



# FROM BIG DATA TO BIG INFORMATION

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INTERNATIONAL  
SOFTWARE DEVELOPMENT  
CONFERENCE



gotocon.com

Tuesday, October 1, 13

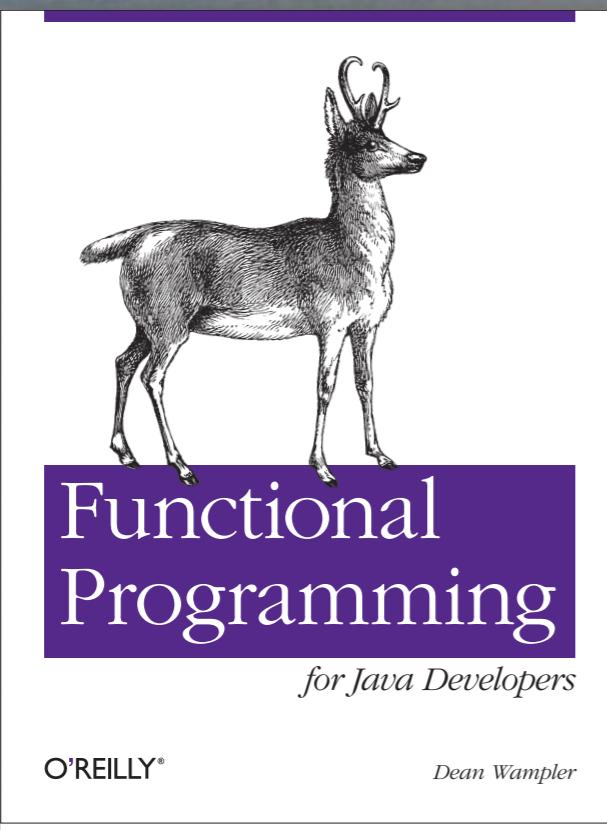
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# Who am I?

[dean@concurrentthought.com](mailto:dean@concurrentthought.com)

[@deanwampler](https://twitter.com/deanwampler)

[polyglotprogramming.com/talks](http://polyglotprogramming.com/talks)



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Tuesday, October 1, 13

Photo: San Francisco Bay, just south of the airport in Burlingame, before sunrise.

# Why this talk?

*Hadoop hype cycle:  
But what gives us  
actual value?*

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This talk reflects my experiences working on “Big Data” projects, mostly using Hadoop, with many clients. People sometimes jump on this bandwagon to avoid “being left behind” or to boost their career. Sometimes, it doesn’t make sense for their actual needs. Big Data itself doesn’t do you any good. It’s the information we extract that’s important, so let’s see how different technologies address specific problems.

Photo: Photo: San Francisco Bay, Burlingame, around sunrise.

# What Is Big Data?



**DevOps Borat** @DEVOPS\_BORAT

8 Jan

Big Data is any thing which is crash Excel.

[Expand](#)



**DevOps Borat** @DEVOPS\_BORAT

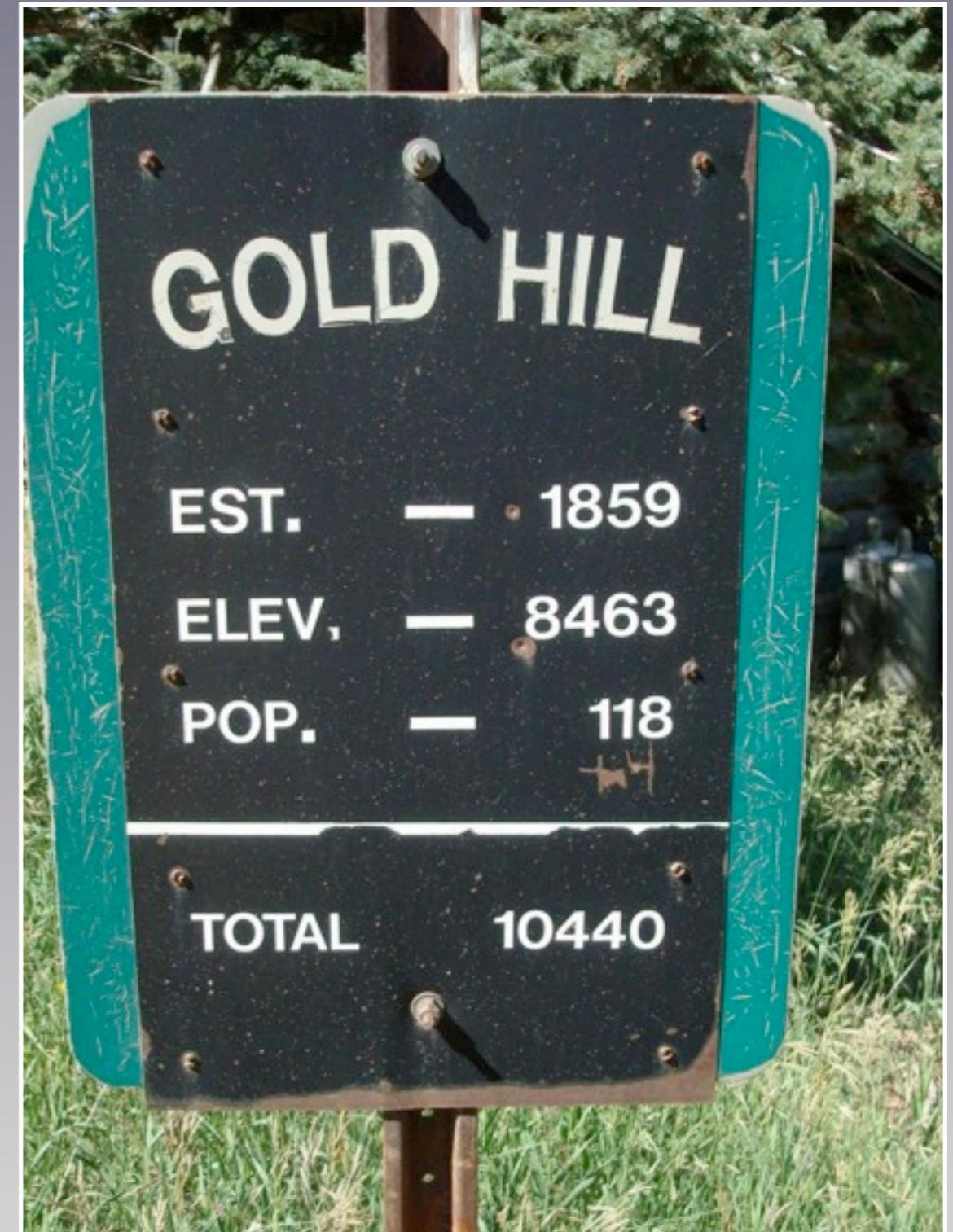
6 Feb

Small Data is when is fit in RAM. Big Data is when is crash because is not fit in RAM.

[Expand](#)

# Big Data

Data so big that traditional solutions are too slow, too small, or too expensive to use.



Hat tip: Bob Korbus

It's a buzz word, but generally associated with the problem of data sets too big to manage with traditional SQL databases. A parallel development has been the NoSQL movement that is good at handling semistructured data, scaling, etc.

# 3 Trends



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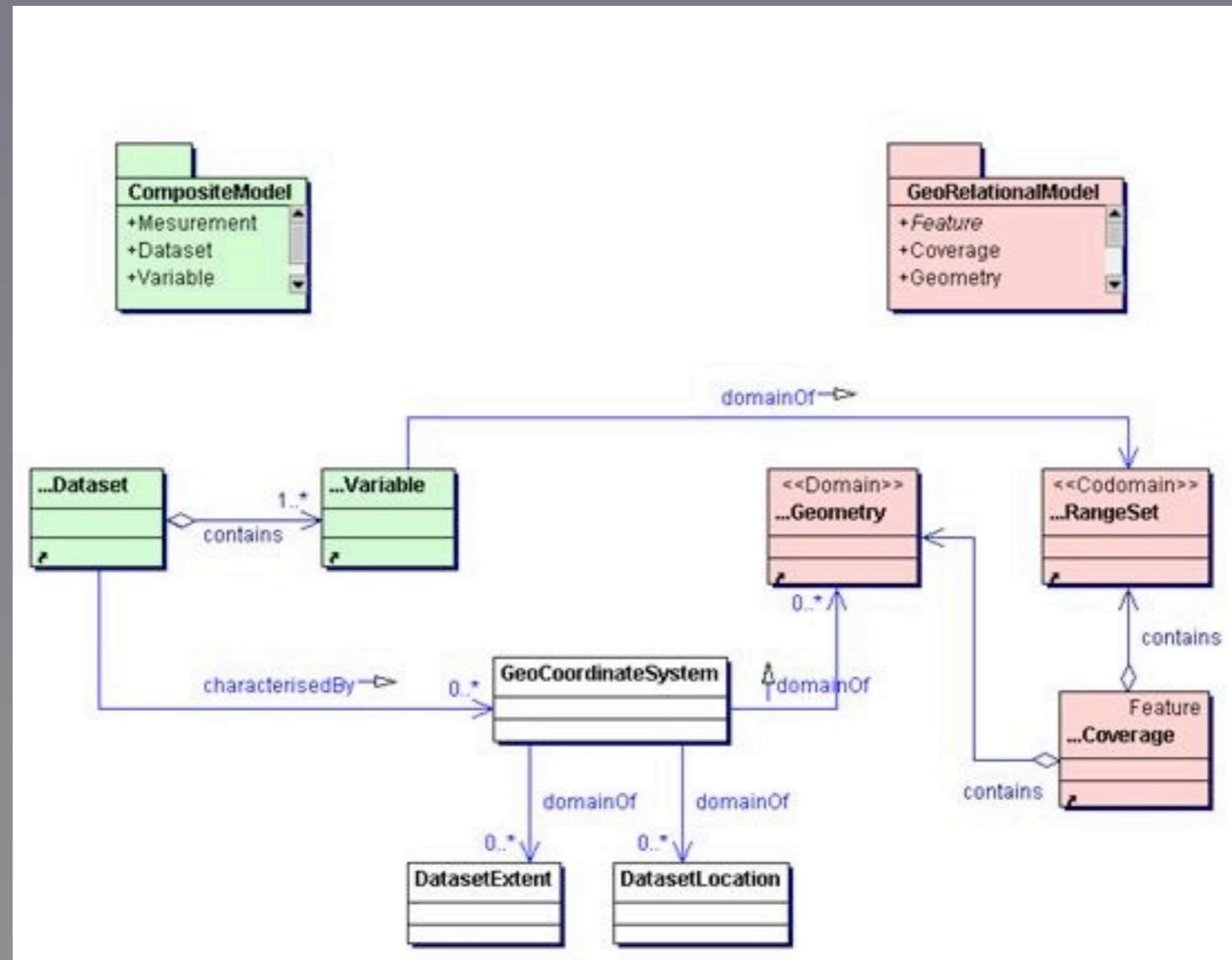
Three trends to organizer our thinking...

Photo: Gull on a pier near Fort Mason, SF

# Data Size ↑



# Formal Schemas ↓



There is less emphasis on “formal” schemas and domain models, i.e., both relational models of data and OO models, because data schemas and sources change rapidly, and we need to integrate so many disparate sources of data. So, using relatively-agnostic software, e.g., collections of things where the software is more agnostic about the structure of the data and the domain, tends to be faster to develop, test, and deploy. Put another way, we find it more useful to build somewhat agnostic applications and drive their behavior through data...

# Data-Driven Programs ↑



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This is the 2nd generation “Stanley”, the most successful self-driving car ever built (by a Google-Stanford) team. Machine learning is growing in importance. Here, generic algorithms and data structures are trained to represent the “world” using data, rather than encoding a model of the world in the software itself. It’s another example of generic algorithms that produce the desired behavior by being application agnostic and data driven, rather than hard-coding a model of the world. (In practice, however, a balance is struck between completely agnostic apps and some engineering towards the specific problem, as you might expect...)

