

# Blackfriday

Preparação para 2015

# LUIZALABS / MAGALU EM NÚMEROS

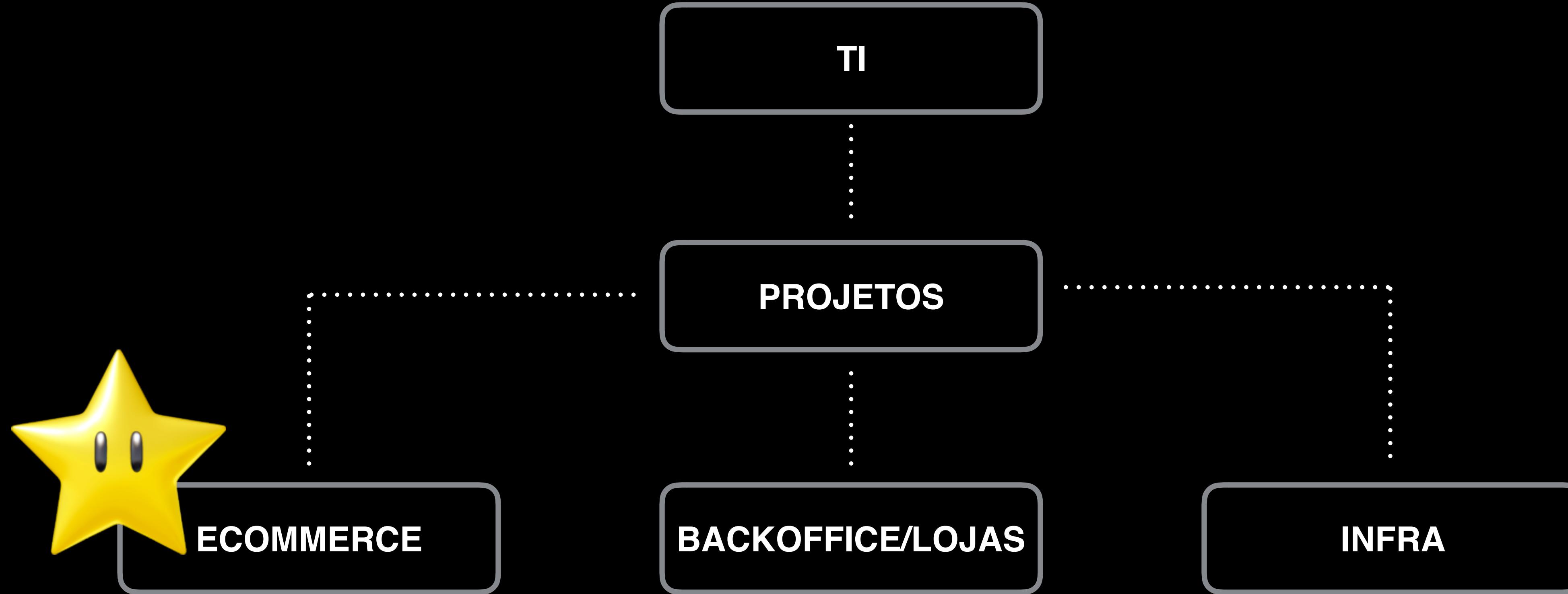
- 102 colaboradores
- 28 times
- 2 HQs - São Paulo e Franca
- APIs: 1.1 bi request / mês
- ~ 200 aplicações
- 786 lojas
- 8 CDs
- 15 milhões usuários únicos / mês - canais digitais
- 36 milhões de clientes cadastrados
- R\$ 10.5 bilhões receita bruta 2015

