

When the Park Fences Go Down



Quickly Scaling from One Server to Ten
(like, right now...)

Are you an engineer?

**Have you launched a
product?**

**Have you built
something that many
people use?**

Thanks AlphaLab

- You're in our shoes
 - Small team that may need to scale overnight
- Not about us – story of scaling quickly
- Eat some free food and learn something (hopefully)

Dream Team



Chris “Gingeneer” Armstrong



Joe “Lunch Date” Hagerty



Chris “The Manski” Szymansky



Roger “Draft Dodger” Cosseboom

The Resumator

- Founded in 2009
- SaaS web application that helps companies hire
- About 20 employees
- Over 1,100 subscribers
 - Heroku, Pinterest, Atari, IGN, HootSuite, MailChimp..

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Software Engineering Intern (Fall 2012)

Pittsburgh, PA

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Created: Jun 05, 2012 Status: Open Views: 702 Forwards: 1 Applicants: 37 Hiring Lead: Chris Armstrong Tracking ID: (none)

[Summary](#)[Jobnosis™](#)[Referrals](#)[Social](#)[Applicants](#)[Statistics](#)[Activity](#)

Jobnosis: You job listing isn't bad, but you could make it better. [View suggestions »](#)

[Edit Job Details](#)[Clone Job](#)[Delete Job](#)[Create Task](#)Title/Position **Software Engineering Intern (Fall 2012)**

Location Pittsburgh, PA

Department Engineering

Employment Type Internship

Min. Experience Student (College)

Status Open

Jobnosis™ This job is rated 70 out of 100 [Learn why »](#)

Spread the Word!

Share this job with your Facebook, LinkedIn and Twitter connections to spread the word that you're hiring.

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Link to this Job

If you need to track the source of the applicant, you can create

Software Engineering Intern (Fall 2012)

[« Go back to job listings](#)

Location: Pittsburgh, PA Department: Engineering Type: Internship Min. Experience: Student (College)

The Resumator is a quirky, Pittsburgh-based software company that develops Web 2.0 recruiting software (www.theresumator.com). Featured on TechCrunch, Mashable and CNET, we empower growing businesses with recruiting tools they've never had, but have always needed.

Included in *Entrepreneur* magazine's list of "100 Brilliant Companies", The Resumator has been widely heralded as an innovative, essential product for businesses that need to hire. Our customers include some of the fastest growing businesses and startups across the world, including Pinterest, Evernote, Bitty, Bump, Posterous and many more. We're one of Pittsburgh's hottest startups, we're growing fast, and we're looking for new office space. Come join the team!

We're looking for a web application engineer intern to help us build internal tools and assist in the building of new features of our product. We're a fast-moving startup looking to bring on talented, energetic individuals with a passion for developing software-as-a-service Web applications. This role is a part-time position.

Most importantly, we are an entrepreneurial-focused company. We want all of our folks to learn what it takes to start their own business someday, which means much of our company information is transparent. This is an excellent opportunity to gain skills to someday manage your own products.

Responsibilities

- Help with front-end and back-end development of new features for The Resumator
- Research bug reports and suggest fixes
- Map data for customers migrating to our system

Apply for this Position

* Required fields

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First name*

Last name*

Email address*

Phone number*

Resume*

[Attach resume](#) or [Paste resume](#)

Cover Letter*

the Resumator™

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Search Applicants [Advanced Search...](#)

[Run a saved search...](#)**Name**

peart

Keywords in Resume**Job**

Any job

Status

Any status

Category

Any category

Rating[Search Applicants](#)[Close Search Box](#)

<input type="checkbox"/> Applicant	Job	Status	Rating	Received	Actions
<input type="checkbox"/> David Link 7242905847	Graphic Designer Pittsburgh, PA	Spam		Mar 21, 2012 125 days ago	Delete
<input type="checkbox"/> Bob Newhart	Graphic Designer Pittsburgh, PA	Not a Fit		Mar 16, 2012 130 days ago	Delete
<input type="checkbox"/> Cloud Strife	Project Manager Pittsburgh, PA	New		Mar 15, 2012 131 days ago	Delete
<input type="checkbox"/> Recruiter Test 4128419220	Front-end Designer Pittsburgh, PA	New		Mar 14, 2012 132 days ago	Delete
<input type="checkbox"/> Ed Butram Pittsburgh, PA - 419-865-0232	Project Manager Pittsburgh, PA	New		Feb 18, 2012 157 days ago	Delete
<input type="checkbox"/> Ed is also an applicant for this job	Front-end Designer	Review Portfolio		Feb 18, 2012	



