



# How I Learned to Stop Caring *and Made Better Software*

**By: Eli White**

*CTO & Founding Partner:*  
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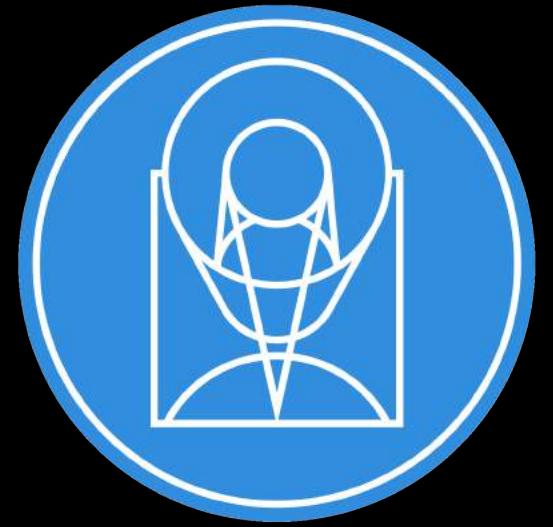
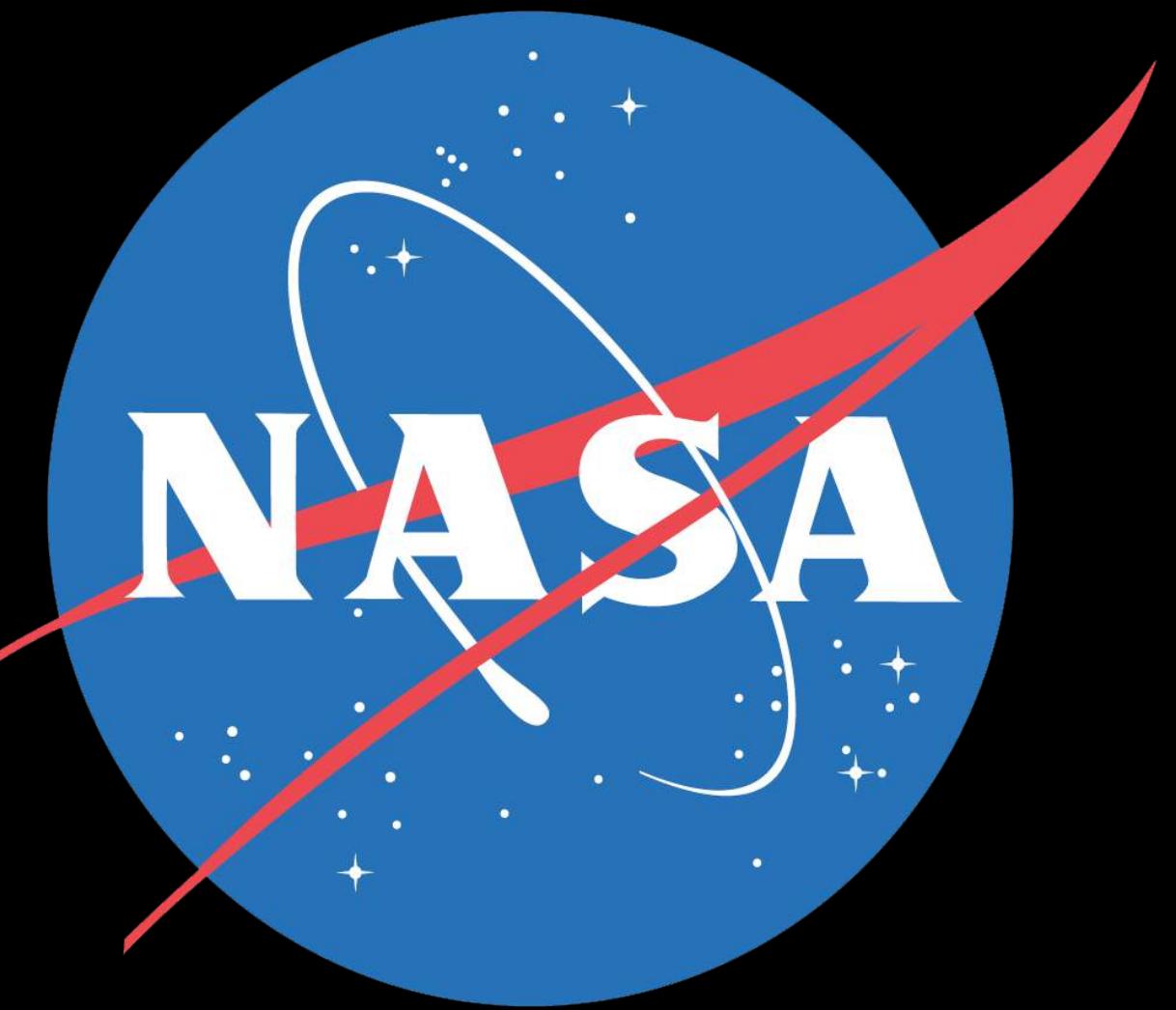
