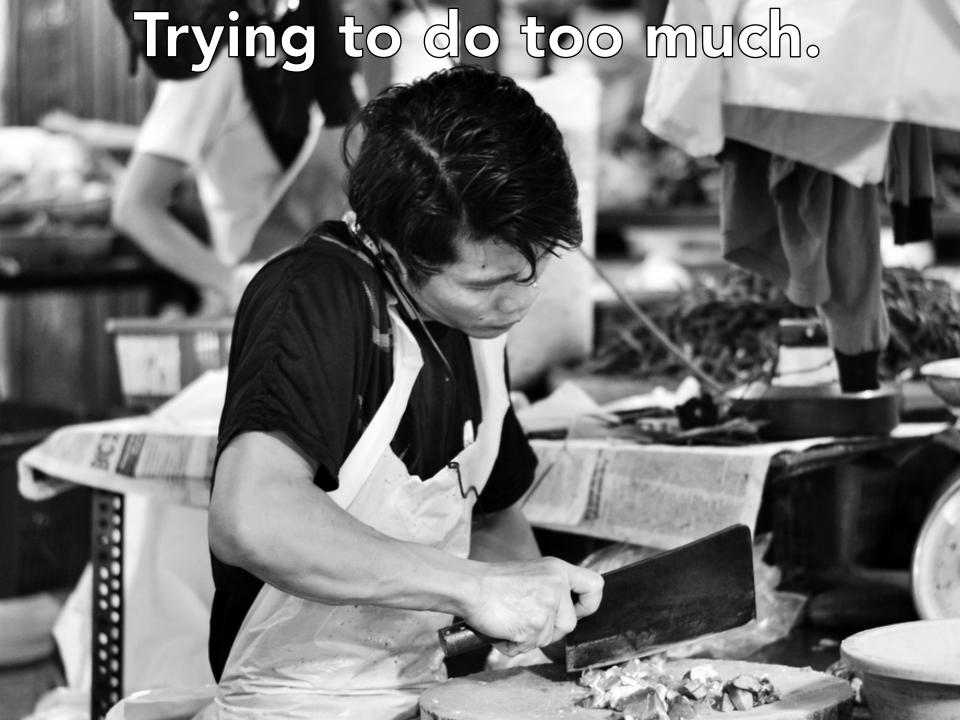


#### What about the data?

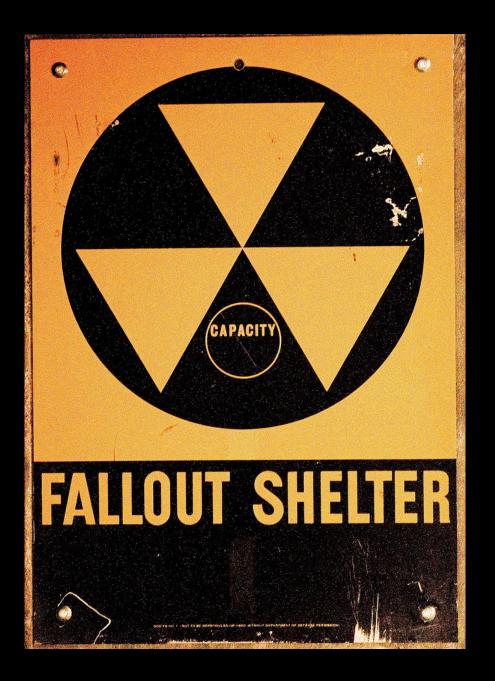
### How does the team need to change to make this successful?



# The sirens will tempt you off course.



Counting on a "big bang" release.



#### Choosing the wrong software.



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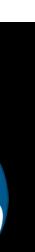
### WHAT ARE THE PRINCIPLES TO MAKE THIS SUCCESSFUL?

