Heroku Technical Ramp Plan

v 1.0 08-JUN-2017

ARCHITECTURE

- [12 factor](#)
- [How Heroku Works](#)
- [Stacks](#)
- [The Process Model](#)
- [Logplex](#)
- [Free Dyno Hours](#)
- [Slug Compiler](#)
- [HTTP Routing](#)
- [Dynos and the Dyno Manager](#)
- [Dyno Runtimes](#)

DEPLOYMENT

- [Deploying with Git](#)
- [GitHub Integration (Heroku GitHub Deploys)](#)
- [Creating a 'Deploy to Heroku' Button](#)
- [Forking Applications](#)
- [Managing Multiple Environments for an App](#)
- [Pipelines](#)
- [Review Apps](#)
- [Release Phase (Beta)](#)
- [Preboot](#)
- [Cedar-14 Stack](#)
- [Heroku-16 Stack](#)

ADD-ON CATEGORIES

SALES TOPICS - FIRST CALL BASICS

- First Call Deck
- Mike Martin's Starter Slides and Video
- Rodrigo's "standard" demo
- Why Heroku Connect
- Heroku Connect Gaps
- Internalize three example Heroku Customers
- Internalize three Heroku Customer Slides
- Dyno Sizing video
- Pricing App

HEROKU FEATURES

- Dyno Types
- One-Off Dynos
- Heroku CI
- Process Types and the Procfile
- Configuration and Config Vars
- Application Metrics
- Logging
- Using Multiple Buildpacks for an App
- Container Registry and Runtime
- Heroku Private Spaces
- Log Drains
- Private Spaces DNS Service Discovery
- Regions
- Heroku Status
- HTTP Request IDs
- Error Pages
- Production Check

- [Local Development with Docker Compose](#)
- [Heroku Beta Features](#)
- [Optimizing Dyno Usage](#)
- [Limits](#)
- [Heroku Dashboard](#)
- [Heroku CI: Technical Detail on Test Run Lifecycle](#)
- [Heroku CI: Browser and User Acceptance Testing (UAT)](#)
- [Language Runtime Metrics (Public Beta)](#)
- [Private Space Logging](#)

SALES TOPICS - UNDER THE HOOD

- [Component mapping](#)
- [Architecture diagram](#)
- [All the Things](#)
- [Bold Claims](#)
- [The Blue White Paper](#)

SECURITY

- [Two-factor Authentication](#)
- [SSO for Heroku](#)
- [How to Deploy a PCI-compatible Application on Heroku](#)
- [Penetration Testing and Network Scanning](#)
- [Cookies and the Public Suffix List](#)
- [Using Single Sign-on (SSO) Services with Heroku, for End Users](#)
- [Using Single Sign-On (SSO) Services with Heroku, for Administrators](#)
- [Security Spiral](#)
- [Private Spaces Diagrams](#)
- [Draft Security Slide](#)
- [Data Residency best practices](#)
- [Private Space Logging with Shield](#)

ACCOUNTS & BILLING

ORGANIZATION ACCOUNTS

- [Heroku Enterprise](#)
- [Heroku Team Organizations](#)
- [Managing an Organization Account](#)
- [Managing Organization Users and Application Access](#)
- [Developing Apps within an Organization](#)
- [Using App Permissions in Heroku Organizations](#)
- [App Permissions and Allowed Actions](#)
- [Add-on Controls](#)
- [Set Up Salesforce Identity SSO with Heroku](#)

COMMAND LINE

- [Heroku CLI](#)

MORE SALES TOPICS

- [About Add-ons](#)
- [SLAs and Disaster Recovery](#)
- Competition
  - [Vendors](#)
  - [Why manage a stack?](#)
  - [What about this stuff?](#)
  - [Kubernetes is not magic](#)
- What drives Credit Card to Enterprise deals?
  - Private Spaces, Heroku Connect, annual pricing terms and volume discount (*[slides](#)*)
- Value Drivers
  - [Value drivers](#) (from 2014!)
  - [Business case](#)

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Heroku Data

[HEROKU POSTGRES](#)

- [Heroku Postgres Production Tier Technical Characterization](#)

SALES TOPICS - SELLING HEROKU POSTGRES

- [Customer deck](#)
- [Internal deck](#)
- [Plans](#)
- [Tech Specs](#)

[**HEROKU REDIS**](#)

APACHE KAFKA ON HEROKU

- [Launch Training video](#)
- [Robust Usage of Apache Kafka on Heroku](#)
- [Apache Kafka on Heroku](#)
- [Kafka Event Stream Modeling](#)

Sales Plays

Data Play

[Slides](#), [Official collateral](#)

AWS Play

[Slides](#), [Official collateral](#)

Sell to App Dev

[Qualification questions](#)

Advanced Heroku topics

Languages

RUBY SUPPORT

- [Heroku Ruby Support](#)

JAVA SUPPORT

- [Heroku Java Support](#)

PYTHON SUPPORT

- [Heroku Python Support](#)

NODE.JS SUPPORT

- [Heroku Node.js Support](#)

SCALA SUPPORT

- [Heroku Scala Support](#)

CLOJURE SUPPORT

- [Deploying Clojure Applications with the Heroku Leiningen Plugin](#)
- [Database Connection Pooling with Clojure](#)
- [Queuing in Clojure with Langohr and RabbitMQ](#)
- [Using WebSockets on Heroku with Clojure and Immutant](#)
- [Using Node.js with Clojure and ClojureScript Applications](#)
- [Heroku Clojure Support](#)

PHP SUPPORT

- [Heroku PHP Support](#)
- [Customizing Web Server and Runtime Settings for PHP](#)

GO SUPPORT

- [Heroku Go Support](#)

Extending Heroku

PLATFORM API

- [Platform API Reference](#)
- [Getting Started with the Platform API](#)
- [Copying Slugs with the Platform API](#)
- [Creating Slugs from Scratch](#)
- [OAuth](#)
- [JSON Schema for Platform API](#)
- [Setting Up Apps Using the Platform API](#)
- [app.json Schema](#)
- [Pipelines Using the Platform API](#)
- [API Compatibility Policy](#)
- [Building and Releasing Using the Platform API](#)

BUILDPACKS

- [Testpack API](#)
- [Buildpacks](#)
- [Buildpack API](#)
- [Third-Party Buildpacks](#)

BUILDING ADD-ONS

- [Inspecting Heroku Pipelines as an Add-on Partner](#)
- [How Add-ons Work](#)
- [Add-on Partner Log Integration](#)
- [Building an Add-on](#)
- [Syncing User Access as an Ecosystem Partner](#)
- [Bringing an Add-on to Market](#)
- [Asynchronous Provisioning of Add-ons](#)
- [Add-on Partner App Info API](#)
- [Making Your Add-on Shareable](#)
- [Accessing Application Logs from an Add-on](#)
- [Add-on Documentation Guidelines](#)
- [Add-on Manifest Format](#)
- [Platform API for Partners](#)
- [Add-on Parameter Handling](#)
- [Add-on Partner Event Notifications](#)
- [Becoming an Add-on Partner](#)
- [Add-on Single Sign-on](#)
- [Add-on Partner API](#)
- [Add-on Support](#)
- [What is an Add-on?](#)
- [Add-on Performance Expectations](#)
- [Add-on Partner Technical Best Practices](#)