Home Page Upgrade Referrals Rewards

Please note you're browsing a filtered list of applicants based on search criteria. [Remove filters](#)

Neil Peart St. Catharines, ON

[Duplicate? Check...](#)[« Return to Resumes](#)

Phone: 42132347890

Email: don@theresumator.com

Applied: March 8, 2011

Source: <http://www.rubiconproject.com/about/hiring/software-engineer-core-team/>[Dashboard](#)[Profile](#)[Communication](#)[Evaluations](#)[Activity](#)[Check Out...](#)[Hide Applicant](#)[Watch Applicant](#)

Jobs Applied For

[+ Add Job](#)

Job Title

Rating for Job

Workflow Status

 Graphic Designer

Pittsburgh, PA



Top-tier applicant

Scheduling Phone Screen

Feedback: Top-tier applicant

[View feedback](#)[Submit feedback](#)[Request feedback](#) **Front-end Designer**

Pittsburgh, PA



New

Feedback: Unrated

[View feedback](#)[Submit feedback](#)[Request feedback](#)

Resume

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Tasks

[+ New](#) **Review answers of Neil Peart's skills test**
Chris Armstrong – Past due on 2011-04-22 **Please review this fellow**
Chris Armstrong – Past due on 2011-05-11 **Call this guy**
Chris Armstrong – Past due on 2011-05-19 **call him**

Events

[+ New](#)

2011-12-08 - Neil Peart - Graphic Designer

2012-01-27 - Phone Screen: Neil Peart - Graphic Designer

2012-01-31 - Neil Peart - Graphic Designer

2012-02-03 - Interview: Neil Peart - Graphic Designer

2009

- Second AlphaLab class
- First customer!

2010

- First and second hires
- Begging for press
- Celebrate every signup

2011 - First, Paige

- Series A
- Press (finally)
 - Growth!
- From 3 to 18 employees

That's Good, Right?



Janky

janky (adjective): inferior quality; held in low social regard; old and delapidated; refers almost exclusively to inanimate material objects, not to people

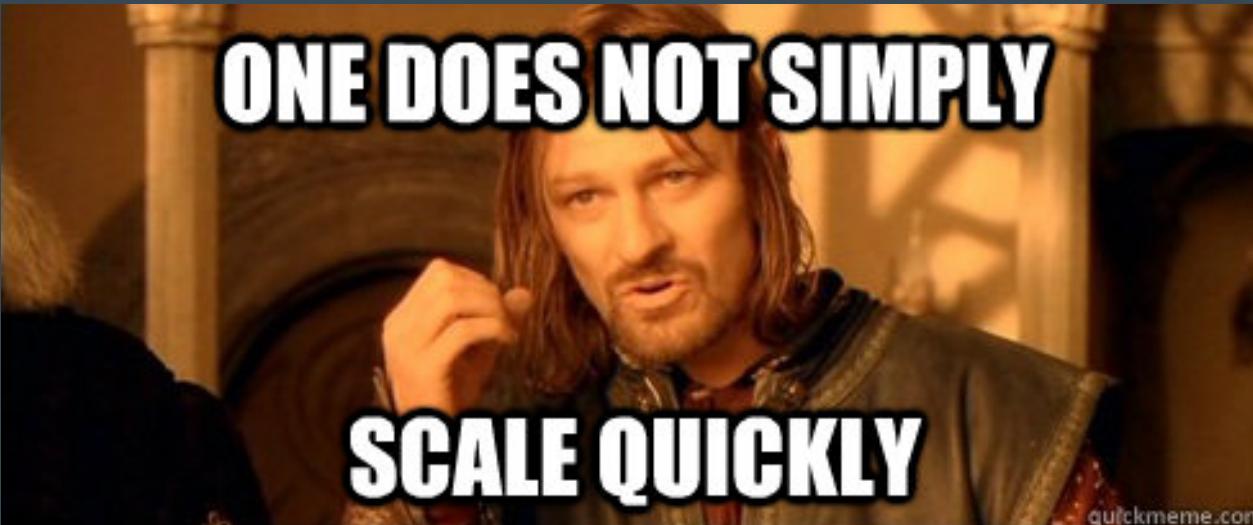
- Only one server
- Everything manual
- Bloatware



