

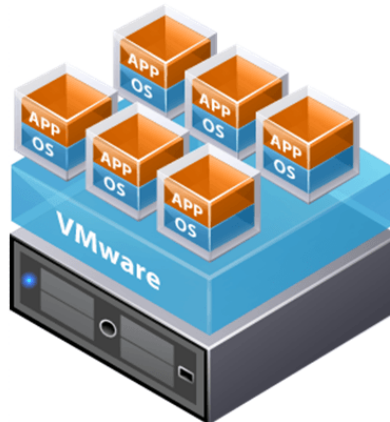
# A Transmuting Journey:

## From a Ruby on Rails Monolith to Elixir and Elm Microservices

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# Reportum





# The Mission



**Scale the business without  
linear scaling the team**





**What's wrong with  
Monoliths?**





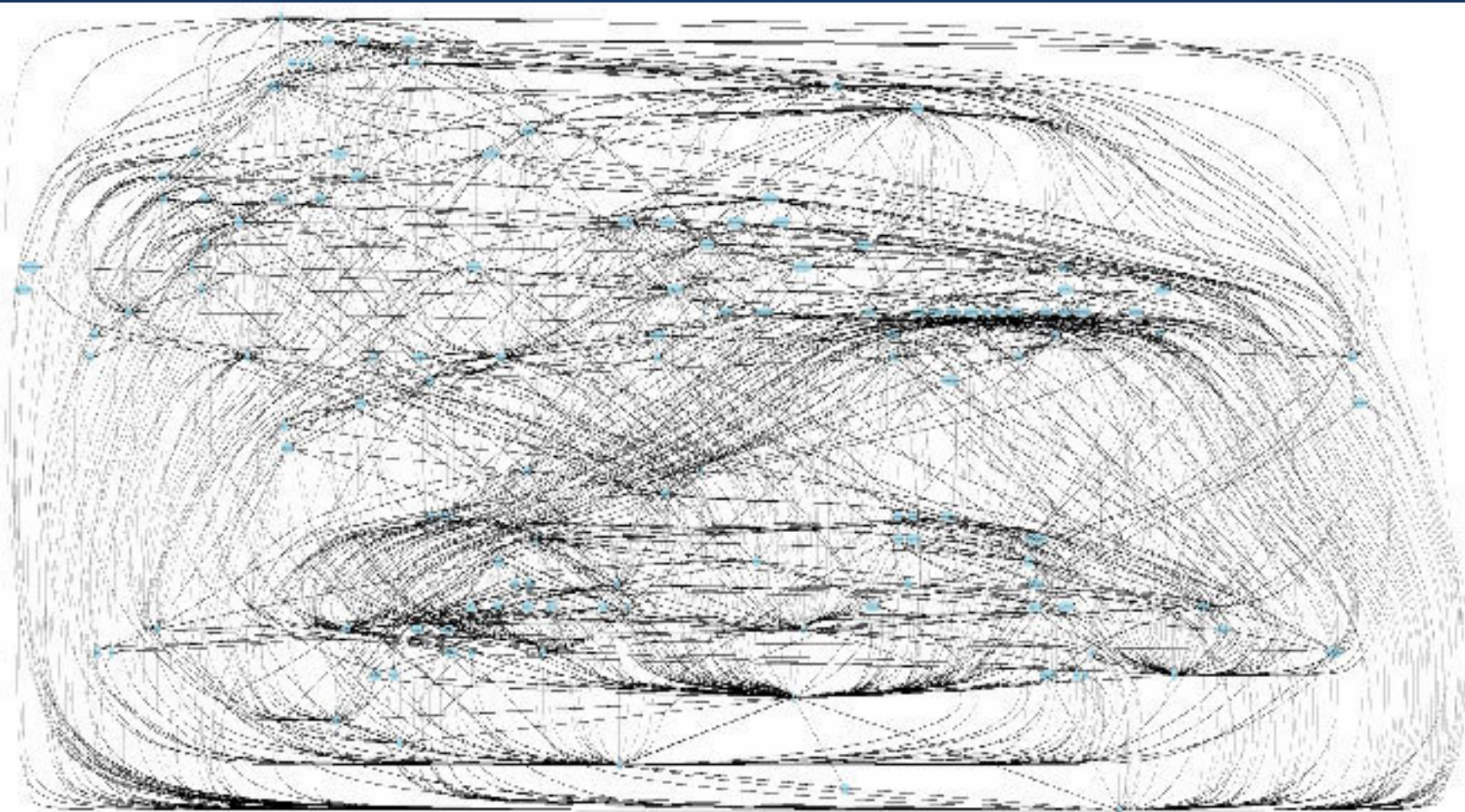
Adding more and more  
functionality to the system  
leads to entropy