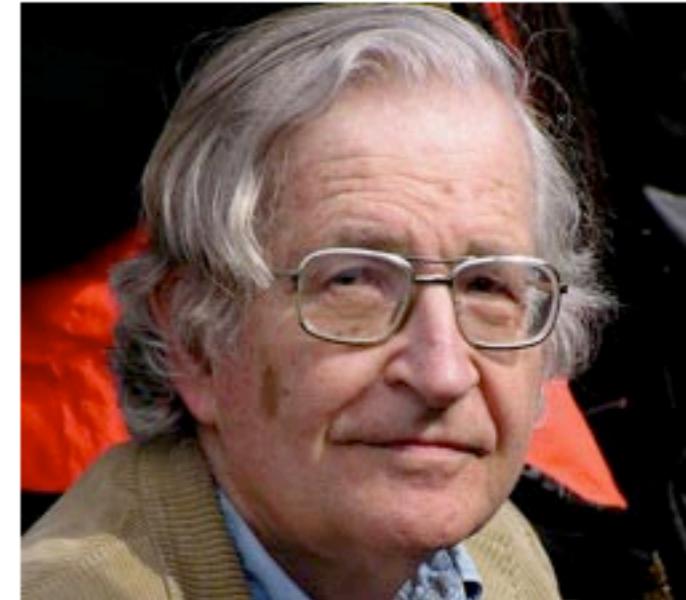
# Probabilistic Models vs. Formal Grammars

[tor.com/blogs/...](http://www.tor.com/blogs/...)

## Norvig vs. Chomsky and the Fight for the Future of AI

KEVIN GOLD

When the Director of Research for Google compares one of the most highly regarded linguists of all time to Bill O'Reilly, you know it is *on*. Recently, Peter Norvig, Google's Director of Research and co-author of [the most popular artificial intelligence textbook in the world](#), wrote a [webpage](#) extensively criticizing Noam Chomsky, arguably the most influential linguist in the world. Their disagreement points to a revolution in artificial intelligence that, like many revolutions, threatens to destroy as much as it improves. Chomsky, one of the old guard, wishes for an elegant theory of intelligence and language that looks past human fallibility to try to see simple structure underneath. Norvig, meanwhile, represents the new philosophy: truth by statistics,



Chomsky photo by Duncan Rawlinson and his Online Photography School. Norvig photo by Peter Norvig

# Big Data Architectures

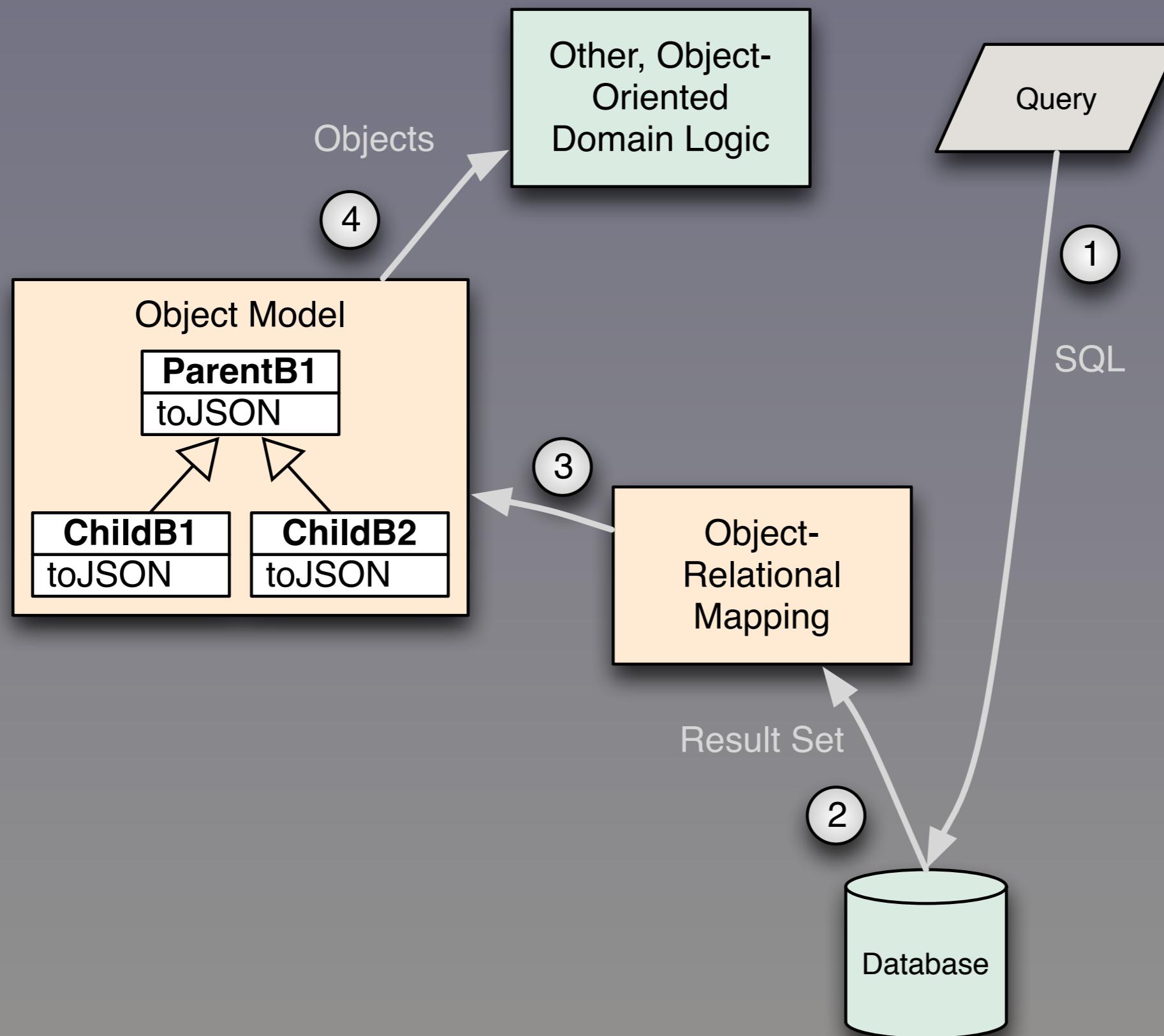


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What should software architectures look like for these kinds of systems?

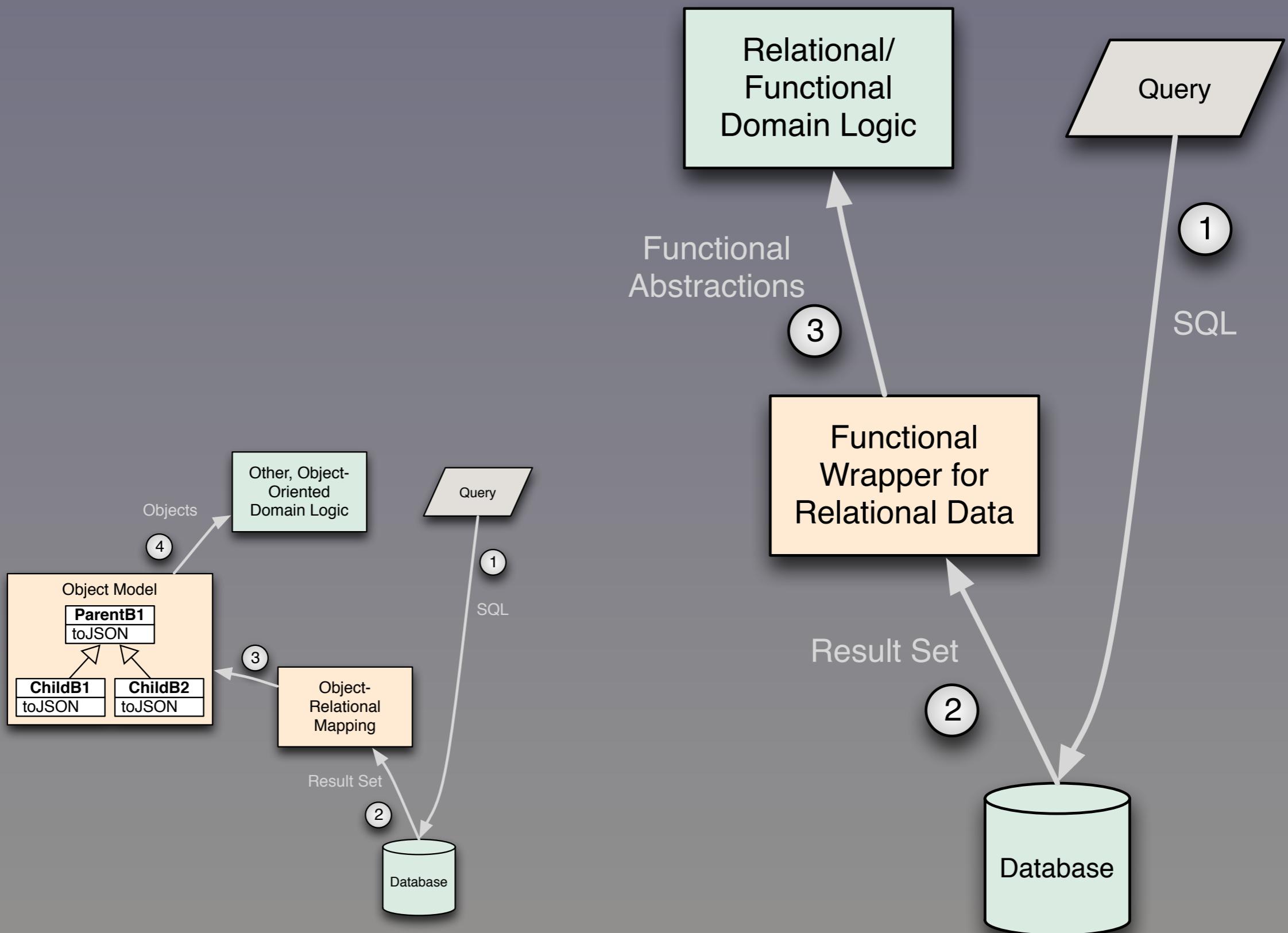
Photo: Light on the Boardwalk and Coit Tower.