# TRANSFORMAÇÃO DIGITAL

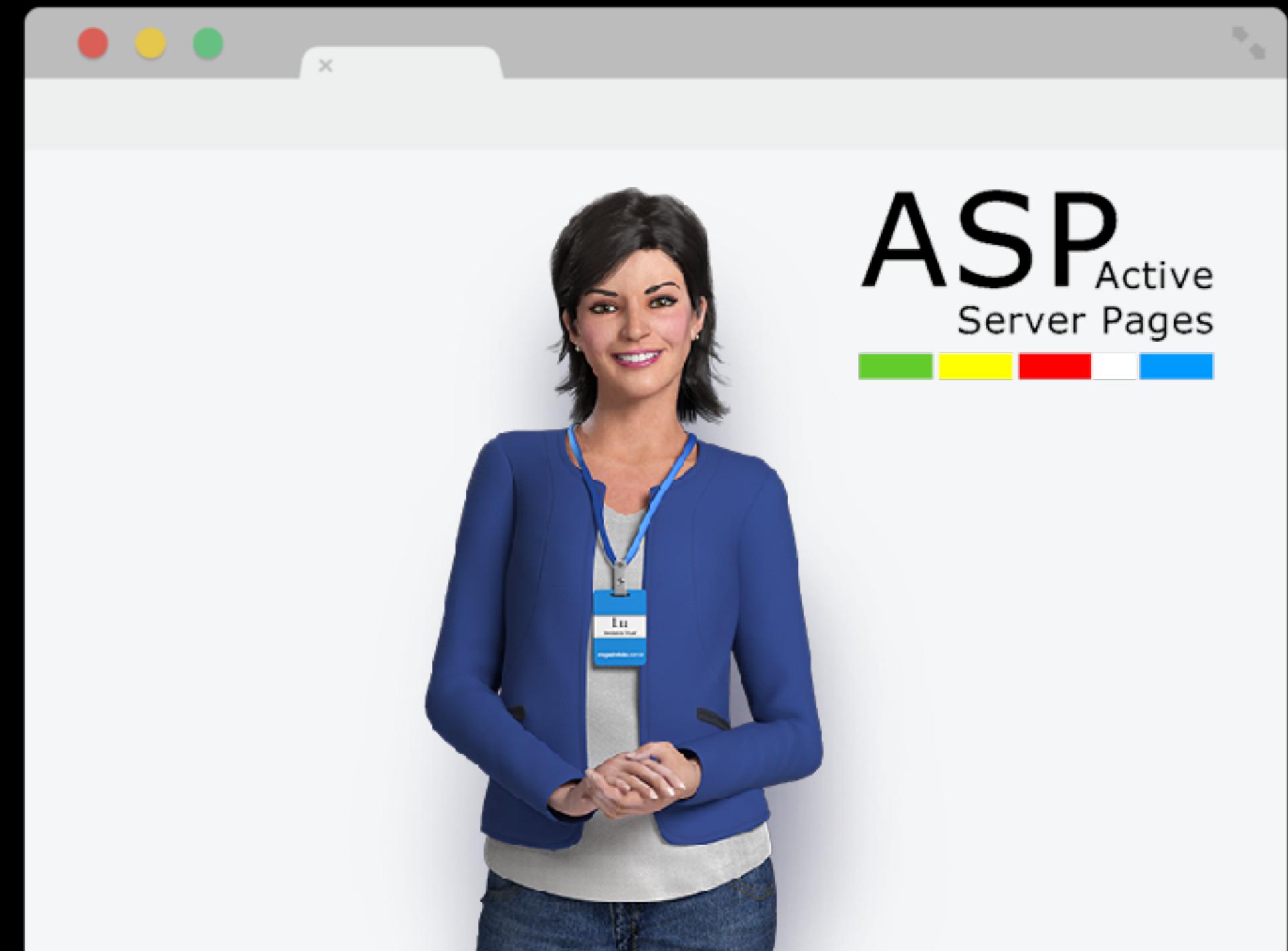
DE: “Empresa **tradicional** com um departamento digital”

PARA: “Empresa **digital** com pontos físicos e calor humano”