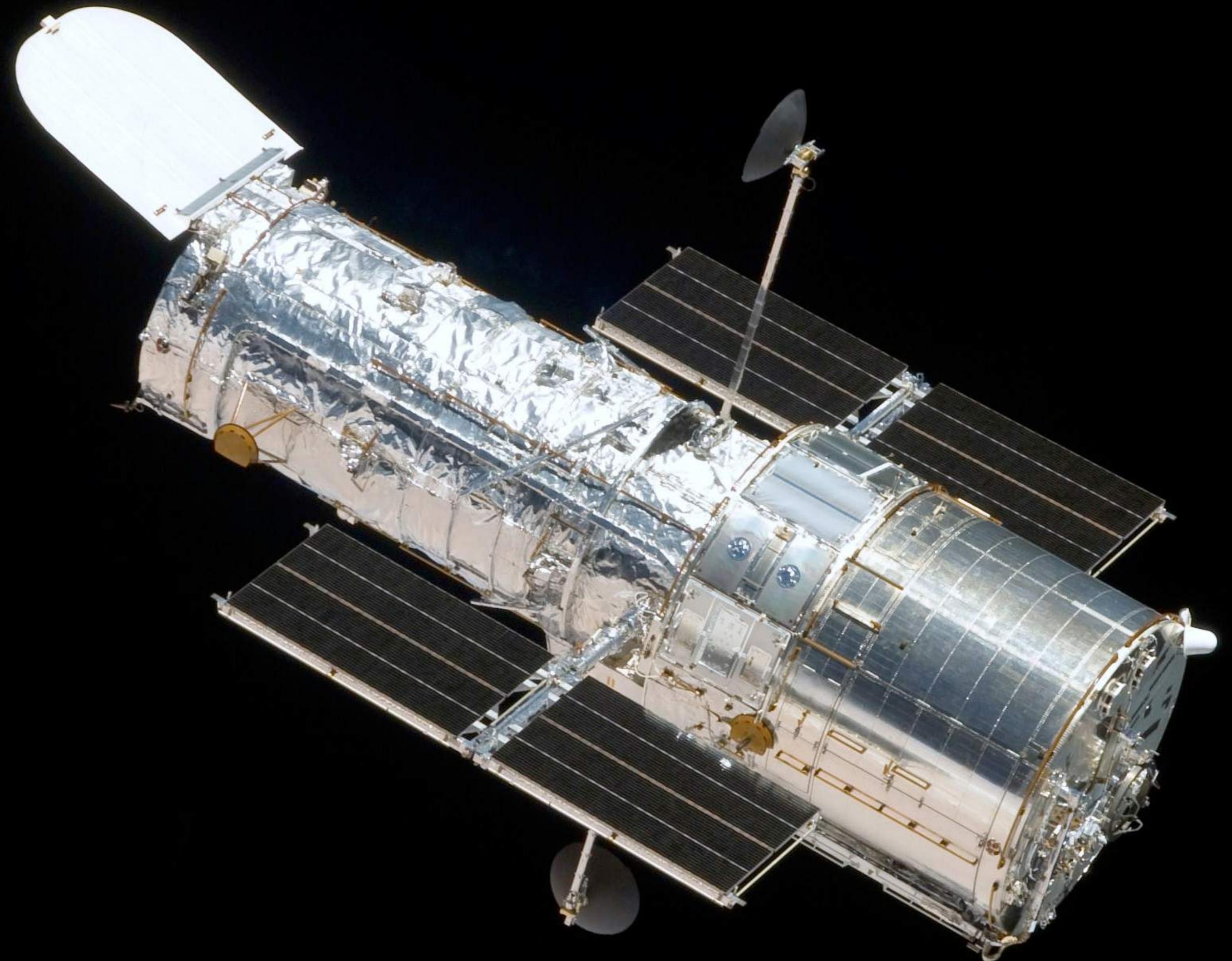
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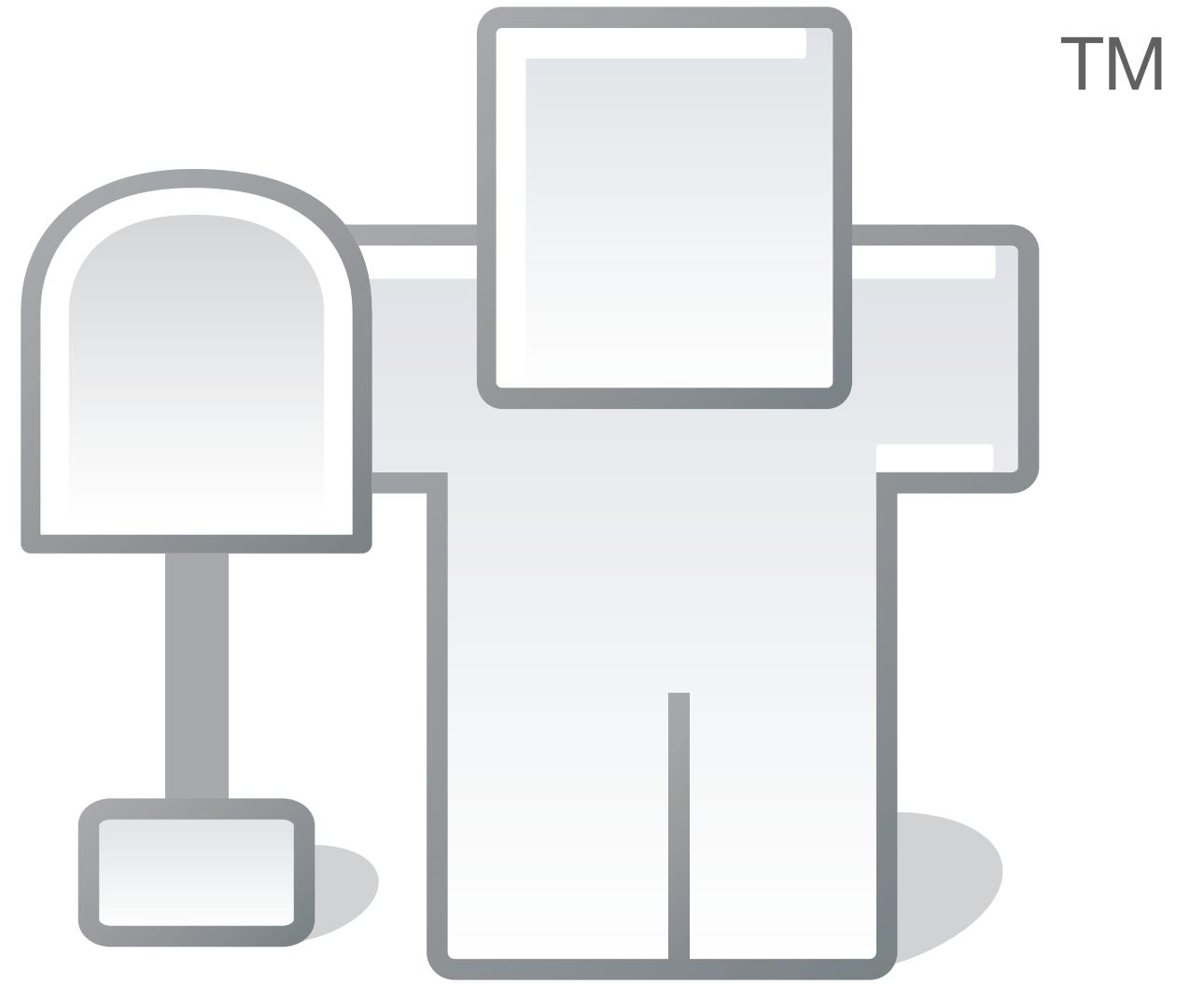
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# Trip through Time