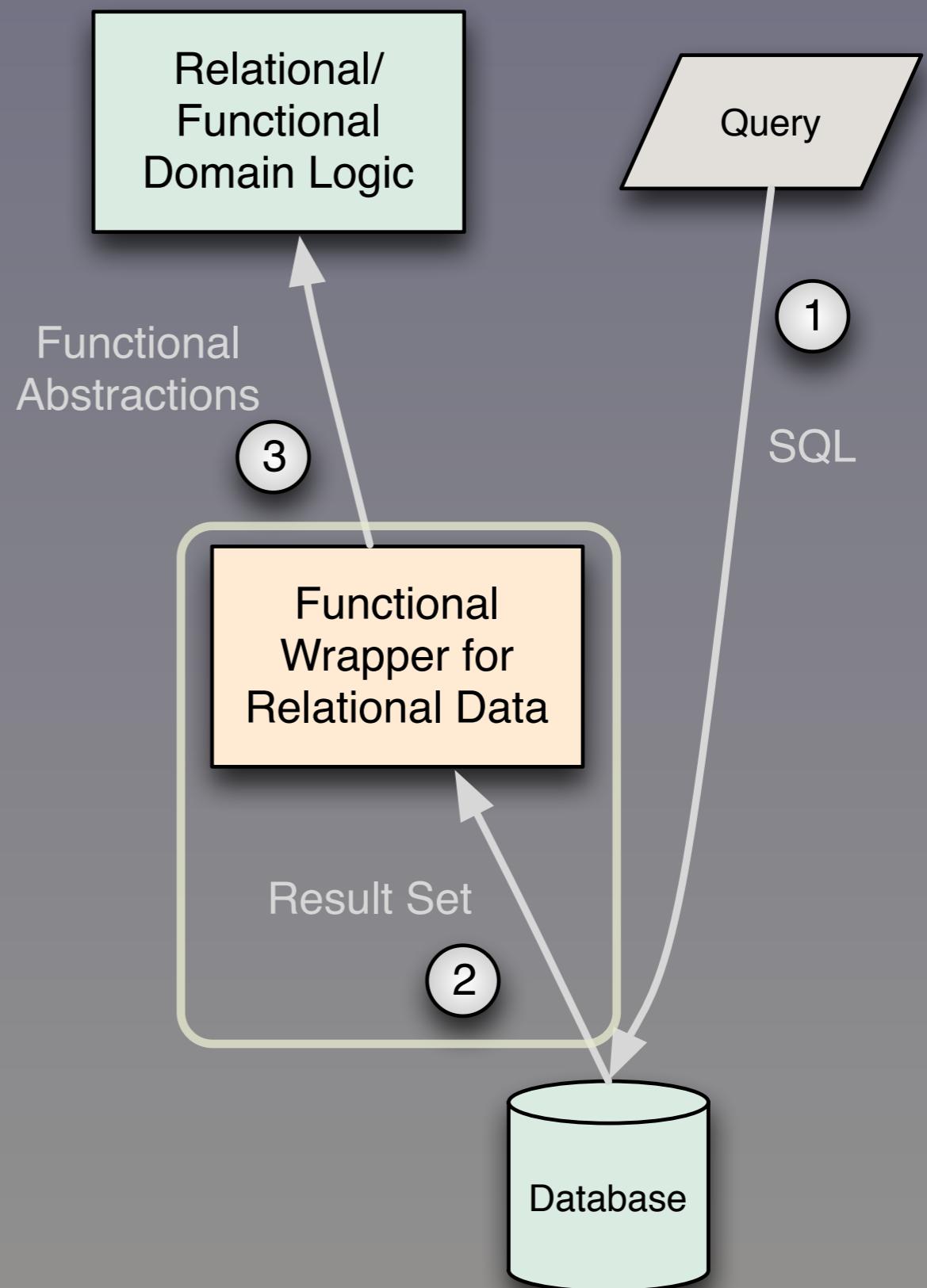
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Traditionally, we've kept a rich, in-memory domain model requiring an ORM to convert persistent data into the model. This is resource overhead and complexity we can't afford in big data systems. Rather, we should treat the result set as it is, a particular kind of collection, do the minimal transformation required to exploit our collections libraries and classes representing some domain concepts (e.g., Address, StockOption, etc.), then write functional code to implement business logic (or drive emergent behavior with machine learning algorithms...)

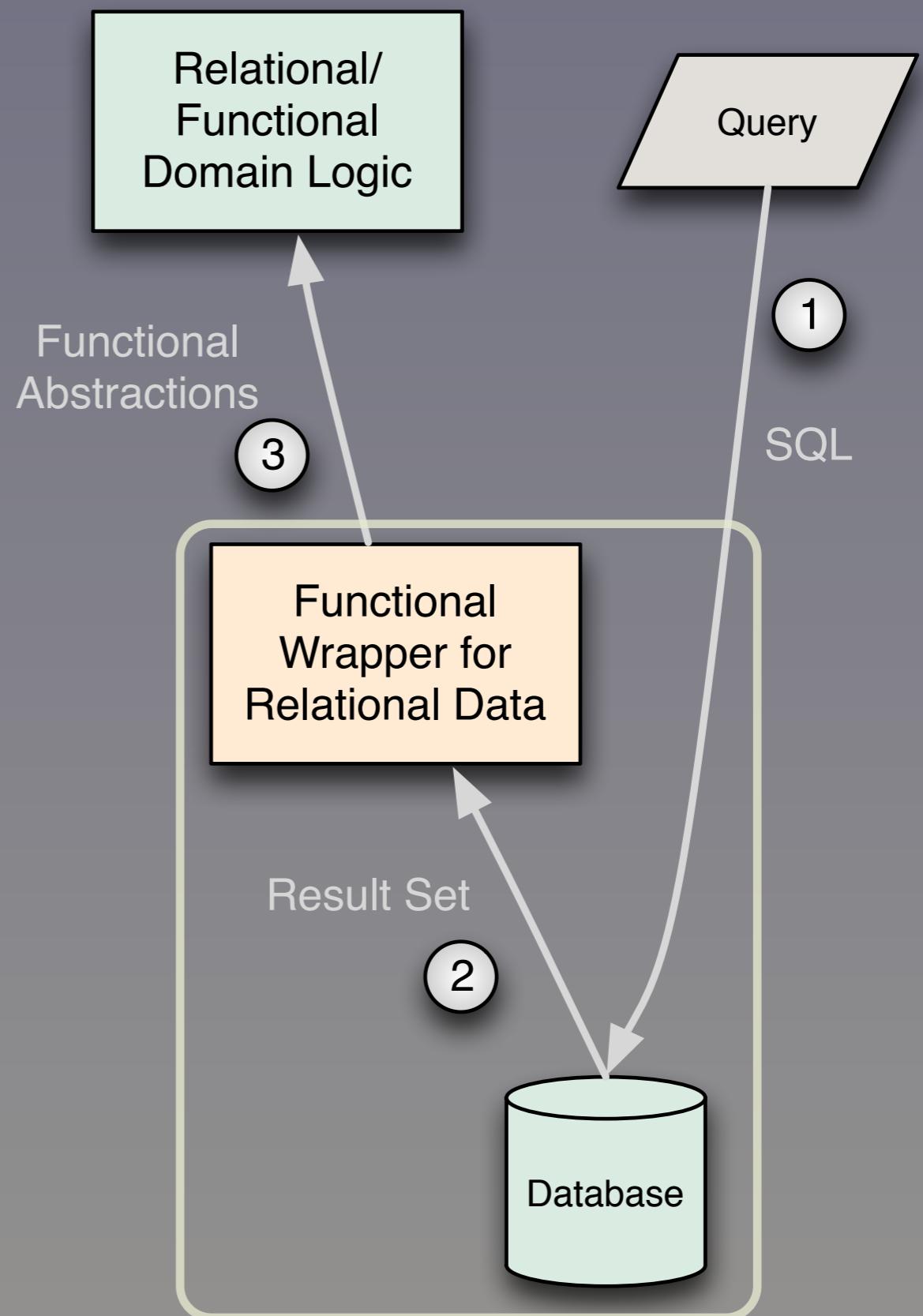
The **toJSON** methods are there because we often convert these object graphs back into fundamental structures, such as the maps and arrays of JSON so we can send them to the browser!

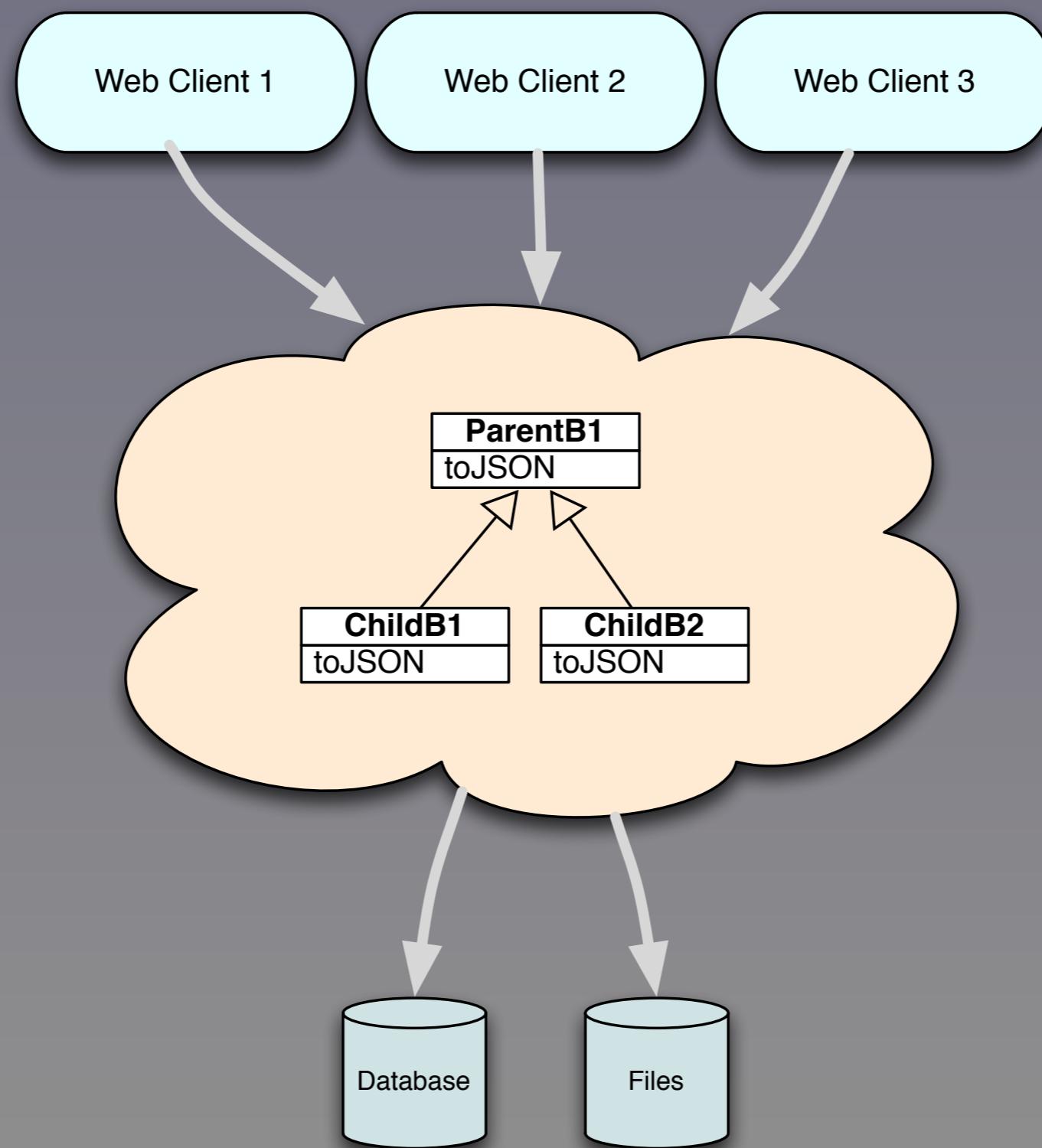


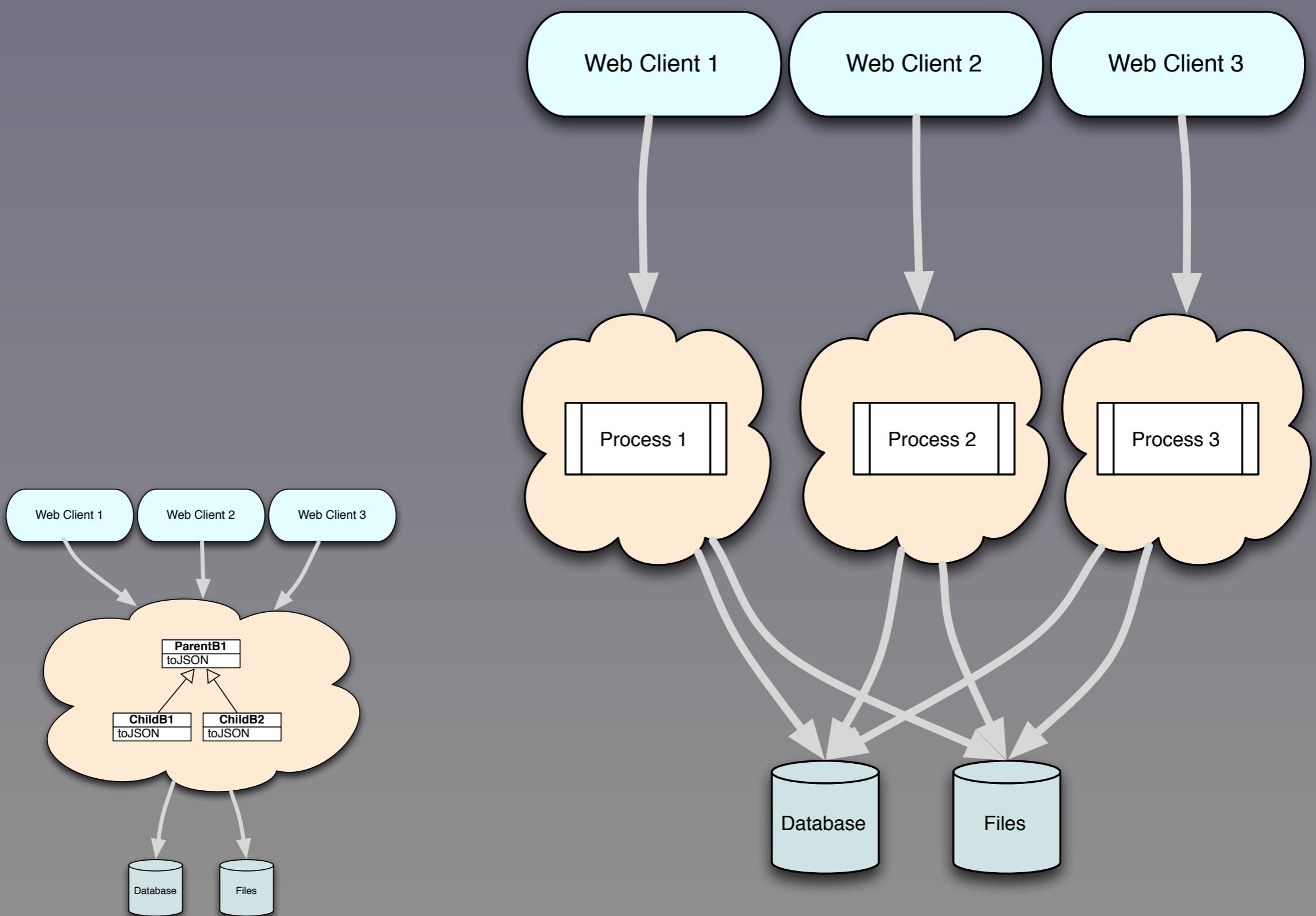
- Focus on:
  - Lists
  - Maps
  - Sets
  - Trees
  - ...