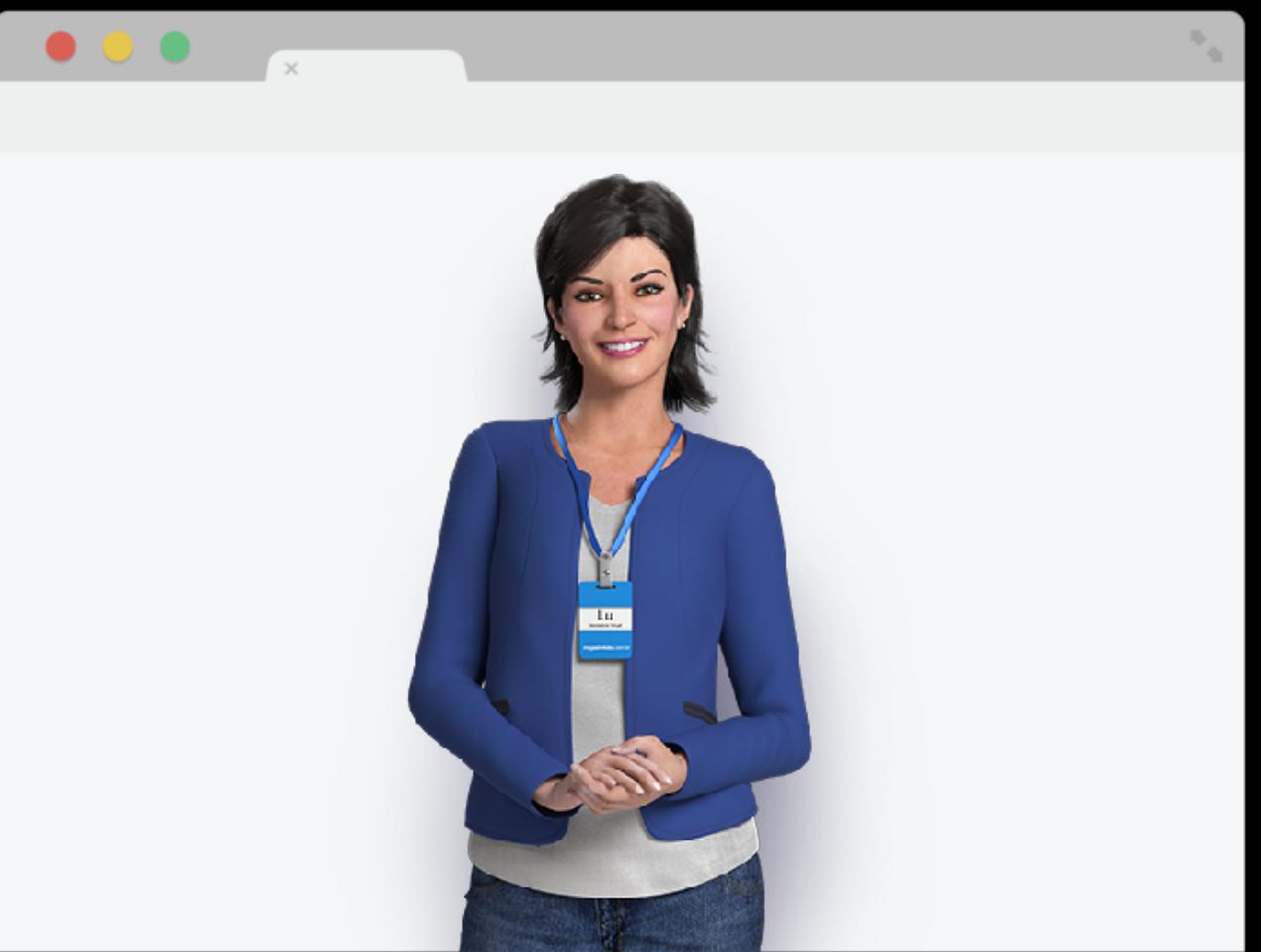
# COMO ERA



# ECOMMERCER

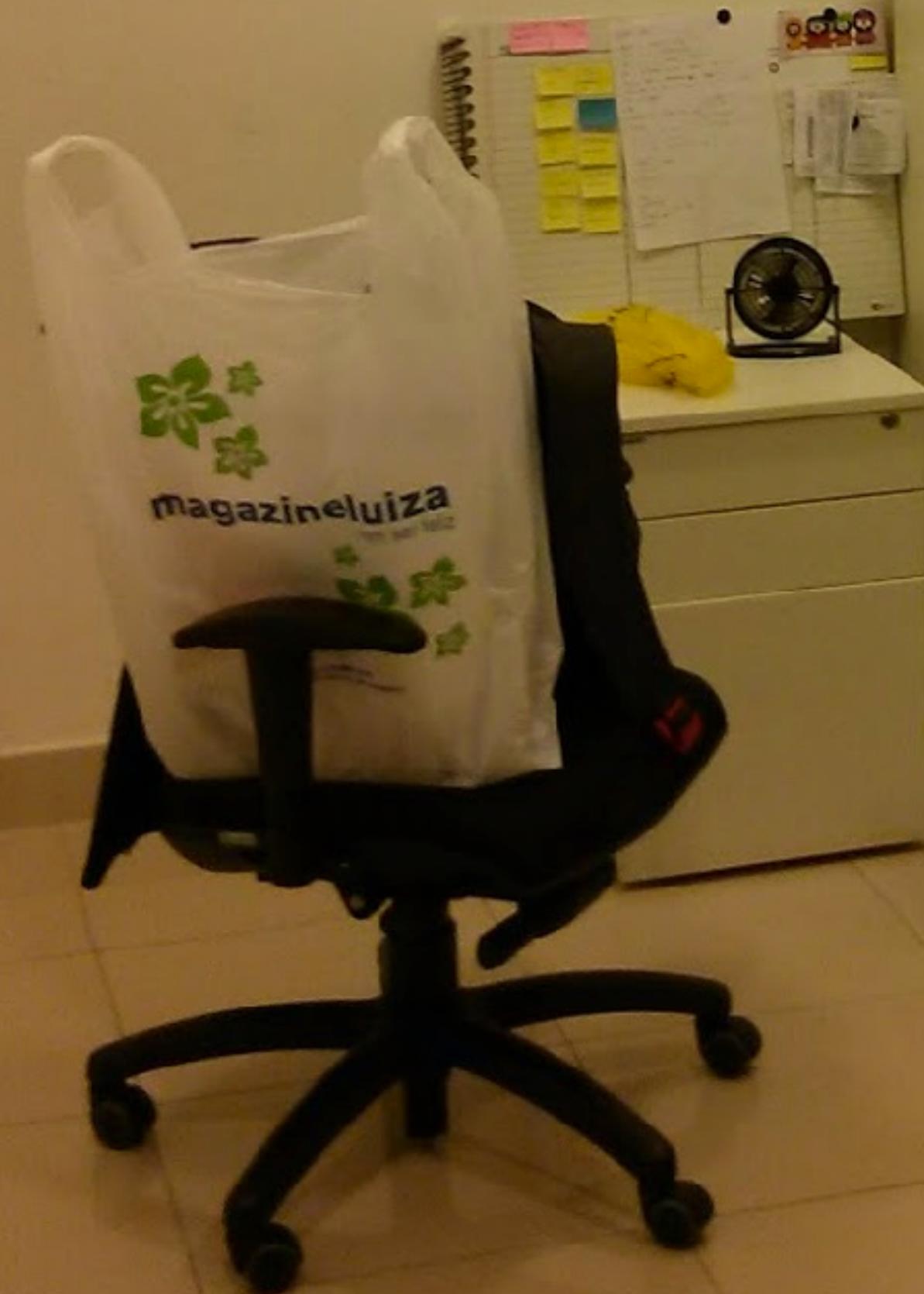


# NATAL 2010 / LF 2011



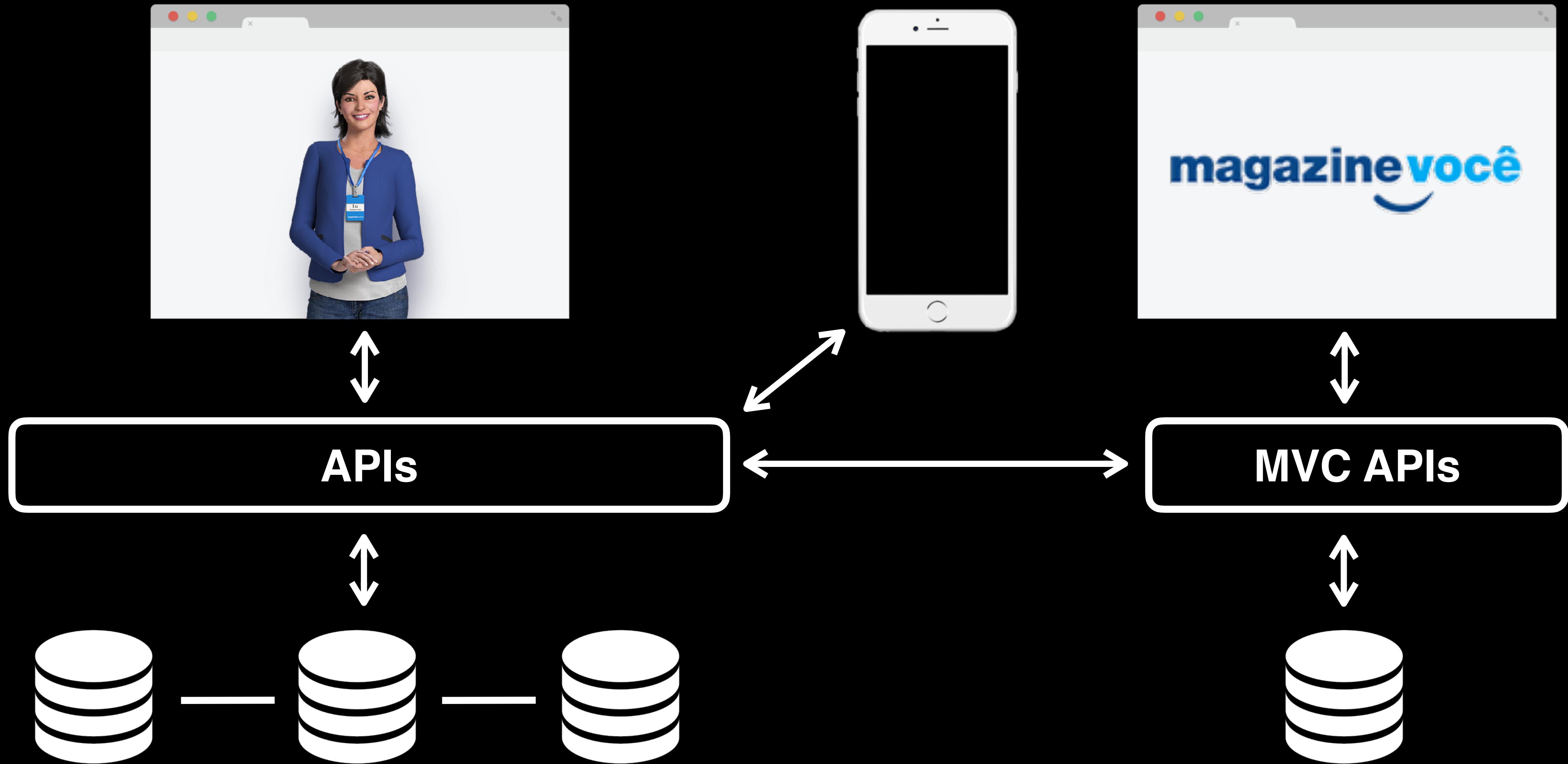
APIs