### Change as little as possible.



### Rewrite but keep the language the same.









### Change only one thing at once (salami slicing)

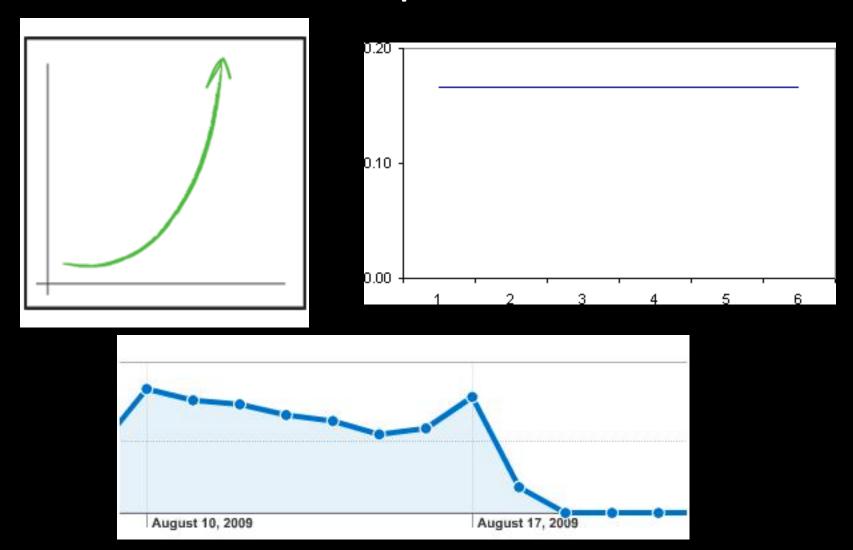


### You need to sell this.

### Sell it to yourself first.



### Sell it to the business with Big Scary Graphs.



### Sell it to your team.

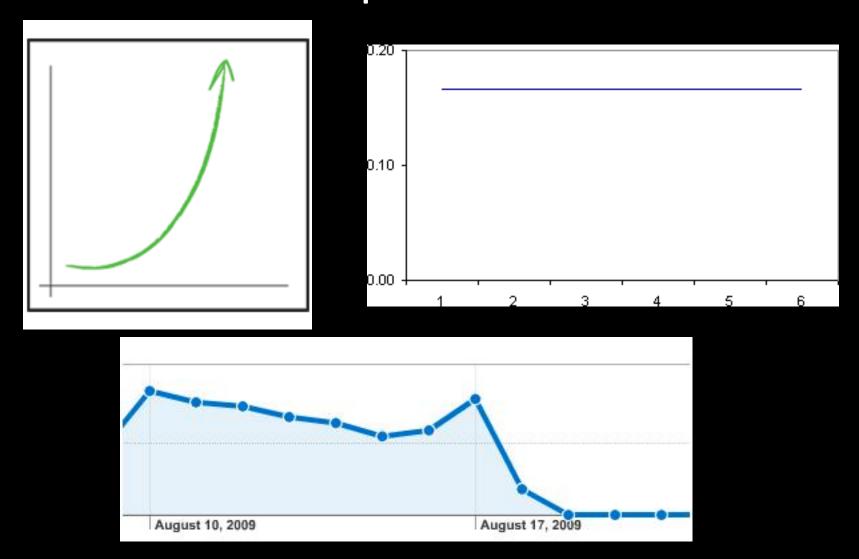


# You need a detailed definition of done.

A test suite that acts as a safety harness.



### What is the quality we're measuring to improve?



#### What is our data migration plan?

### WHAT DOES THE OUTCOME LOOK LIKE?

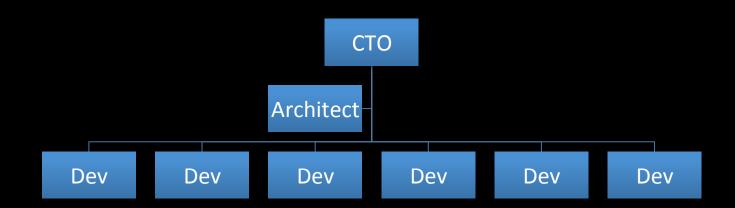
# Your culture will change in the process.

