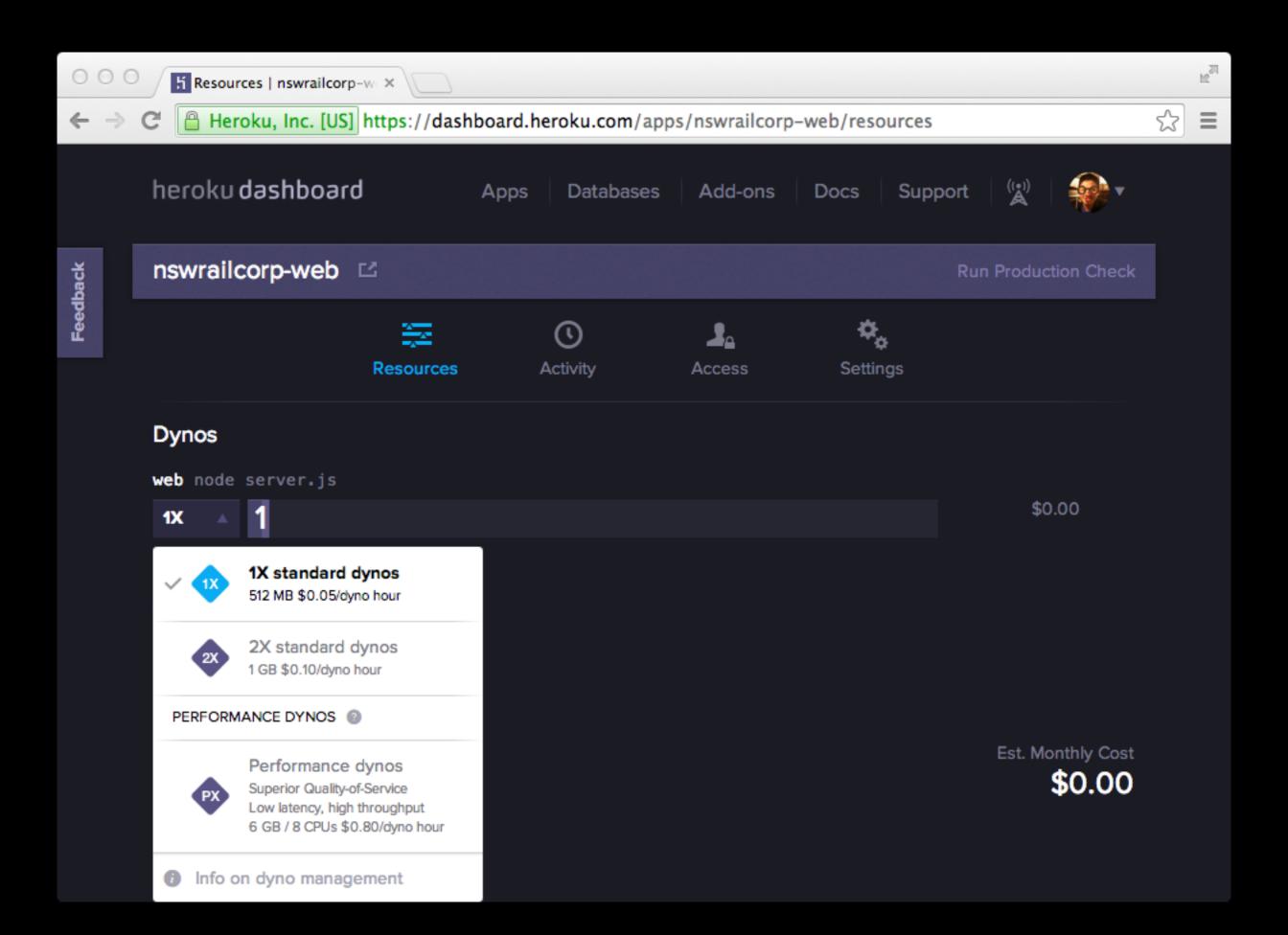


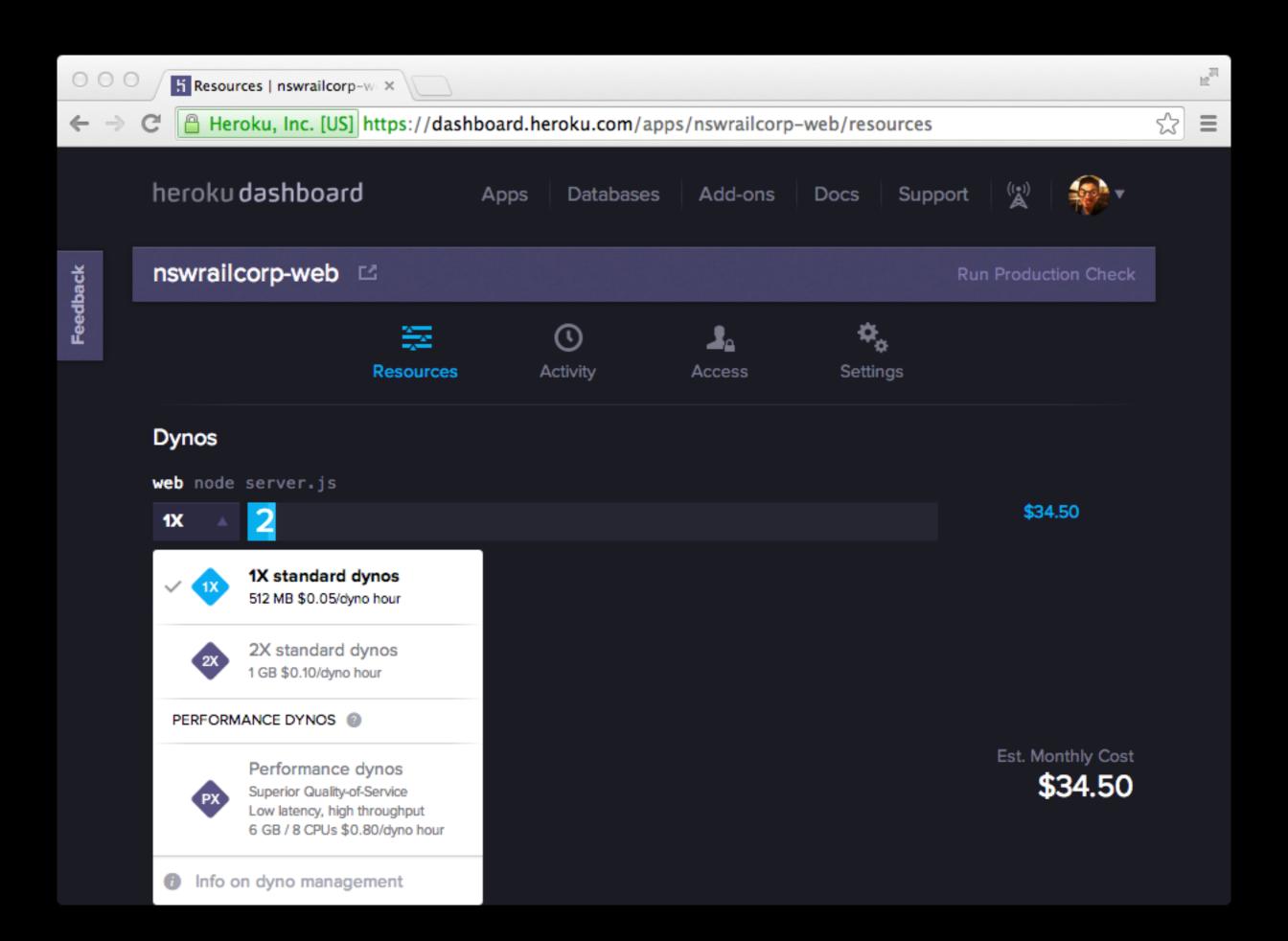
Heroku

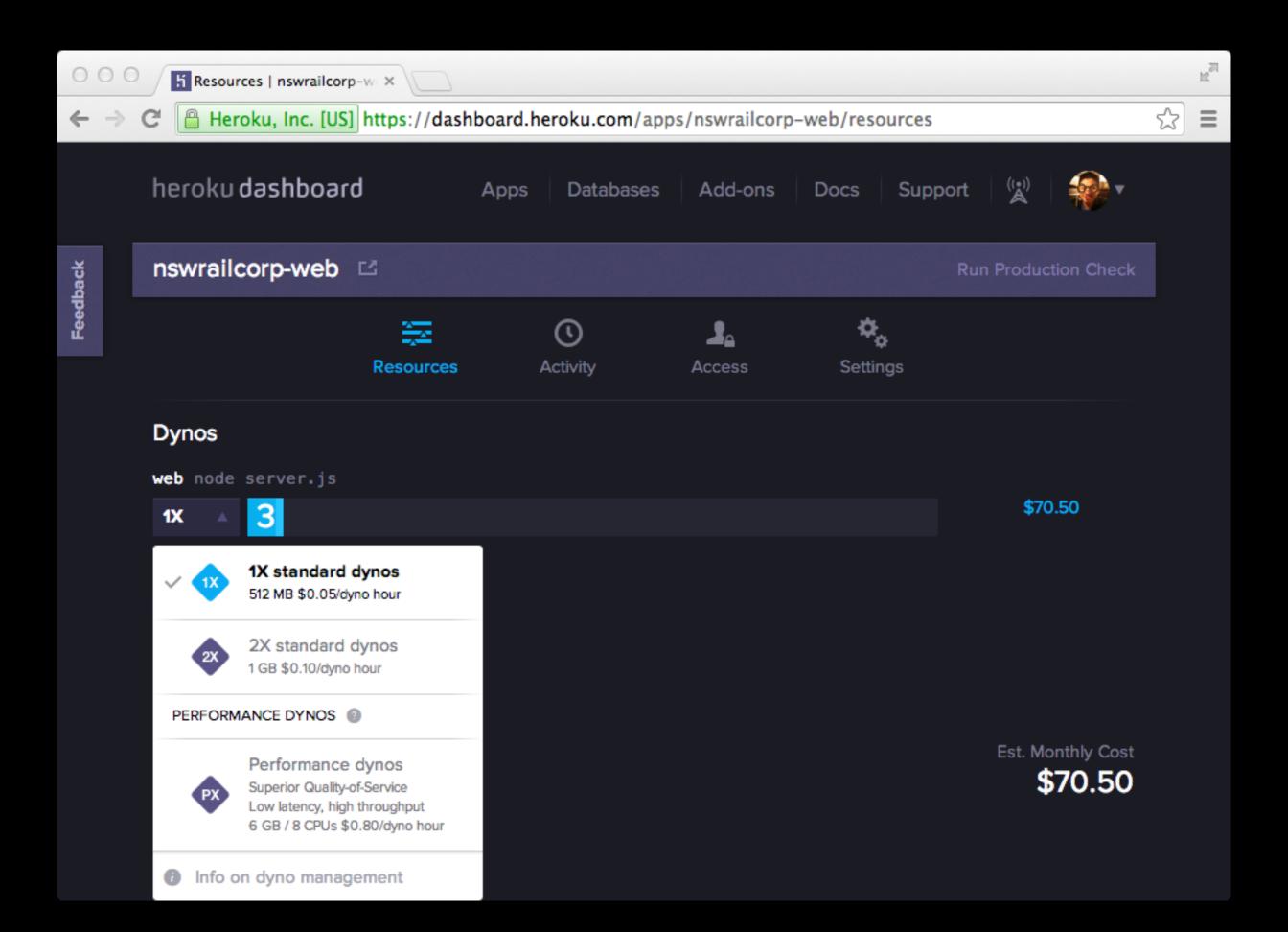
"A platform that runs your HTTP code (pushed through Git)"