- NoSQL?
- Cassandra, HBase
- Riak, Redis
- MongoDB
- Neo4J
- ...





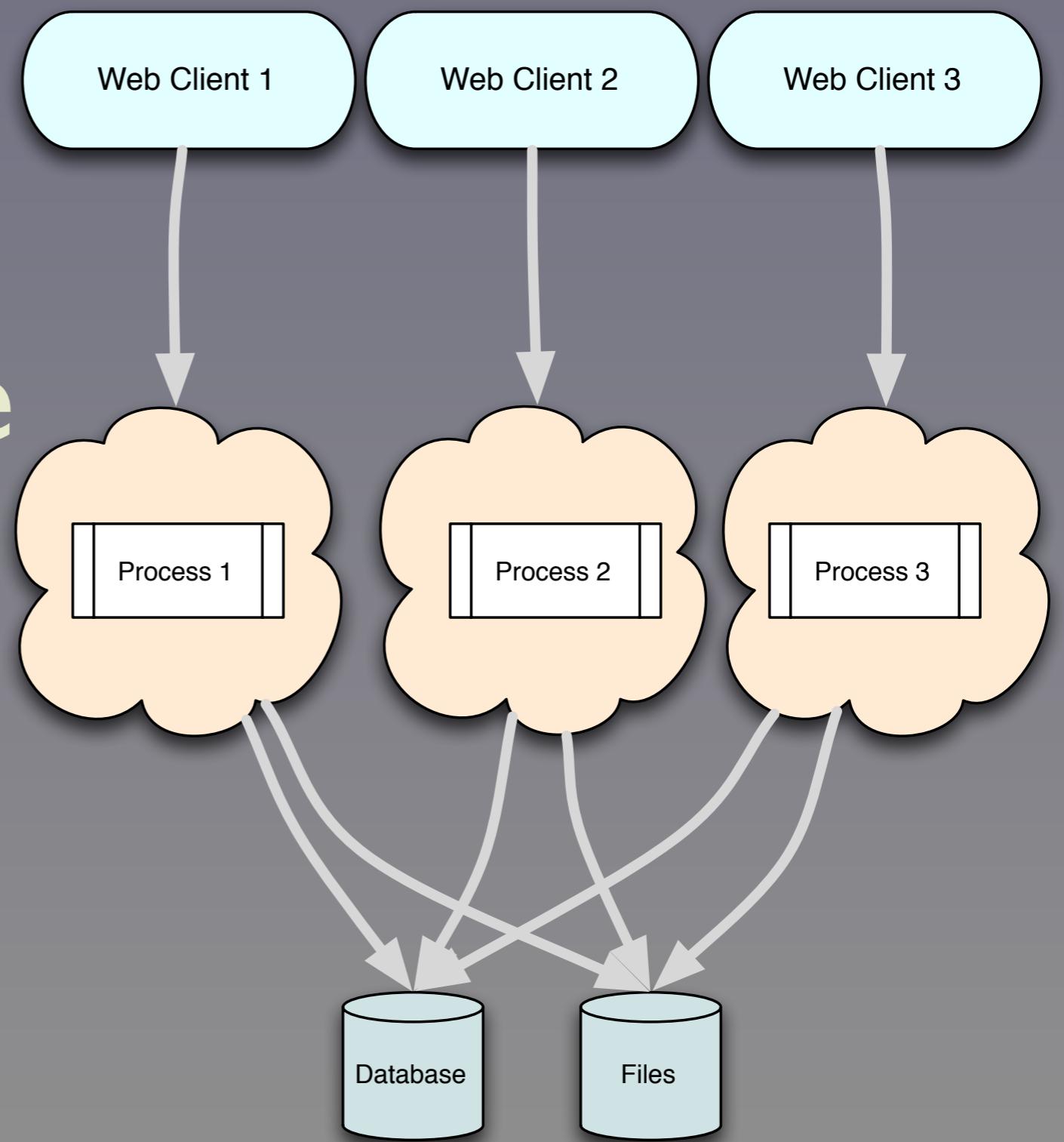


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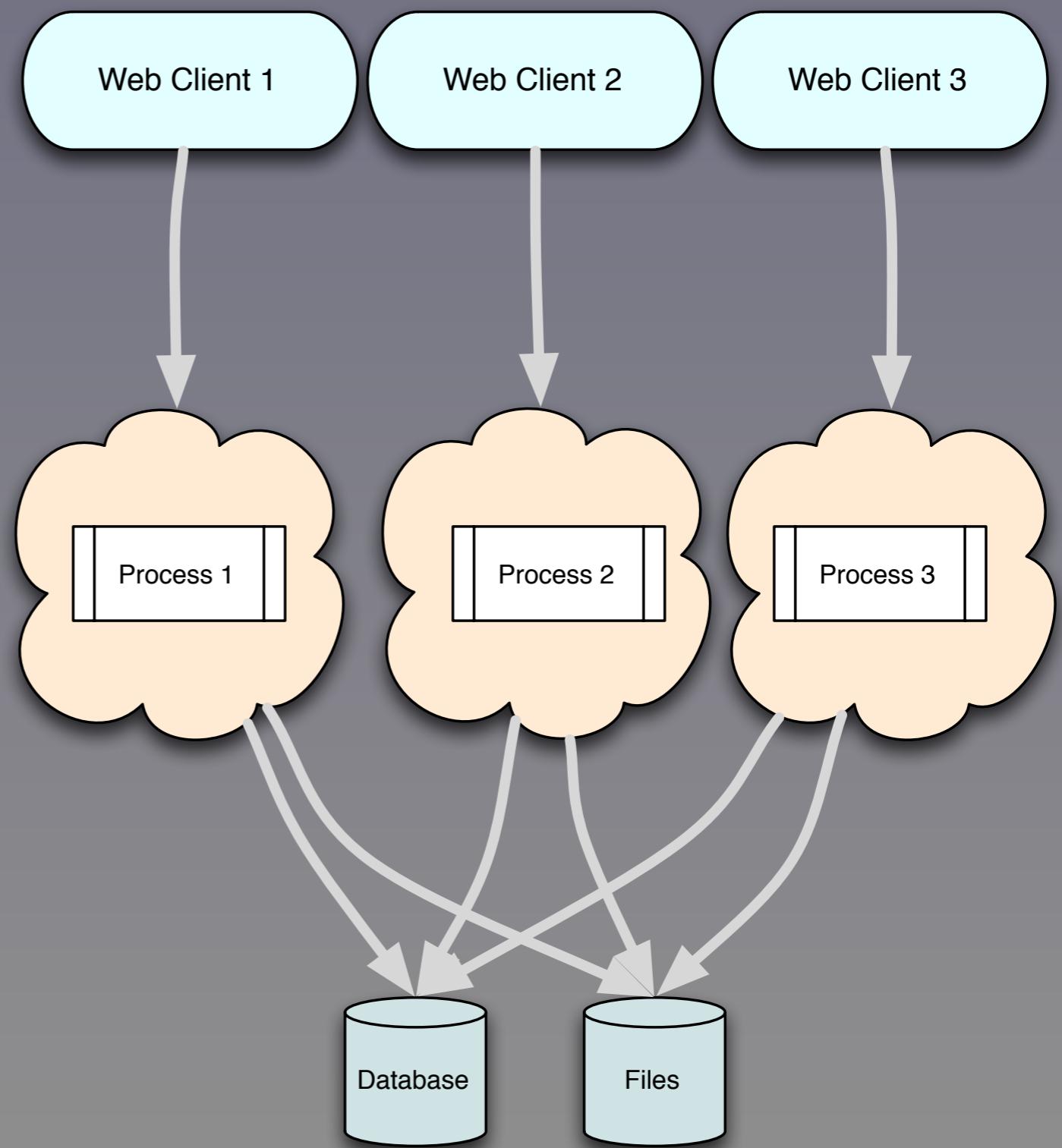
In a broader view, object models tend to push us towards centralized, complex systems that don't decompose well and stifle reuse and optimal deployment scenarios. FP code makes it easier to write smaller, focused services that we compose and deploy as appropriate. Each "ProcessN" could be a parallel copy of another process, for horizontal, "shared-nothing" scalability, or some of these processes could be other services...

Smaller, focused services scale better, especially horizontally. They also don't encapsulate more business logic than is required, and this (informal) architecture is also suitable for scaling ML and related algorithms.

