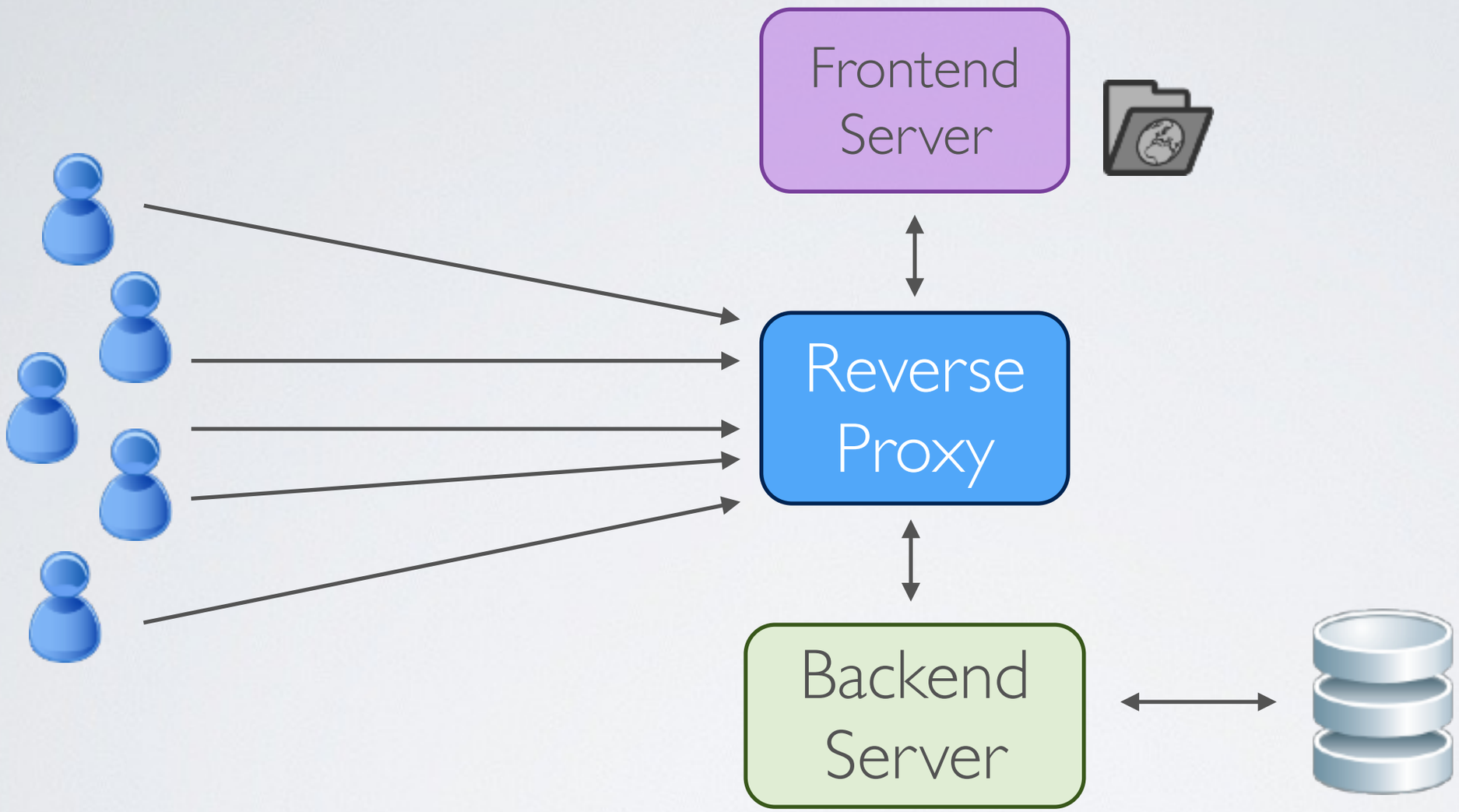
Problems

- How to increase the throughput?
- How to scale to serve millions of users?

Solutions