~ 5 seconds ago

"A scalable platform that runs your HTTP code (pushed through Git)"

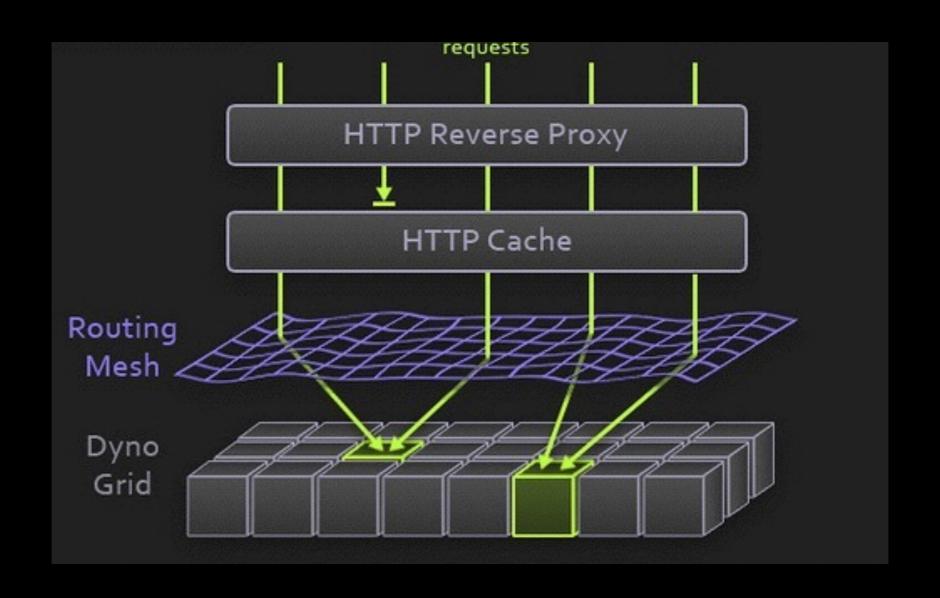






"Heroku dynos are single threaded, a single request at a time. Say it took 10 ms to respond then a single dyno could deal with 100 requests per second. Adding more dynos increases concurrency not performance."