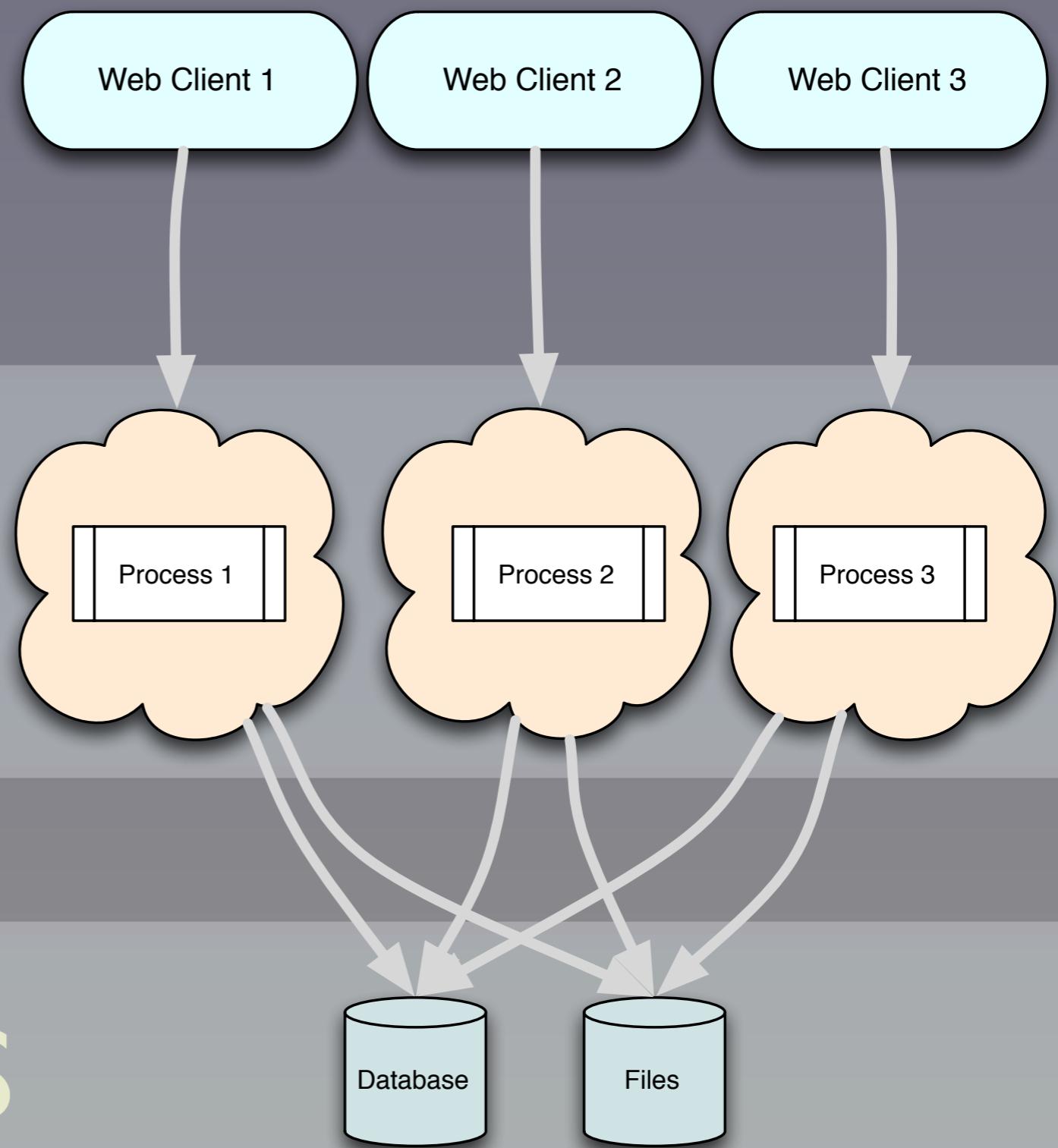
- Smaller, more focused middleware



- Data Size ↑
- Formal Schema ↓
- Data-Driven Programs ↑

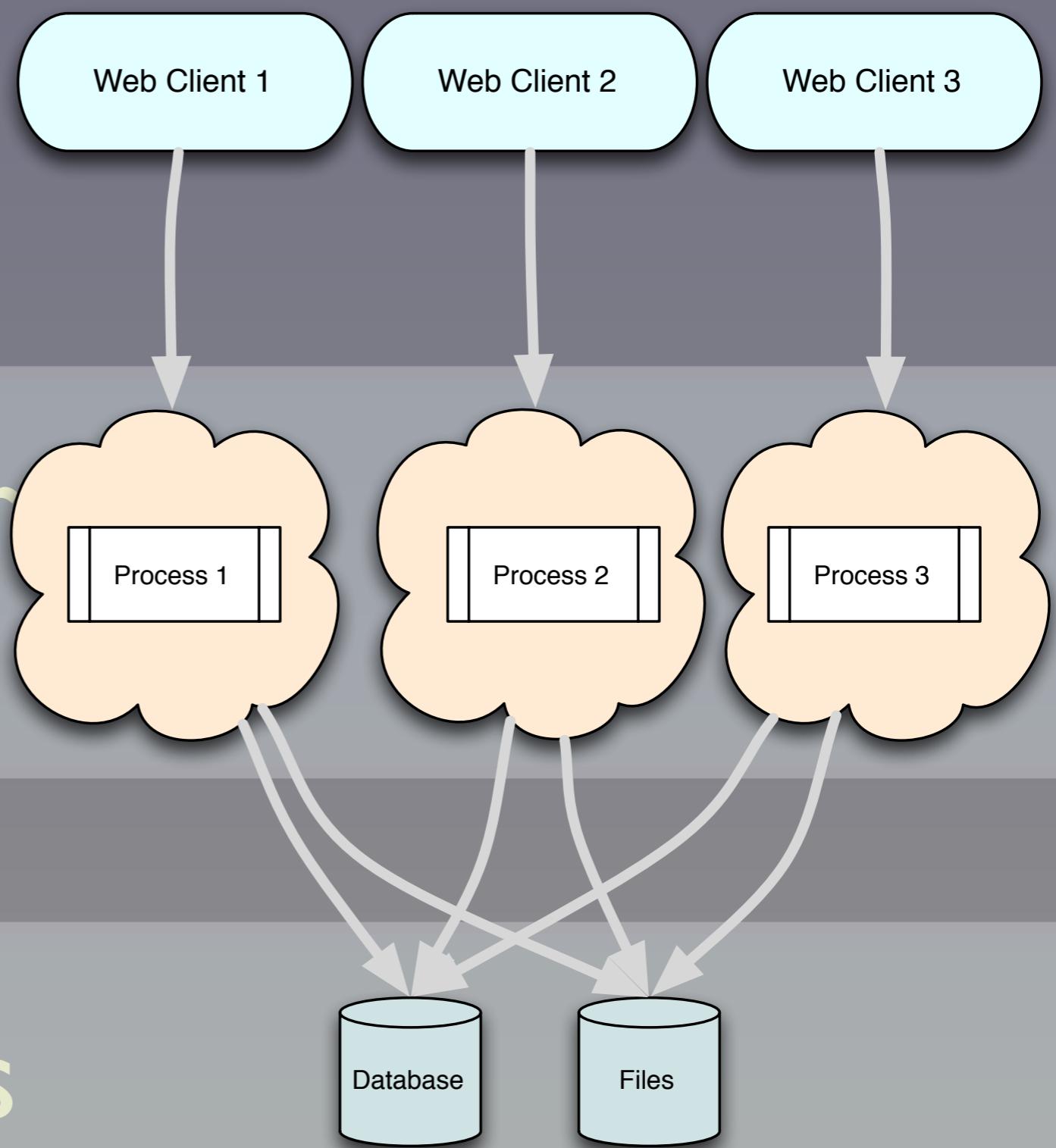


- MapReduce



- Distributed FS

- Hadoop, other middleware

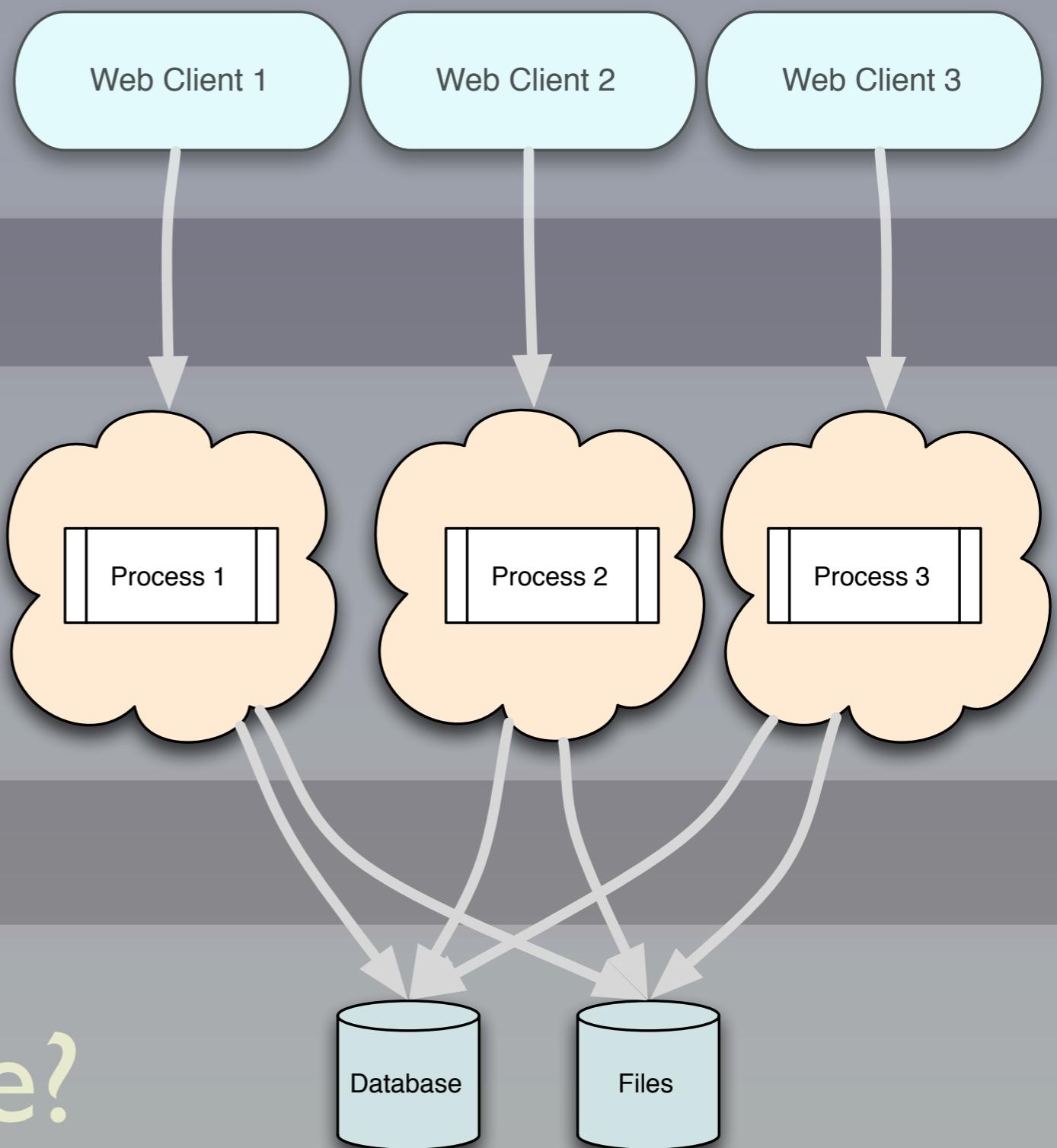


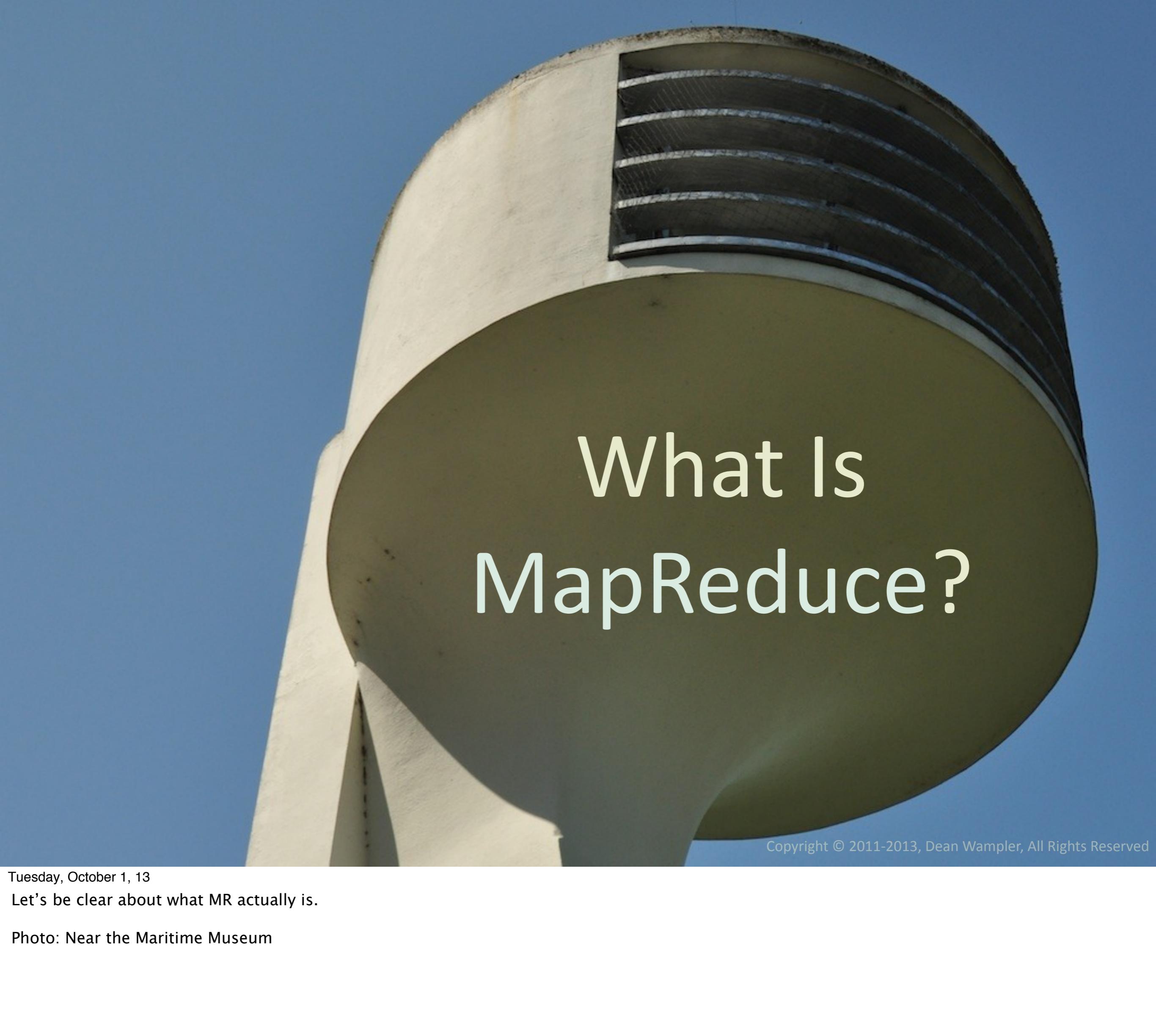
- NoSQL stores

- JSON

- Node.js?