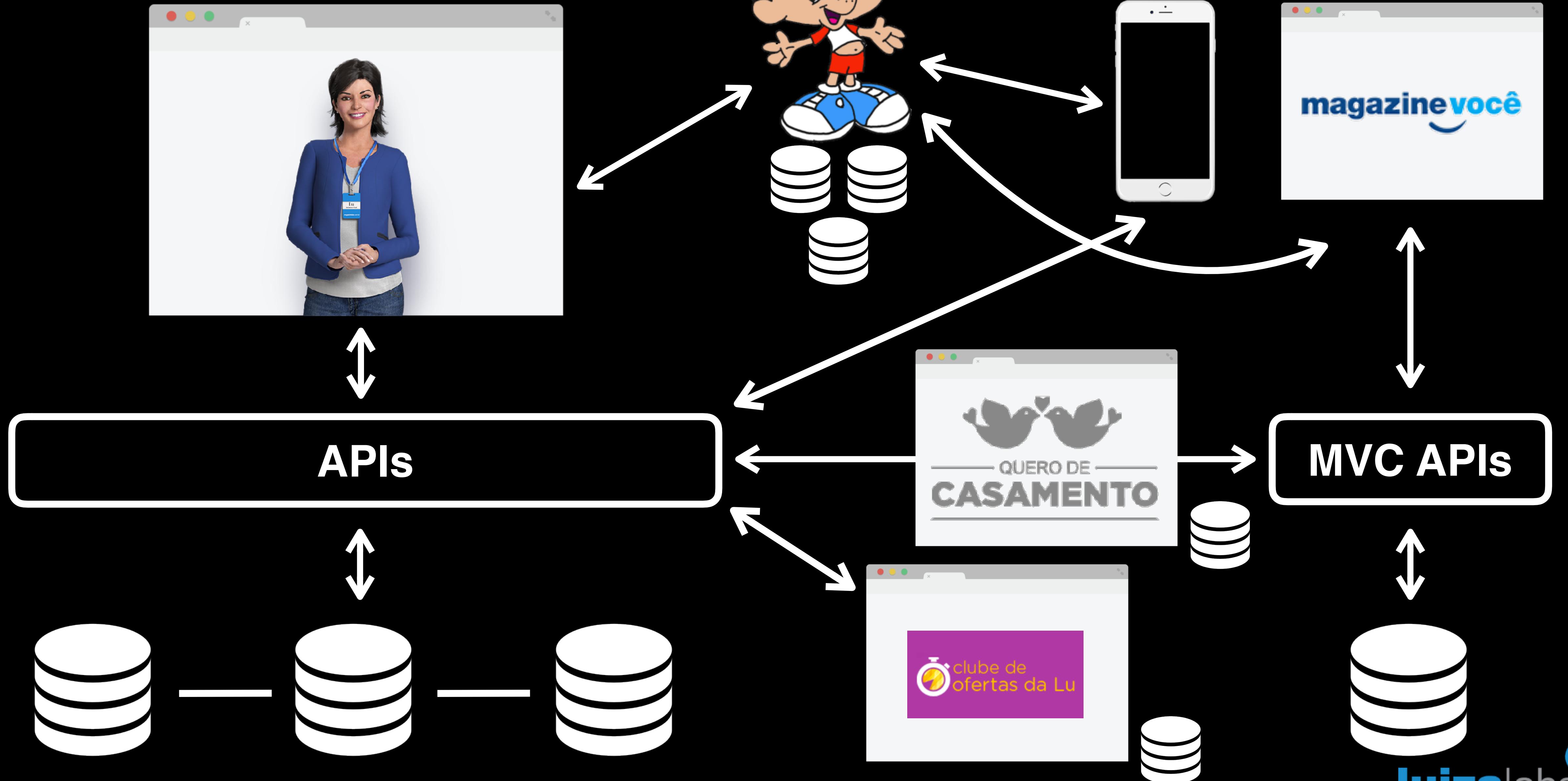
ECOMMERCE TEAM

R&D TEAM

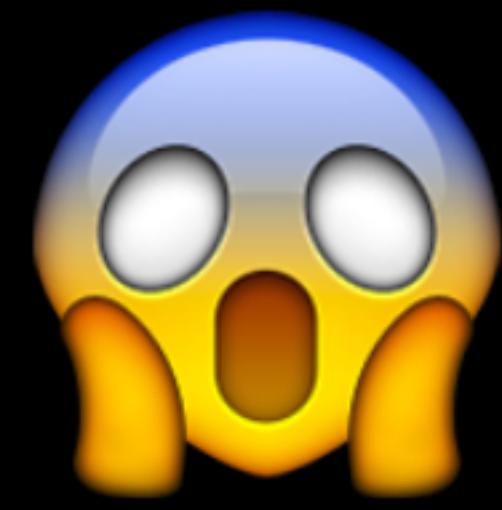


Ecommerce Team

R&D Team



luiza<sup>o</sup> labs





# SERVICE ORIENTED ORGANIZATION



B2B