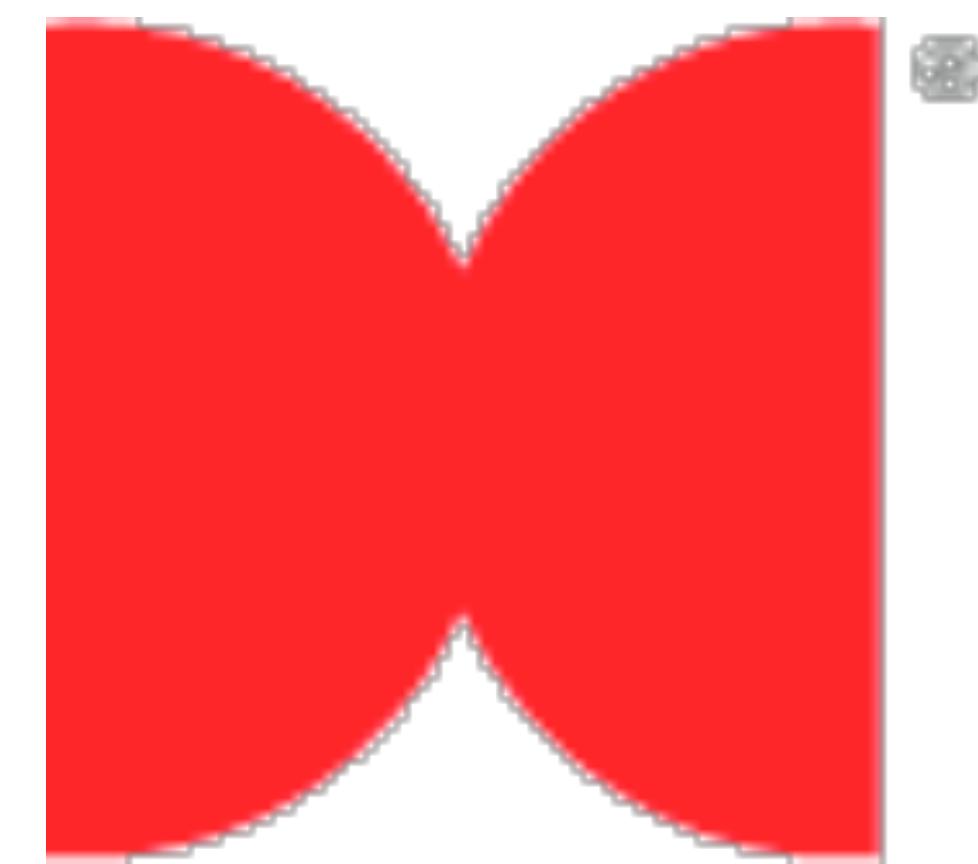
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The PHP Company



