



Building a System from Scratch

Our Journey So Far

Platform Team



Russ



Eddie



Brandon

What Are You Making?



What Are You Making?



What Are You Making?

[Your Devices](#) [Account](#) [Order](#) [Support](#) [Sign Out](#)

Dashboard

We trust you've been up to big things, Quynh Phan.

You

Quynh Phan
verified

Registered on June 1st, 2014
Coin Verified since May 15th, 2014

[Manage Account](#)

Your Devices

iPhone 5s
iOS 7.1

name Annabella
uid 123456ABCDEF789...

You can pair your Coin with a single device at a time, attempting to pair it with a new device will disassociate the current device with your account. This means you'll need to reverify your card, which will take some time, but it's also a lot more secure.

Samsung Galaxy S9000 S Pro SuperBowl Edition
Android 4.3

iPod Touch
iOS 11.1

[Manage Device](#)

Your Coin

First Edition Midnight

model Simone
serial ABC1234567RD598B

Paired with your account on June 1st, 2014, and it's been intensely faithful to you ever since.

[Manage Coin](#)

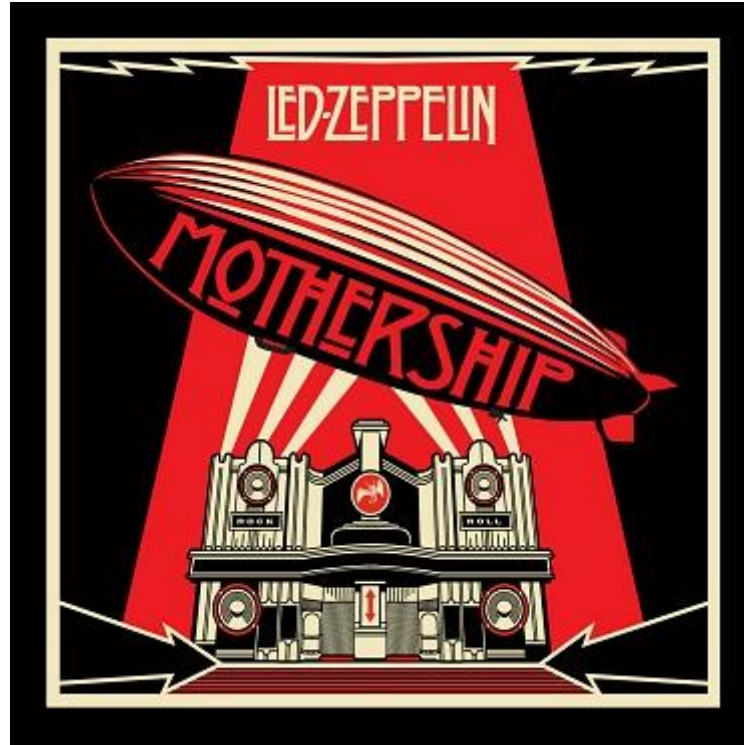


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What Are You Making?



Why Are You Telling Us This?



Let's Pretend...

MR. DAYDREAM

By Roger Hargreaves

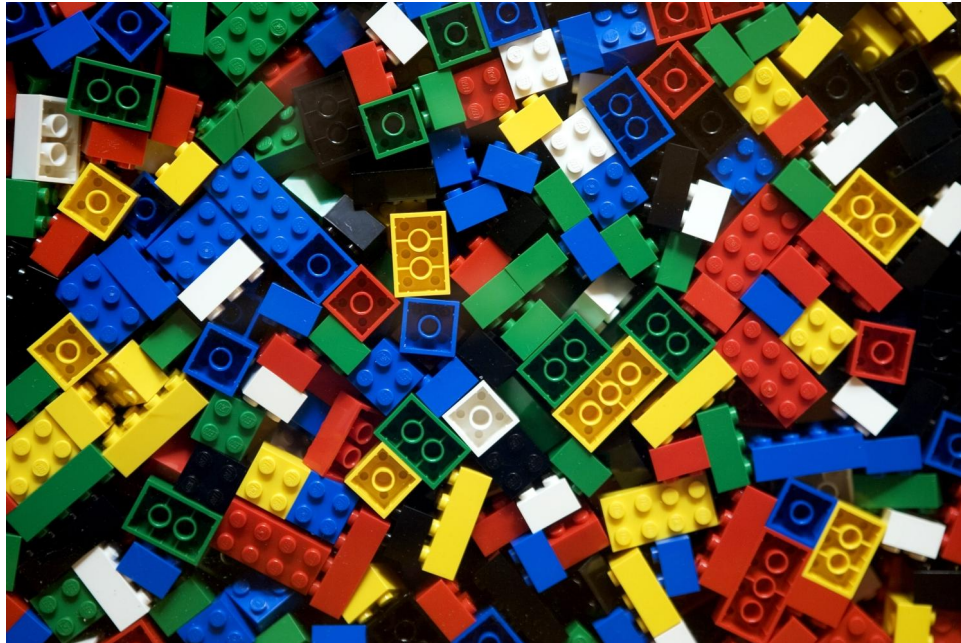


Build Just Enough

Russ

In the Beginning...

There were 2 Heroku instances



Our top 3 platform criteria

- Flexibility
- Cost
- Ability to automate

How We Started

- OpsWorks
- RDS
- Redis

How We Started

- SOA right away
- API
- Web and mobile clients

Delivery Schedule

- Build APIs
- Build web-based clients
- Load and usability testing
- Build basic internal tools
- Ship

Results

- 1MM uniques on day 1
- 13k CS tickets in 2 weeks

Getting Ready for Primetime

Eddie

Market fit vetted, what next?

- Security
- Availability
- Integration

Network Security

- VPC (requires VPN and NAT)
- Security groups
- Pentest

Server Security

- IAM
- Monitoring
 - Intrusion detection/prevention
 - Anti-malware
 - File-integrity
- OS audit records
- Centralized logging

Data Security

- Managing credentials
- Encryption
- Filtering

Availability

AWS helps a lot here.

- RDS
- ElasticCache
- EC2 auto-healing

Integration

As much as you might want to, you can't build it all.

- Specialized features
- Analytics
- Performance
- Manufacturing & Fulfillment

Investing in the Future

Brandon

Evolving What We've Built So Far

- Building on a Strong Foundation
- Sensible Abstractions When They're Needed
- Biting the Bullet

Evolve How We Work

- Write things down
- Be disciplined
- Tooling

Evolve How The Team Works

- Cross Team/Role Knowledge Sharing
- Community Interaction
- Specialization

Final Thoughts



Thank you!

Ask us about Coin!

<https://onlycoin.com>