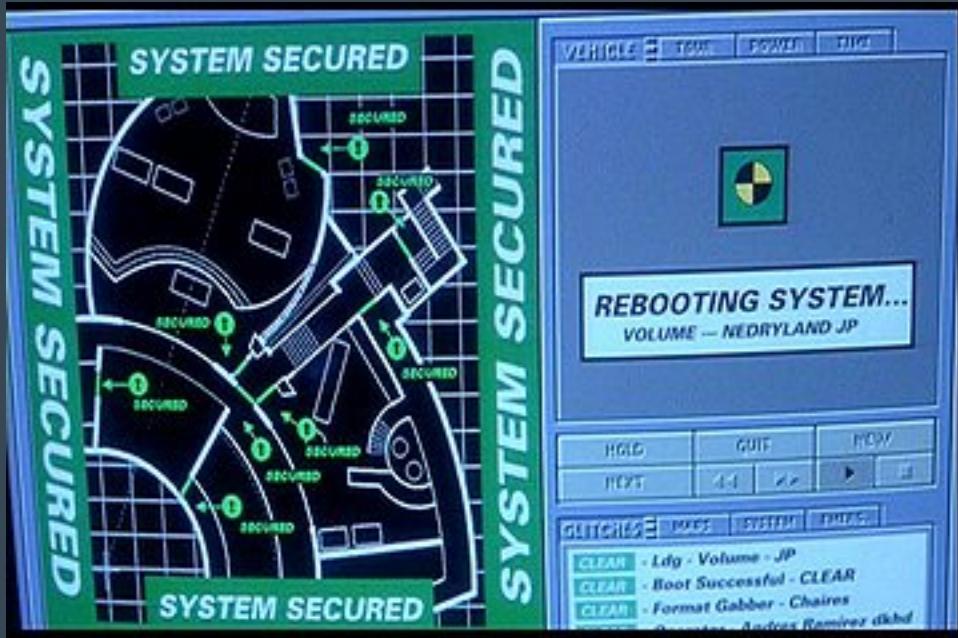
We Need to Scale...



The Problem



Do it Ourselves?



- One engineer
- Time!
- Scaling experience

Don't Hire a SysAdmin

- Focus on building features
- Get customers
- Drive revenue!



To The Skies



We need...

- Middle-man service
- Dashboard
- Monitoring
- Experience with scale

Who Can Help Us?



- Well-funded
- Friends
- Zynga, BBC, EA, AP
- Younger, gaining traction
- Hosted or open-source
- Disney, Nokia, CBS, Samsung