HTTP Reverse Proxy HTTP Cache Routing Mesh < Dyno Grid SQL Memory Database Cache



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Terminal — bash — 80×24

±(simple *) heroku-presentation * brew install heroku-toolbelt

±(simple *) heroku-presentation * []
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±(simple /) heroku-presentation → brew install heroku-toolbelt

±(simple /) heroku-presentation → heroku apps:create intu-simple
Creating intu-simple... done, stack is cedar
http://intu-simple.herokuapp.com/ | git@heroku.com:intu-simple.git
Git remote heroku added

±(simple /) heroku-presentation → git remote show -n heroku
* remote heroku
Fetch URL: git@heroku.com:intu-simple.git
Push URL: git@heroku.com:intu-simple.git
HEAD branch: (not queried)
Local ref configured for 'git push' (status not queried):
        (matching) pushes to (matching)

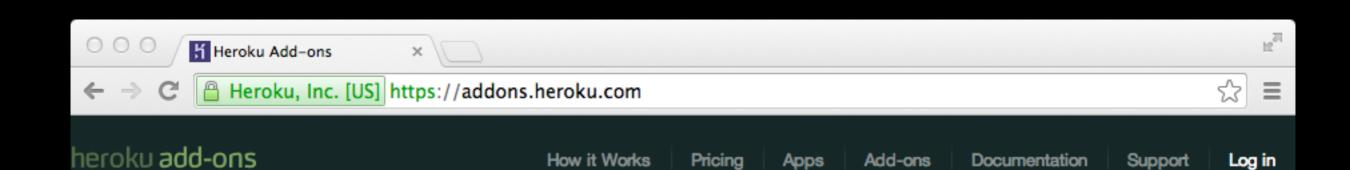
±(simple /) heroku-presentation → git push heroku master

±(simple /) heroku-presentation → □
```

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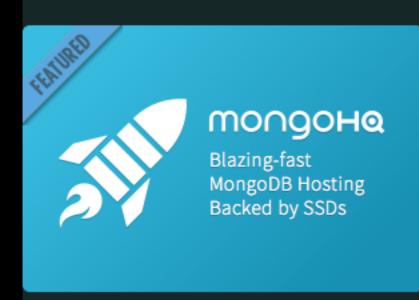
Heroku add-ons

- Add third-party services to your app
- For example: data storage, cache, email, logging, push, analytics, etc.
- The services expose their endpoints in environment variables accessible from the app code



Add powerful functionality to your apps with ease.

Search for add-ons







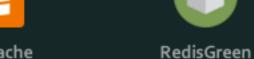


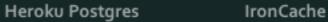
Choose from Postgres, Memcache, Mongo, Redis, Hadoop and more. Then forget doing database backups, restores, or wearing the pager ever again.

















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±(jokes ✓) heroku-presentation → heroku addons --app intu-jokes
=== intu-jokes Configured Add-ons
mongohg:sandbox
±(jokes ✓) heroku-presentation → heroku addons:add sendgrid --app intu-jokes
Adding sendgrid on intu-jokes... done, v8 (free)
Use 'heroku addons:docs sendgrid' to view documentation.
±(jokes ✓) heroku-presentation → heroku config --app intu-jokes
=== intu-jokes Config Vars
MONGOHQ_URL:
                   mongodb://heroku:06dc3b9c5c5c2a0a90610bbb8bfdc59f@troup.mongo
hq.com:10085/app22290987
SENDGRID_PASSWORD: lxm6vdwl
SENDGRID_USERNAME: app22290987@heroku.com
±(jokes ✓) heroku-presentation → heroku addons:open mongohq --app intu-jokes
Opening mongohq:sandbox for intu-jokes... done
±(jokes ✓) heroku-presentation →
```

Service oriented architecture

- A single monolithic web app (one project on a single domain)
- Lots of small independent web services (each with their own codebase and URL endpoint)
- Benefits and drawbacks to each approach

Monolithic Pattern

- A lot easier to get started
- Simpler to refactor as the codebase grows
- Easier to debug (no external components, network, etc.)

Service Pattern

- Multiple small independent web services (eg. www, api, accounts, reports)
- They talk over HTTP
- Less code in the services (they do less things)
- Each has their own resources: web servers, db, message queues, etc

Service Pattern

- Maintainability
 - Easier over long term
 - Simpler logic
 - Easy to navigate code
- Scalability
 - Put more resources for frequently used services
 - Better resource utilization
 - Not affecting other services

Service Pattern

- Takes longer to build a working MVP (more upfront dev time)
- Authentication problems
- Cost and overdevelopment for simple apps
- Need to consider external factor (eg. network)
- Anti pattern, don't go swing in the other extreme and build hundreds of services