Mobile



Bobby



Financial Services



Payments



Quero de Casamento



Customer



Clube da Lu



Analytics



Marketplace



Fulfillment



Magazine Você



APIs

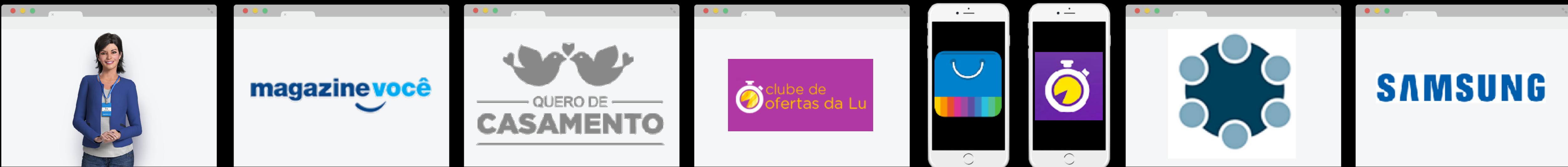


Checkout

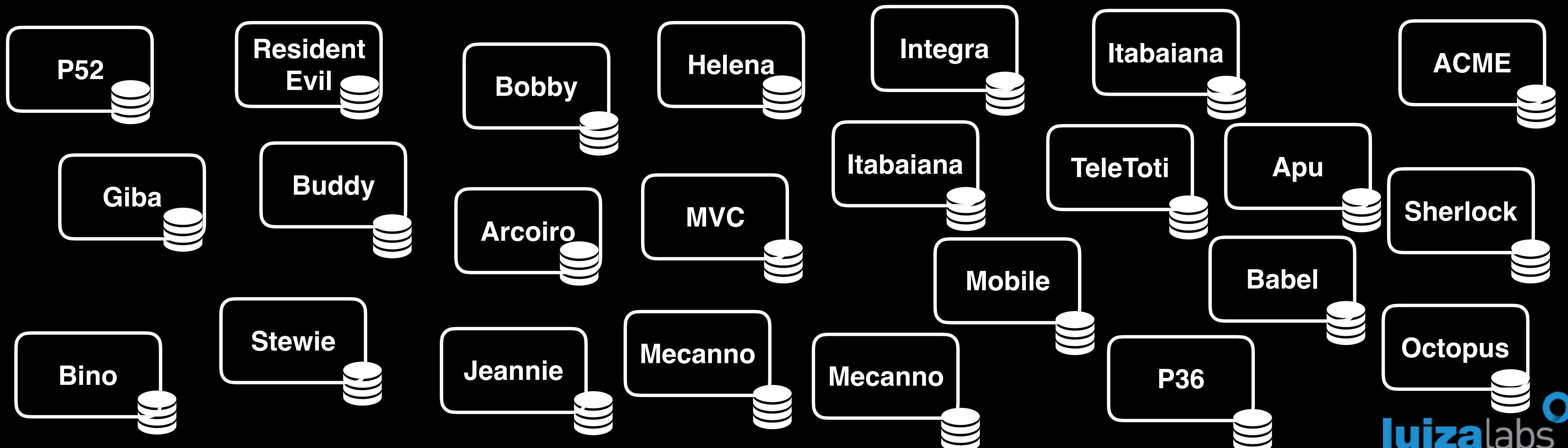


Order Management

# MICRO SERV... DESACOPLAMENTO



## API Gateway



P36



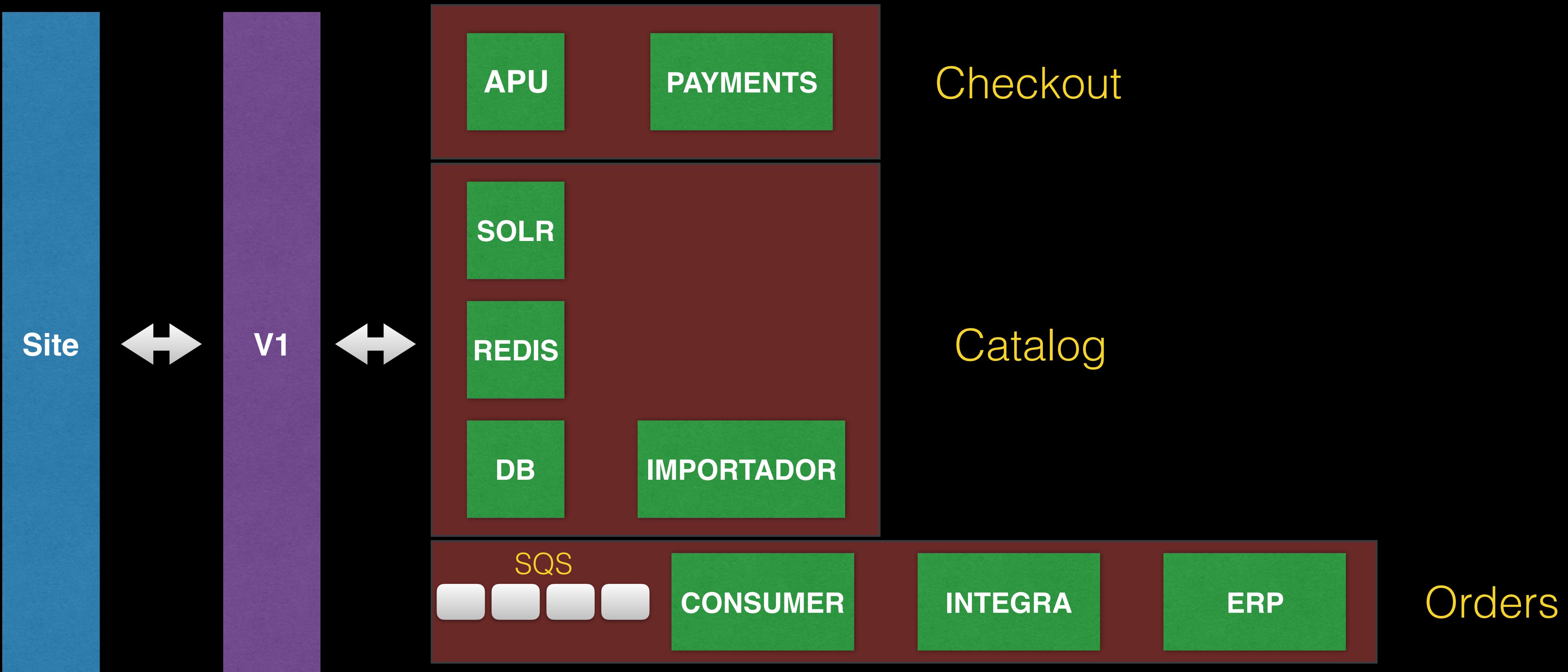
P52