- JSON database?





# What Is MapReduce?

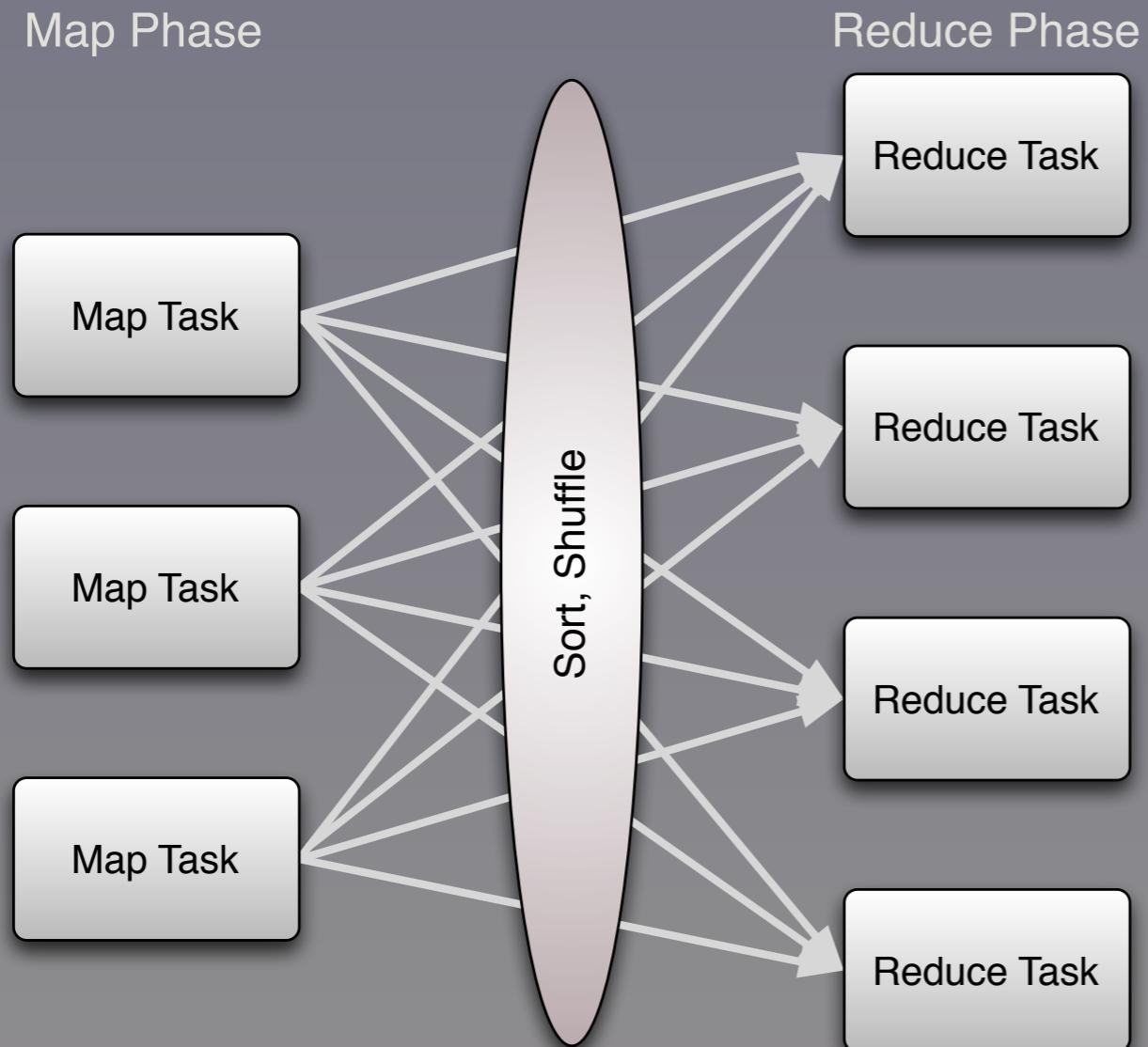
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Let's be clear about what MR actually is.

Photo: Near the Maritime Museum

# Anatomy: MapReduce Job



## Map (or Flatmap):

- Transform one input to 0-N outputs.

## Reduce:

- Collect multiple inputs into one output.

 **Andrew Whang**  
@whangsf

MapReduce without the Reducer  
[pic.twitter.com/5lQSFYmhAT](http://pic.twitter.com/5lQSFYmhAT)

 Reply  Retweeted  Favorite  More



**34**  
RETWEETS    **16**  
FAVORITES



25

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For your consideration...

Arguably, Hadoop is our  
best, generic\* tool for  
scaling Big Data  
horizontally  
(at least today).

As I'll argue it's definitely more first-generation than "perfect". By generic, I mean beyond the more focused goals of a database, SQL or NoSQL, in the sense that it provides a very open-ended compute model and primitive storage, on which you can build a database, which is exactly what HBase is! However, HBase doesn't use MapReduce, just HDFS with its own compute engine. The asterisk is because MR is very general-purpose, but actually somewhat difficult, inflexible, and inefficient for many algorithms.

By design, Hadoop is  
*great* for *batch mode*  
data crunching.

*Not so great* for *event-stream* processing.

By design, Hadoop is  
*great* for *batch mode*  
data crunching.

*Not so great* for  
*transactions*.

MapReduce is very  
course-grained.

1-Map and  
1-Reduce phase...

# Spark is a Hadoop MapReduce alternative:

- Distributed computing with in-memory caching.
- Up to 30x faster than MapReduce.
- Developed by Berkeley AMP.

*For Hadoop in  
particularly,  
the Java API is  
hard to use.*

# Word Count: Hadoop Java API

```
import org.apache.hadoop.io.*;
import org.apache.hadoop.mapred.*;
import java.util.StringTokenizer;

class WCMapper extends MapReduceBase
    implements Mapper<LongWritable, Text, Text, IntWritable> {

    static final IntWritable one = new IntWritable(1);
    static final Text word = new Text(); // Value will be set in a non-thread-safe way!

    @Override
    public void map(LongWritable key, Text text,
                    OutputCollector<Text, IntWritable> output, Reporter reporter) {
        String[] tokens = text.toString().split("\\s+");
        for (String wordString: tokens) {
            if (wordString.length > 0) {
                word.set(wordString.toLowerCase());
                output.collect(word, one);
            }
        }
    }
}
```

```
class Reduce extends MapReduceBase
    implements Reducer[Text, IntWritable, Text, IntWritable] {

    public void reduce(Text keyword, java.util.Iterator<IntWritable> valuesCounts,
                      OutputCollector<Text, IntWritable> output, Reporter reporter) {
        int totalCount = 0;
        while (valuesCounts.hasNext()) {
            totalCount += valuesCounts.next().get();
        }
        output.collect(keyword, new IntWritable(totalCount));
    }
}
```

The ‘90s called. They want their EJBs back!

This is intentionally too small to read and we're not showing the main routine, which doubles the code size. The algorithm is simple, but the framework is in your face. In the next several slides, notice which colors dominate. In this slide, it's dominated by green for types (classes), with relatively few yellow functions that implement actual operations (i.e., do actual work).

The main routine I've omitted contains boilerplate details for configuring and running the job. This is just the “core” MapReduce code. In fact, Word Count is not too bad, but when you get to more complex algorithms, even conceptually simple ideas like relational-style joins and group-bys, the corresponding MapReduce code in this API gets complex and tedious very fast!

# Word Count: Scalding Scala API

```
import com.twitter.scalding._
```

```
class WordCountJob(args: Args) extends Job(args)
{
    TextLine( args("input") )
        .read
        .flatMap('line -> 'word) {
            line: String =>
            line.trim.toLowerCase
                .split("\\\\W+")
        }
        .groupBy('word) {
            group => group.size('count)
        }
    }
    .write(Tsv(args("output")))
}
```

That's It!!

This Scala code using Twitter's Scalding API for Hadoop is almost pure domain logic with very little boilerplate. There are a few minor differences in the implementation. There is little green for "type ceremony", in part because Scala infers types in many cases. There is a lot more yellow for the functions that do real work!

What if MapReduce, and hence Scalding, went obsolete tomorrow? This code is so short, I wouldn't care about throwing it away. I invested little time writing it, testing it, etc.

# Word Count: Spark Scala API

```
object WordCountSpark {  
    def main(args: Array[String]) {  
        val file = spark.textFile(args(0))  
        val counts = file.flatMap(  
            line => line.split("\\\\W+"))  
            .map(word => (word, 1))  
            .reduceByKey(_ + _)  
        counts.saveAsTextFile(args(1))  
    }  
}
```

Also small and concise!



# Usage Scenarios

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Let's look at some usage scenarios to understand the strengths and weaknesses of Hadoop-oriented solutions vs. NoSQL-oriented solutions.

Photo: Transamerica Building in San Francisco

# TL;DR

- *Hadoop*
- Very flexible compute model
- “Table” scans
- Batch mode
- NoSQL / SQL
- Focused on a data model
- Transactional
- Event driven

Top-level comparison. These are points of emphasis for these options. What I mean is that we tend to write Hadoop-centric or database-centric apps, depending on the scenario. (NoSQL doesn't force a particular data model, like the relational model, but usually the data has a particular “shape”.)

# TL;DR

Need both?  
*Hadoop* is often used  
with a *NoSQL* store.

# Low-cost Data Warehouse



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Data warehouse systems hit scalability limits and cost/TB concerns at large scale...  
Some SQL-based data warehouse systems can cost 100x (per TB) what Hadoop costs. You trade off maturity for cost and flexibility.

# Problem:

Your current *data warehouse* can only store *6-months* of data without a *\$1M upgrade*.

# Traditional DW

- Pros
- Mature
- Rich SQL, analytics
- Mid-size Data
- Cons
- Expensive - \$/TB
- Scalability limits

Data warehouses tend to be more scalable and a little less expensive than OLTP systems, which is why they are used to “warehouse” transactional data and perform analytics. However, their \$/TB is ~10x-100x the cost on Hadoop and Hadoop scales to larger data sets.

# Solution?

Replace the  
*data warehouse*  
with *NoSQL*?

*SQL is very important  
for data warehouse  
applications.*

NoSQL does give you the more cost-effective storage, but SQL is very important for most DW applications, so your “NoSQL” store would need a powerful query tool to support common DW scenarios. However, DW experts usually won’t tolerate anything that isn’t SQL. Note that Cassandra is one of several NoSQL and “NewSQL” databases with a SQL dialect.

# Solution?

Replace the  
*data warehouse*  
with *Hadoop*?