### Long-time employees may feel threatened.

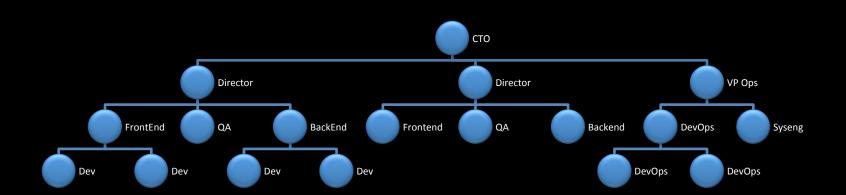




#### The structure of your team changes.



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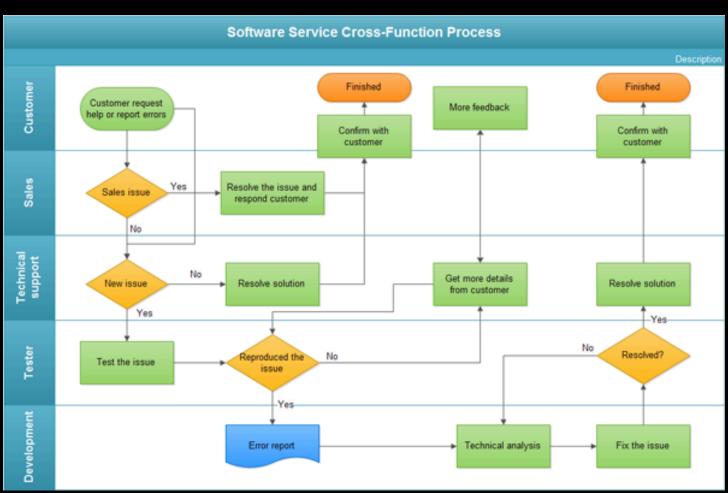


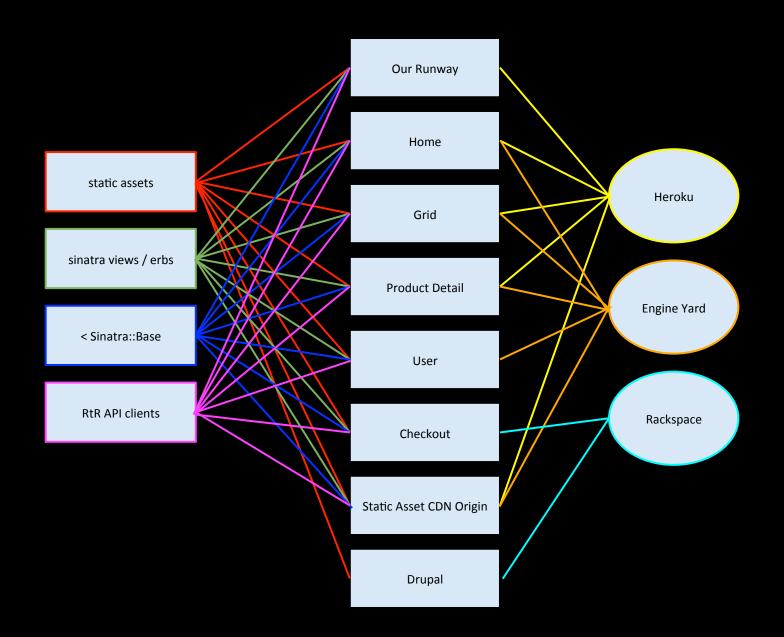
# A new architecture brings new challenges.

### Tempting to make v2 everything you ever wanted!

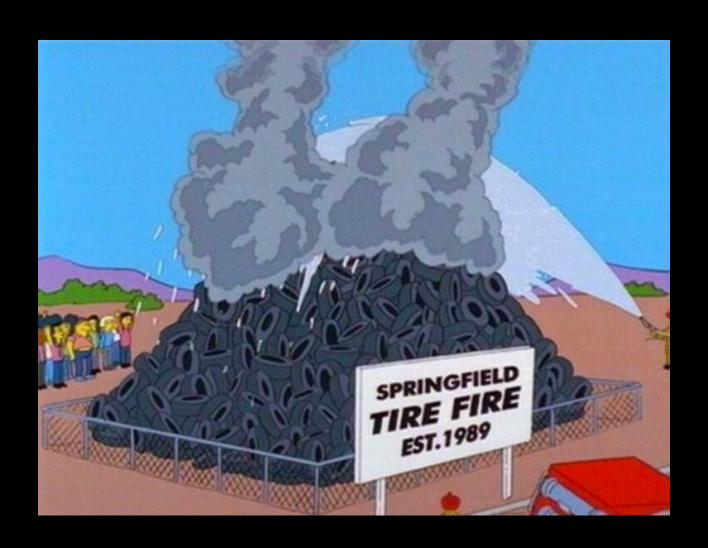


## Overengineering can happen to process, too.





#### You're never really done.



# You create a system that will last longer than its predecessor.

## You have the flexibility to build the things you will need.

## You have standards around that flexibility to mitigate complexity.

### Build with the needs of a larger or smaller team in mind.

### Everything isn't fine.



#### It's time to rewrite.

### Sell it, change as little as possible, and know what done looks like.

Prepare for a brave new world.



#### Thanks!

- @skamille
- Rent the Runway is hiring! renttherunway.com/careers
- My blog: whilefalse.blogspot.com

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