RightScale

- Dashboard
- Monitoring
- Auto-scaling



RightScripts

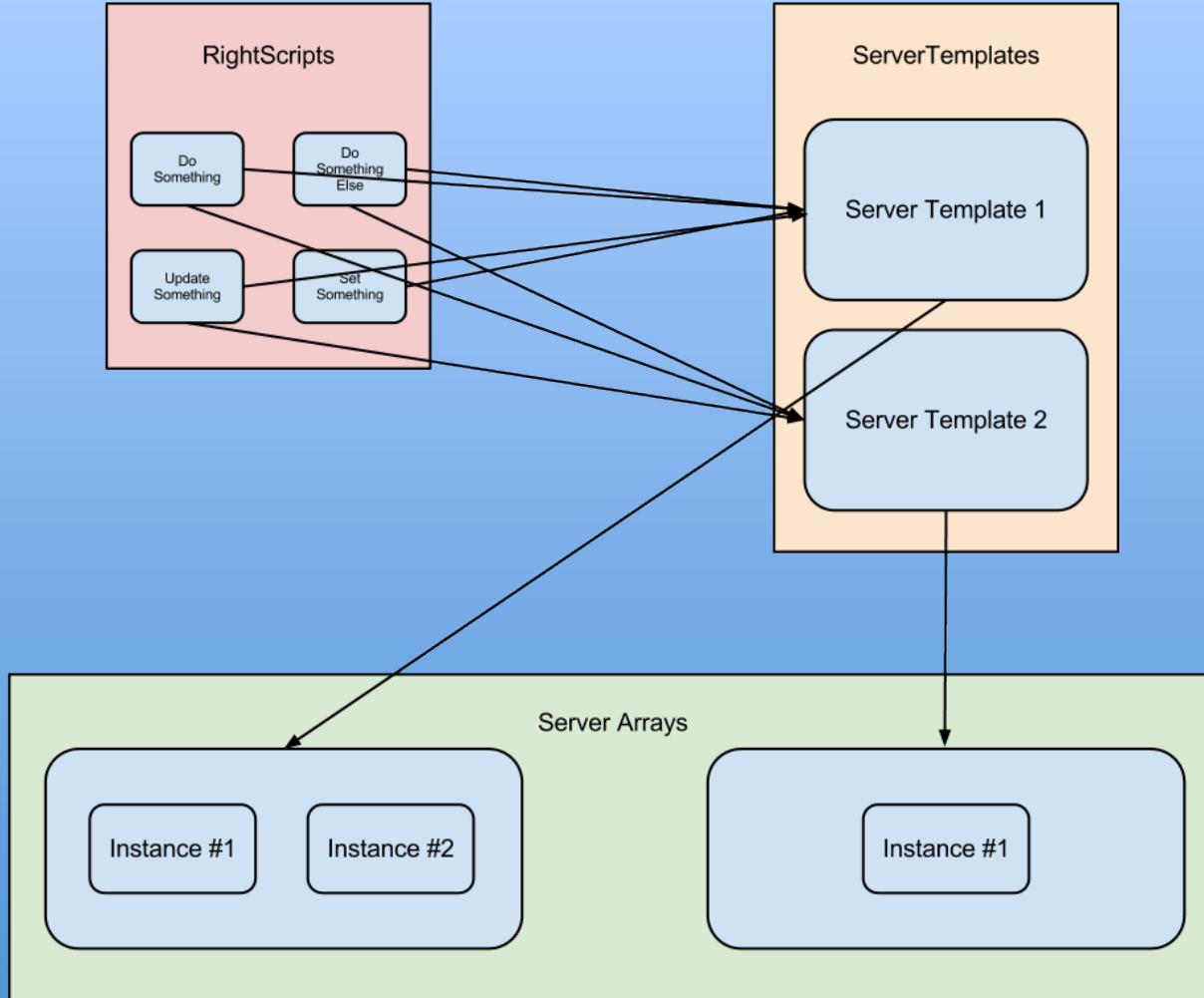
- Automate actions
 - Installing software, editing configs, etc.
- Written in any scripting language
 - PHP, Python, Perl, bash, etc.
- Can be run anytime, on boot or shutdown

Server Templates

- Vanilla server image (AMI)
- Collection of RightScripts
- Inputs
- Alerts

Server Arrays

- Many machines, one array
- Use ServerTemplate
- Server size (t1.small, etc.)
- Automatically scale (grow/shrink)



June 2011

Welcome to RightScale

July 2011



Hold onto your butts...

Event Horizon



What's That Smell?

Applicant flow tripled from 1,400 to 4,600...

Dinosaur Dung

- Resumator syndicates jobs to free job boards
- Mid-July, tweaked syndication
 - Jobs reposted, appear much higher in search results
- Fell to slightly higher-than-average levels
 - But, damage was done – application was **slow**

Lowest-Hanging Fruit

- Customer and jobs tables locked due to the applicant flow
- Split customer and jobs table into new tables
- Site became usable again!

Let's Do This

- Set a go-live date (July 22)
- Test application and update deployment
- Maintain procedure and go-live checklist
 - Document **everything!**

Turn Off the Fences

- Take site offline
- Run backup, move to deployment
- Restore site and verify

Restart the Power

- Major features, quirky smaller features
- Go-live docs helped immensely
- Mod_rewrite logging

Relief



Timeline

- Only 11 days!
 - July 11th, 2011 – Reports of slowdowns
 - 15th – Plan launch on 22nd
 - 18th – Nearly unresponsive, work full-time
 - 22nd – Live on Amazon

Lessons



Don't be a Nedry

- Weigh the risks!
- Know the cost of downtime vs. data loss
- When can you be down?



Don't be a John Hammond

- Engineer hubris
 - “... but I can build/script it myself!”
- All about opportunity cost
 - We focus on app, not deployment
- Not scaling experts



Be an Ian Malcolm

- You can't control everything
- Your infrastructure/project/code can never be perfect
- Use bubble gum when you want to use glue



Questions?





• Engineering •



Sound fun?

<http://jobs.theresumator.com>



• Engineering •



Thanks!

Chris Armstrong
chris.armstrong@theresumator.com
888-353-0887 x703