- *Traditional DW*
  - + Mature
  - + Rich SQL, analytics
  - Scalability
  - \$\$/TB
- *Hadoop*
  - Less mature
  - + Improving SQL
  - + Scalable!
  - + Low \$\$/TB

Data warehouses tend to be more scalable and a little less expensive than OLTP systems, which is why they are used to “warehouse” transactional data and perform analytics. However, their \$\$/TB is ~10x the cost on Hadoop and Hadoop scales to larger data sets.

Hadoop has become a  
popular *data warehouse*  
supplement/replacement.

Many of my projects have offloaded an overburdened or expensive traditional data warehouse to Hadoop. Sometimes a wholesale replacement, but more often a supplemental strategy, at least for a transitional period of some duration.

# SQL on Hadoop

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Let's discuss the SQL options now, as I consider them very important. Otherwise, the majority of Data Analysts and casual SQL users would not find Hadoop very useful.

# Use SQL when you can!

- Hive: SQL on top of MapReduce.
- Shark: Hive ported to Spark.
- Impala: HiveQL with new, faster back end.
- Lingual: ANSI SQL on Cascading.

See <http://hive.apache.org/> or my book for Hive, <http://shark.cs.berkeley.edu/> for shark, and <http://www.cloudera.com/content/cloudera/en/products/cloudera-enterprise-core/cloudera-enterprise-RTQ.html> for Impala. Impala is very new. It doesn't yet support all Hive features.

# Word Count in Hive SQL!

```
CREATE TABLE docs (line STRING);
LOAD DATA INPATH '/path/to/docs'
INTO TABLE docs;
```

```
CREATE TABLE word_counts AS
SELECT word, count(1) AS count FROM
(SELECT explode(split(line, '\W+'))
 AS word FROM docs) w
GROUP BY word
ORDER BY word;
```

Works for Hive, Shark, and Impala

# Hive

- SQL dialect.
- Uses MapReduce (today...).
  - So annoying latency.
- First SQL on Hadoop.
- Developed by Facebook.

# Shark

- HiveQL front end.
- Spark back end.
- Provides better performance.
- Developed by Berkeley AMP.

See <http://www.cloudera.com/content/cloudera/en/products/cloudera-enterprise-core/cloudera-enterprise-RTQ.html>. However, this was just announced a few ago (at the time of this writing), so it's not production ready quite yet...

# Impala

- HiveQL front end.
- C++ and Java back end.
- Provides up to 100x performance improvement!
- Developed by Cloudera.

# MapReduce EoL??

- Impala is one of many examples where MapReduce is being replaced with more performant and flexible compute models.

# Lingual

- ANSI SQL front end.
- Cascading back end.
- Same strengths/weaknesses for runtime performance as Hive.

# Search



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Improving information search and retrieval, usually through some means of indexing. An example of a return to a technology customized for a particular class of problems, as opposed to relying on something very generic, like Hadoop.

# Lucene with Solr or ElasticSearch

*A specific solution  
for search.*

# Event Stream Processing



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Data warehouse systems hit scalability limits and cost/TB concerns at large scale...

Recall, Hadoop is *great*  
for *batch mode* data  
crunching.

*Not so great* for *event-  
stream* processing.



Storm!

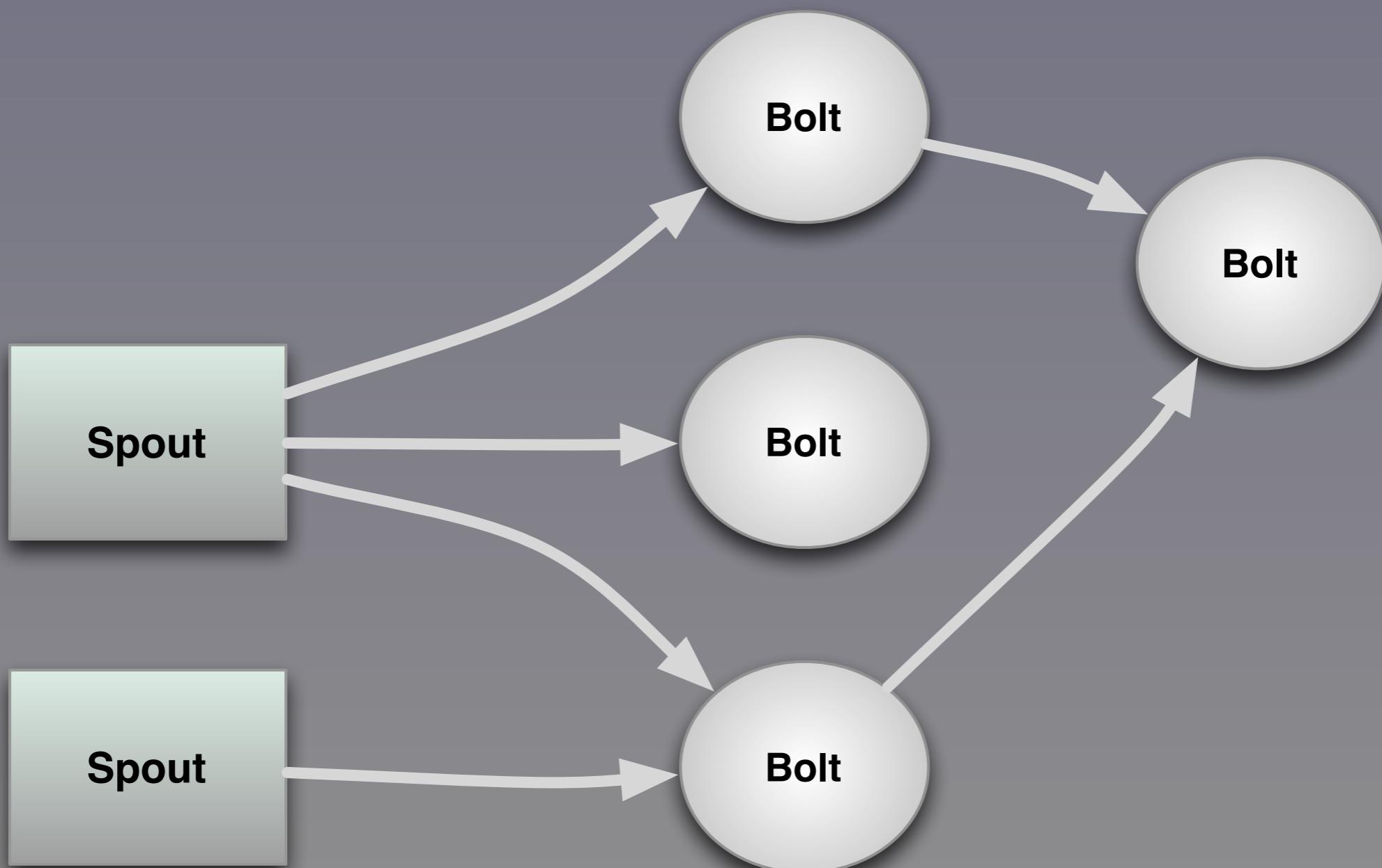
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Nathan Marz's Storm system for scalable, distributed event stream processing. A complement to Hadoop, as he describes in detail in his book "Big Data" (Manning).

Photo: Top of the AON Building in Chicago after a Storm passed through.

Storm implements  
reliable, distributed  
event processing.



In Storm terminology, Spouts are data sources and bolts are the event processors. There are facilities to support reliable message handling, various sources encapsulated in Spouts and various targets of output. Distributed processing is baked in from the start.

- *Hadoop*
- + Cheap
- + Scalable
- + Commercial Support
- Batch mode
- *Storm*
- Less mature
- + Robust
- Commercial Support
- + Event Streams

If you need to respond to event streams, Hadoop simply isn't suitable. Storm is one possible solution. It was designed for this problem, but it is less mature and commercial support is just starting to appear.

# Databases to the Rescue?



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Photo: Actually, this is another Chicago photo, looking out my condo window. (These heavy-lift helicopters are used to lift new heating and air conditioning units from the street to the tops of buildings.)

# SQL or NoSQL Databases?

Databases are designed for fast, transactional updates.

So, consider a database for event processing.

# Using Hadoop?

Combine HBase  
(a NoSQL database)  
with Hadoop.

# Machine Learning



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ML includes recommendation engines (e.g., the way Netflix recommends movies to you or Amazon recommends products), classification (e.g., SPAM classifiers, character and image recognition), and clustering. Other specialized examples include text mining and other forms of natural language processing (NLP).

- *Recommendations*: Netflix movies, Amazon products, ...
- *Classification*: SPAM filters, character recognition, ...
- *Clustering*: Find groups in social networks, ...

Arbitrary *ML algorithms*  
can be implemented  
using *MapReduce*,  
but they tend to be  
*iterative*.

# Pattern

A new toolkit for writing  
*models* in SAS, etc.,  
then run them on  
*Cascading.*

# Spark

Alternative to  
*MapReduce* with more  
*flexible* and *composable*  
abstractions.

# Spark

Originally designed for  
*Machine Learning.*

*Train with Hadoop, etc.*  
*Serve requests with*  
*NoSQL store.*

A common model is to use Hadoop to train models (e.g., recommendation engine) over very large data set, then store the model in an event-processing system (NoSQL, Storm) to serve requests in real time. (Problem: how do you update the model to reflect new inputs? Rerun training periodically or use an “online” algorithm – out of scope here!)

# Social Network Data



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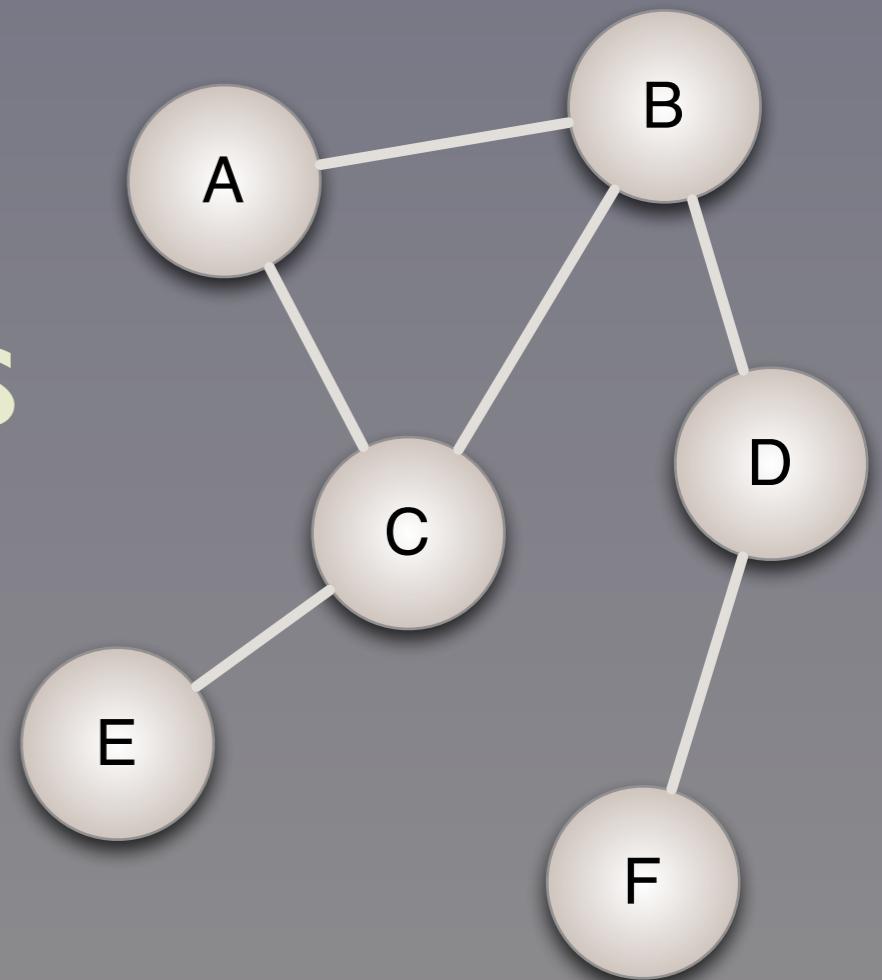
How should you represent associations in social networks, e.g., friends on Facebook, followers on Twitter, ...