**A new level of quantity leads  
to a new level of quality**





**Entropy leads to complexity in  
the code**

It get's harder and  
harder to add new  
functionality and  
maintain the system

# The Case

Growing platform with  
diverging functionality per  
product, version and  
customer



# New Quantity

Instead of 1 product, 2  
customers and 2 versions  
up to 4 products, 20  
customers and 20 versions

# New Quality

Up to 80 different versions  
of the same code base  
hosted on up to 320+x  
hosts

# Result

Platform complexity grows  
exponential per product,  
version and customer



# Consequence

Decreasing Productivity,  
Extensibility and  
Maintainability

# Outcome

Imploding Time to Market  
and Stability plus  
Exploding Costs

How should we deal  
with it?



# Turtle tactic





...or Raven tactic

What are the  
challenges we have  
to face in order to  
scale the business?

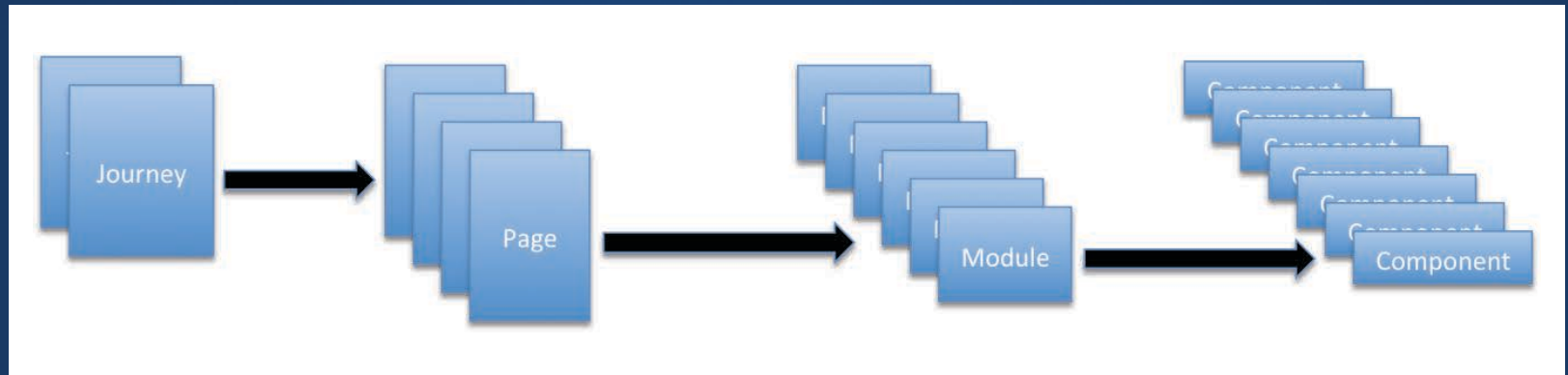


# Configuring Tailored Products for Customers in SaaS



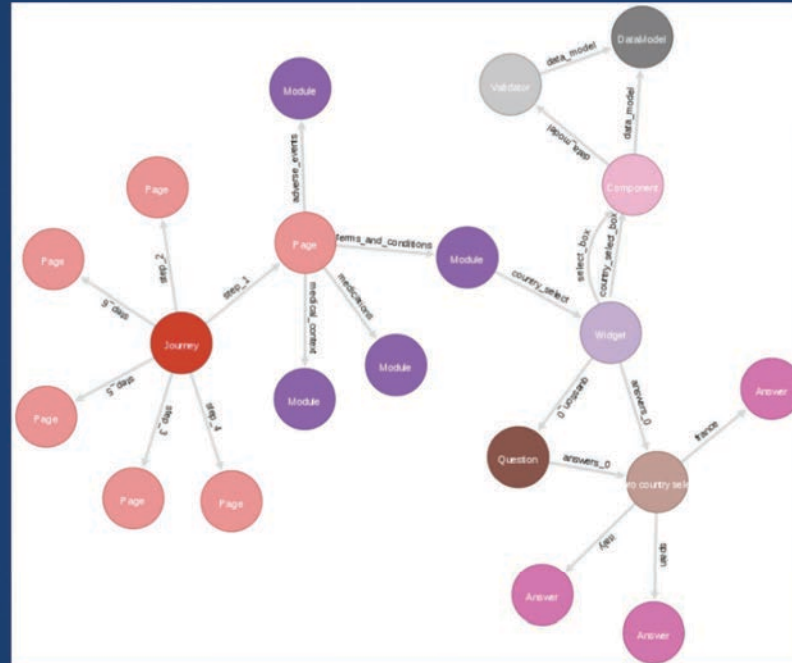
- Specific questionnaires and reports per customer
- Map questionnaires to report structure
- Increase customers without linear growing the team

# Problem: Hard-coded Configuration of Questionnaires



- > Manual effort for testing changes is huge
- > Setup new questionnaires takes long
- > Maintaining the existing ones doesn't scale

## Solution: Configure Tailored Products in a Graph



- > Changes can be tested in automation
- > Setup new questionnaire takes hours not days
- > Existing ones can be maintained via graph analytics

# Storing Sparse Data of Customer Tailored Products

```
{
  "firstName": "John",
  "lastName": "Smith",
  "isAlive": true,
  "age": 25,
  "height_cm": 167.64,
  "address": {
    "streetAddress": "21 2nd Street",
    "city": "New York",
    "state": "NY",
    "postalCode": "10021-3100"
  },
  "phoneNumbers": [
    { "type": "home", "number": "212 555-1234" },
    { "type": "fax", "number": "646 555-4567" }
  ]
}
```

- Data structure can vary from product to product
- Data structure can vary from customer to customer
- Map form data to specific report structure