*Goodsie*







php[architect]

# So what are you saying?

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... Should I stop all best practices?



No! by mslavick, on Flickr

# Planning / Releases



Release planning using Team Estimation by Gerry Kirk, on Flickr

# Development Environment



Work Station '13 by Robby Green, on Flickr

# Deployment System



*Space Shuttle Endeavour Tail Section (1 of 2) by FastLizard4, on Flickr*

# Unit Testing



*Chris practices being grumpy by akrabat, on Flickr*

# Custom Software



*custom corvette by Andos\_pics, on Flickr*

# Uptime Requirements



*Ballooning II* by Adrián Pérez, on Flickr

# Things to never skimp on

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... upon fear of DOOM!

# Version Control System



*Mail Boxes by Gregory Jordan, on Flickr*

# Backups

A close-up photograph of several external storage devices stacked together. In the foreground, there's a silver drive with two circular ports on its front panel. Behind it is a black drive with a barcode sticker and a red indicator light. Further back is a white drive with a similar barcode sticker. To the left, there are more drives, some with visible LED lights. The background is blurred, showing more of the same type of equipment.

*Backup Stacks by Jaymis, on Flickr*

# Just Remember...



*Big Cat Shoe Box by bnilsen, on Flickr*

# Questions?

For this presentation & more:  
<http://eliw.com/>

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