# TECNOLOGICAMENTE FALANDO



Como era

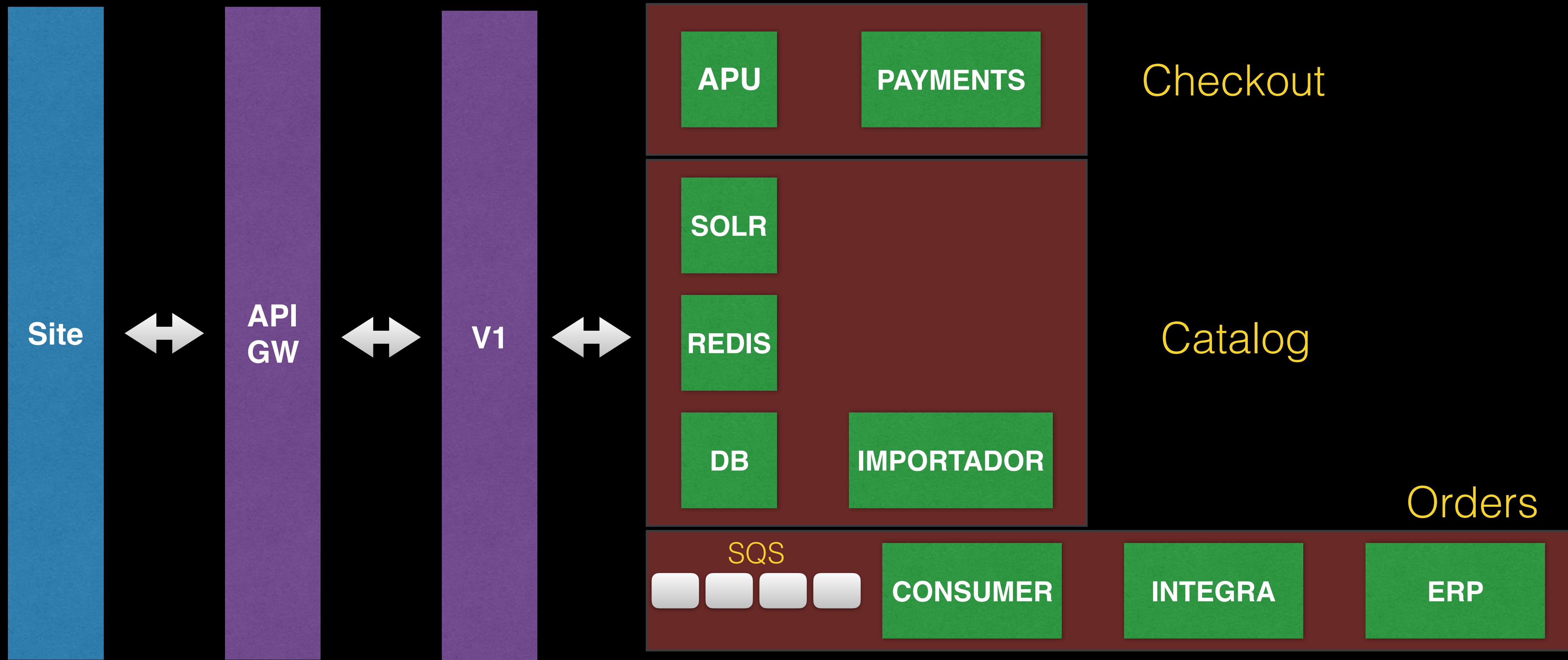


# (anti) Pattern

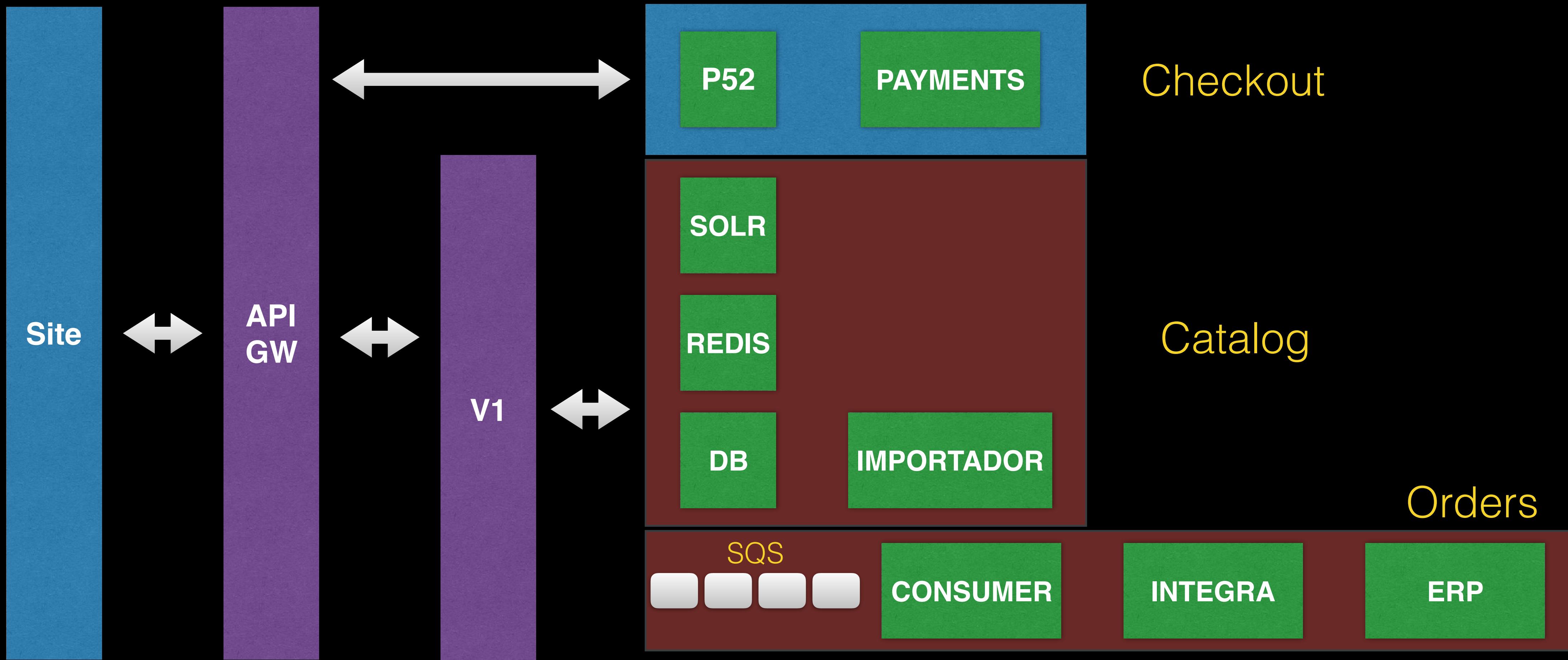


Todo puxadinho em um serviço REST  
se aproxima de um API Gateway sem recursos

# Desacoplando



# Desacoplando



# Governança

- Autenticação
- Cache
- Monitoração
- Proteção (DDOS, Disponibilidade, SSL)
- Capacity planning, scaling



OBRIGADO