# Google's Page Rank

Google invented MapReduce,  
... but MapReduce is not ideal for  
Page Rank and other graph  
algorithms.

# Why not MapReduce?

- 1 MR job for each iteration that updates all n nodes/edges.
- Graph saved to disk after each iteration.
- ...



# Use Graph Processing



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A good summary presentation: <http://www.slideshare.net/shatteredNirvana/pregel-a-system-for-largescale-graph-processing>

Photo: San Francisco Bay

# Google's Pregel

- Pregel: New graph framework for Page Rank.
- Bulk, Synchronous Parallel (BSP).
  - Graphs are first-class citizens.
  - Efficiently processes updates...

Pregel is the name of the river that runs through the city of Königsberg, Prussia (now called Kaliningrad, Ukraine). 7 bridges crossed the river in the city (including to 5 to 2 islands between river branches). Leonhard Euler invented graph theory when we analyzed the question of whether or not you can cross all 7 bridges without retracing your steps (you can't).

# Open-source Alternatives

- Apache Giraph.
- Apache Hama.
- Aurelius Titan.

# Open-source Alternatives

- Neo4j.
- Mature, single machine graphs.

# Neo4J

- Not the same kind of distributed system like Pregel, but
  - More mature.
  - Commercially supported.
  - Maybe you don't need distributed?

# So, where are we??



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Some thoughts about where the industry is and where it's headed.



Hadoop works  
for batch-  
mode  
analytics.

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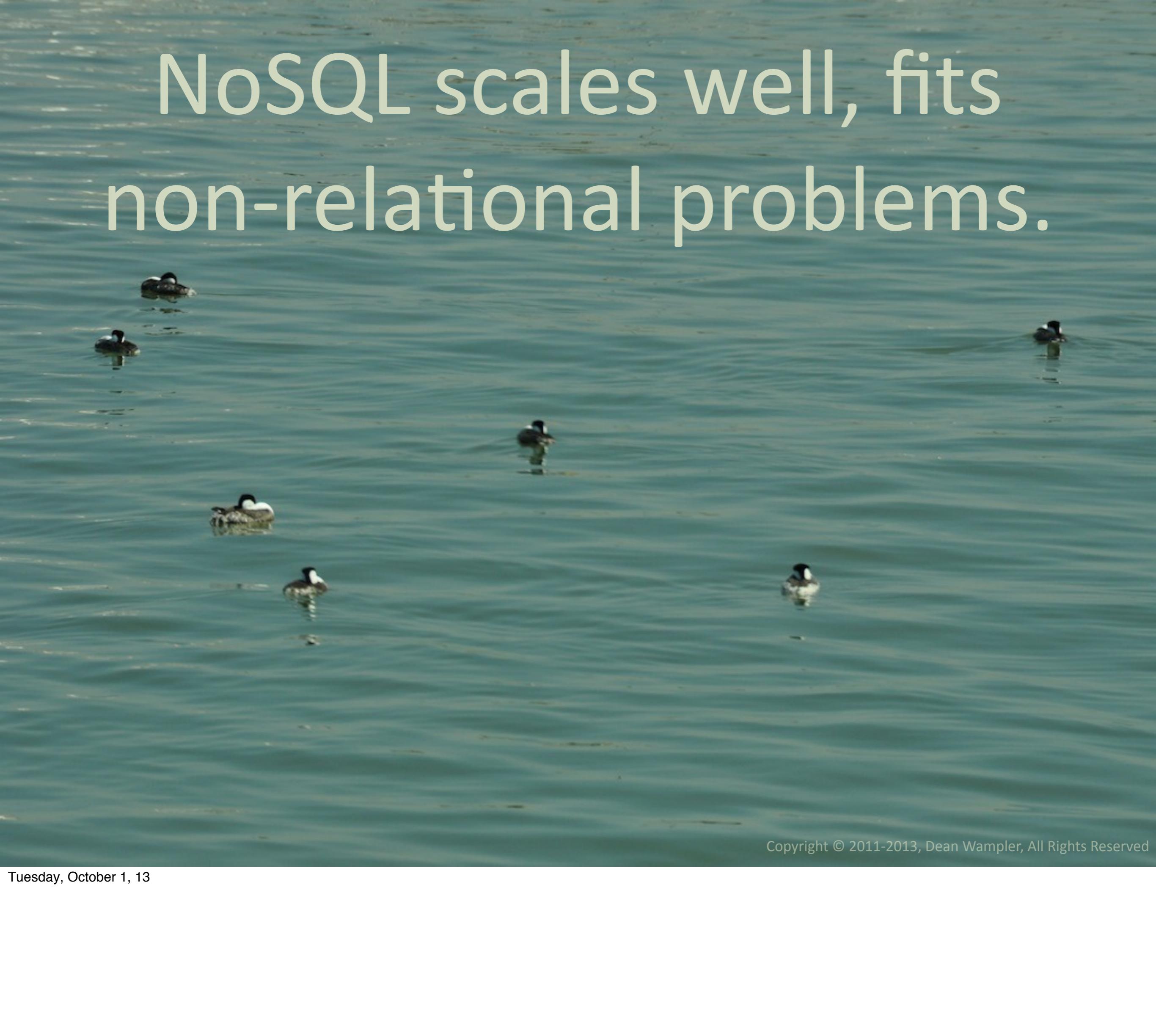


# Hadoop MapReduce is the Enterprise Java Beans of our time.

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I worked with EJBs a decade ago. The framework was completely invasive into your business logic. There were too many configuration options in XML files. The framework “paradigm” was a poor fit for most problems (like soft real time systems and most algorithms beyond Word Count). Internally, EJB implementations were inefficient and hard to optimize, because they relied on poorly considered object boundaries that muddled more natural boundaries. (I’ve argued in other presentations and my “FP for Java Devs” book that OOP is a poor modularity tool...) The fact is, Hadoop reminds me of EJBs in almost every way. It’s a 1st generation solution that mostly works okay and people do get work done with it, but just as the Spring Framework brought an essential rethinking to Enterprise Java, I think there is an essential rethink that needs to happen in Big Data, specifically around Hadoop. The functional programming community, is well positioned to create it...

The background of the slide features a wide expanse of blue-green water with gentle ripples. Several small, dark-colored birds, possibly ducks or similar waterfowl, are scattered across the surface. Some are swimming alone, while others are in pairs or small groups. The overall scene is peaceful and suggests a natural, non-relational environment.

NoSQL scales well, fits  
non-relational problems.

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# Purpose-built Tools for special Scenarios



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I see that a trend where completely generic tooling is giving way to more “purpose-built” tooling, e.g., search and event processing.

# Batch Mode + Event-Stream Processing?

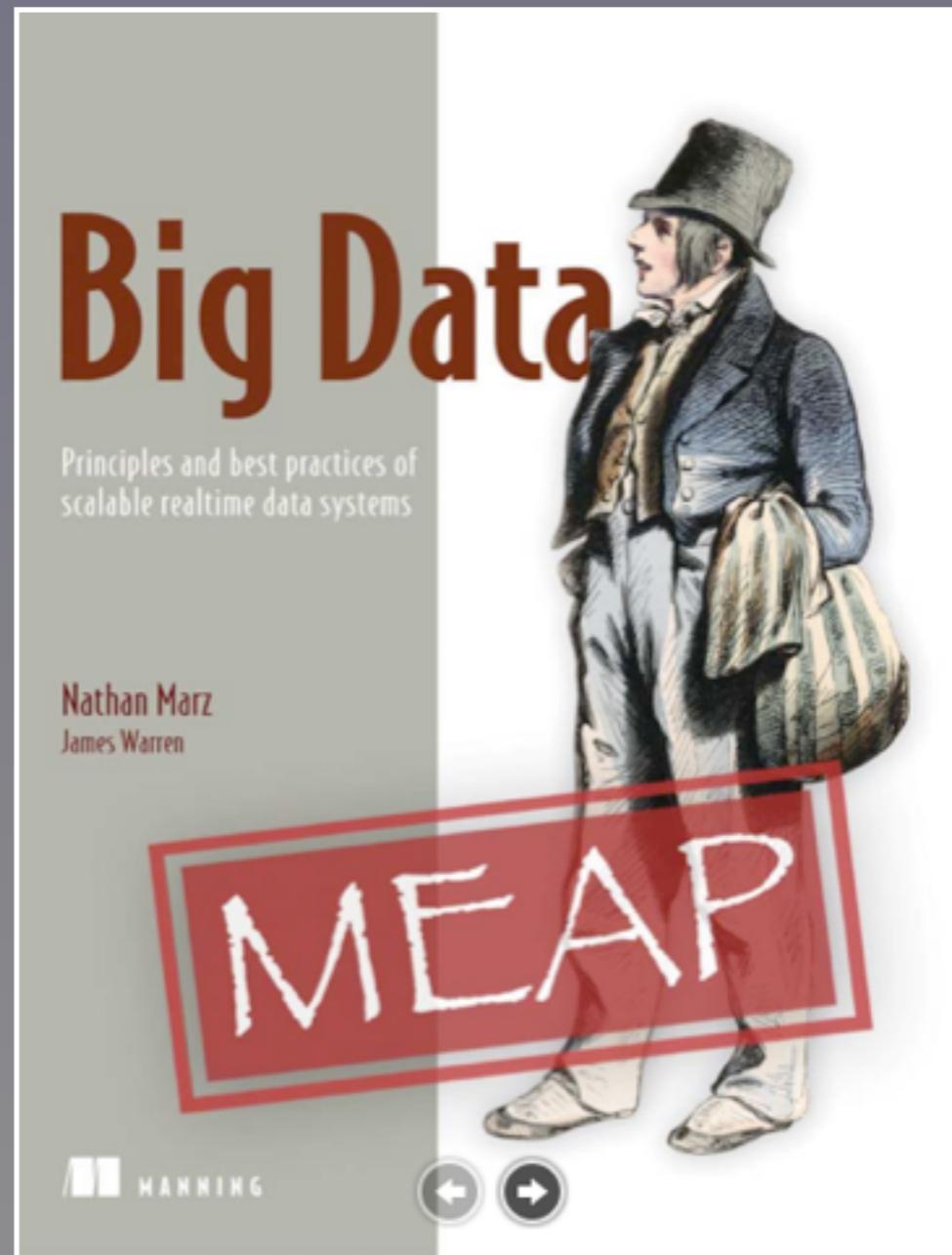
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Now that we have cataloged some issues and solutions, let's recap and look forward.  
Photo: Grebe and distorted post reflection.

# “Big Data”

Nathan Marz’s  
vision for data  
systems...



- Use Hadoop for batch-mode processing of very large data sets.
- Use Storm for event handling, e.g., increment updates.
- Use NoSQL for flexible, scalable storage.
- Stir...

# SQL Strikes Back!



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NoSQL solves lots of requirements better than traditional RDBMSs, but people loves them some SQL!!

# Don't overlook SQL

- It's entrenched.
- Organizations want a SQL solution if they can have it.

# Hadoop owes a lot of its popularity to Hive!

Some “NoSQL”  
databases have query  
languages (e.g.,  
Cassandra, MongoDB).

“NewSQL” databases  
are bringing NoSQL  
performance to the  
relational model.

# Examples

- Google Spanner and F1.
- NuoDB.
- VoltDB.

Spanner is the successor to BigTable. It is a globally-distributed database (consistency is maintained using the Paxos algo. and hardware synchronized clocks through GPS and atomic clocks!) Each table requires a primary key. F1 is an RDBMS built on top of it.

NuoDB is a cloud based RDBMS.

VoltDB is an example “in-memory” database, which are ideal for lots of small transactions that leverage indexing and rarely require full table scans.

# A Final Emerging Trend...



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Both are examples of technologies focused on particular problems.  
photo: Trump hotel and residences on the Chicago River.

# *Probabilistic Programming*

- Languages for Probabilistic Graphical Models??
- Bayesian Networks.
- Markov Chains.
- 
- • •

# Questions?



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Photo: Same sunrise, in Burlingame.