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Welzoo Tech Stack

Last week Michigan State University student Zach Firestone launched the alpha of his first Internet startup venture, a project called Welzoo (<http://www.welzoo.com>). Once registered with Welzoo, users are required to change their homepage to the Welzoo homepage, which delivers content based on the interests of the user. In return, Welzoo donates a small amount of money to a charity of the user's choice every time they open their web browser.

Zach was more than happy to educate me about the custom web stack him and his programmers built to make Welzoo a reality.

Servers:

Welzoo utilizes Rackspace Cloud Servers for their web hosting, much like I do in TC 362. In order to cope with sizable (hopefully) traffic, Welzoo is maintained on high performance servers:

- 2gb RAM
- 2 CPU Cores
- 30 gb Storage
- Rackspace cloud Files with Akami CDN for image uploads and storage, service and compression of static asset

The Welzoo team used all open-source resources in the development process.

- Web server: Apache 2 on Ubuntu
- Application server module: Phusion Passenger (mod rails/mod rack) 3.0.18 for the execution of Ruby on Rails elements in the site
- Postgres 9.1 for database management

Deployment:

- Capistrano deployments using Git
- Staging Server pulling from integration branch in Git
- Production server using master branch in Git

Security:

- Remote SU disabled
- Remote Password disabled (SSH Keys only)