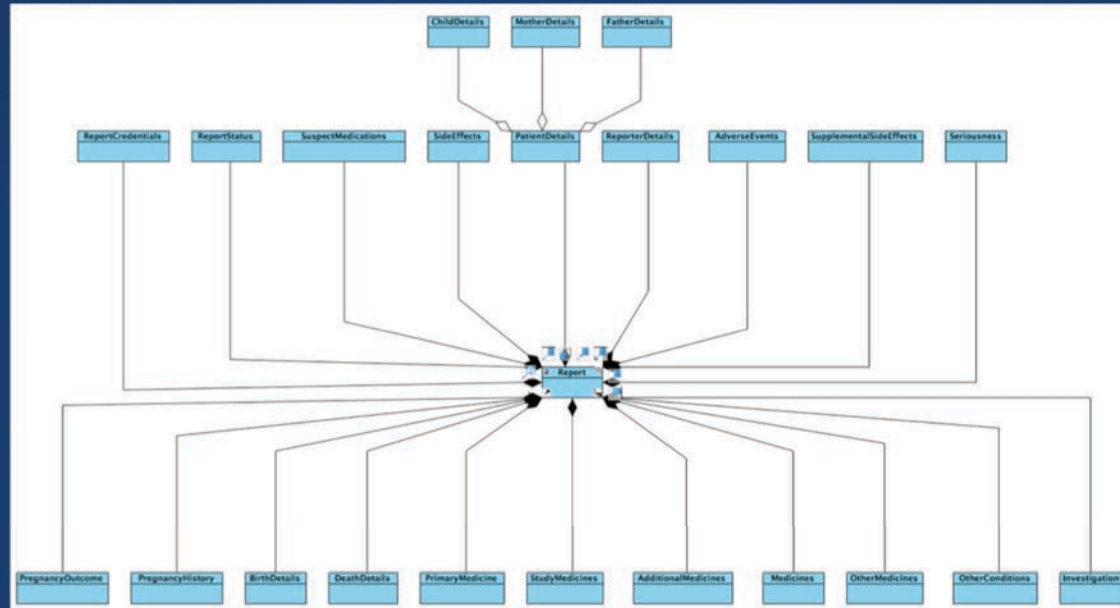


# Problem: Ad hoc Format of Sparse Data

```
{ "terms_and_conditions" => { "country" => "GB", "remote_ip" => "213.218.204.34", "terms_country" => "GB", "medical_context" =>
{ "value" => "no", "medical_information_toggle" => { "value" => "no" }, "reporter_details" => { "forename" => "Testerfirstnamesl", "surname" =>
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{ "country_calling_code" => "44", "telephone_number" => "0170777888", "telephone_extension" => "222", "address_line_1" => "Noel Street",
"town" => "London", "county" => "United Kingdom", "postcode" => "AB1 0D2", "email" => "testersxx@mymedsandme.com", "company_aware_date" =>
{ "date" => { "date" => "22 Aug 2014" }, "medications" => { "primary" => { "toggle" => "1", "term" => { "name" => "Nymedocol", "other_indications" =>
{ "term" => { "name" => "Headache", "meddra_version" => "17.1", "l1t_code" => "10019211", "company_product" => { "value" => "y" }, "doses" =>
{ "from" => { "date" => "1 Nov 2012", "to" => { "date" => "1 Dec 2012" }, "batch" => { "number" => "123456789xyz", "expiry_date" => { "date" => "Dec
2012" }, "text_dose" => "12 mg 10 times a day", "dose_changed" => { "value" => "decreased", "dose_change_improved" => { "value" => "y",
"dose_change_reverted" => { "value" => "y" }, "dose_reversion_reoccurrence" => { "value" => "y" }, "indications" => { "value" => "other" },
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```

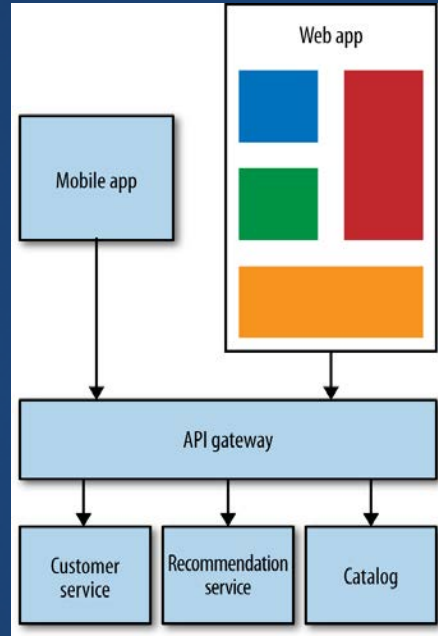
- > Changes on the data structure are not transparent
- > Diverging data structures are hard to provide
- > Querying data for analysis is non trivial

# Solution: Store Sparse Data as Connected Documents in Graph



- > Changes on the data structure are controlled and transparent
- > Complex queries can be done with ease in a graph
- > Realtime analytics can run on mass data

# Support Multiple Frontends



- Backend APIs for web and mobile frontends
- Same scope of functionality for all frontends
- Switch web technology without backend changes

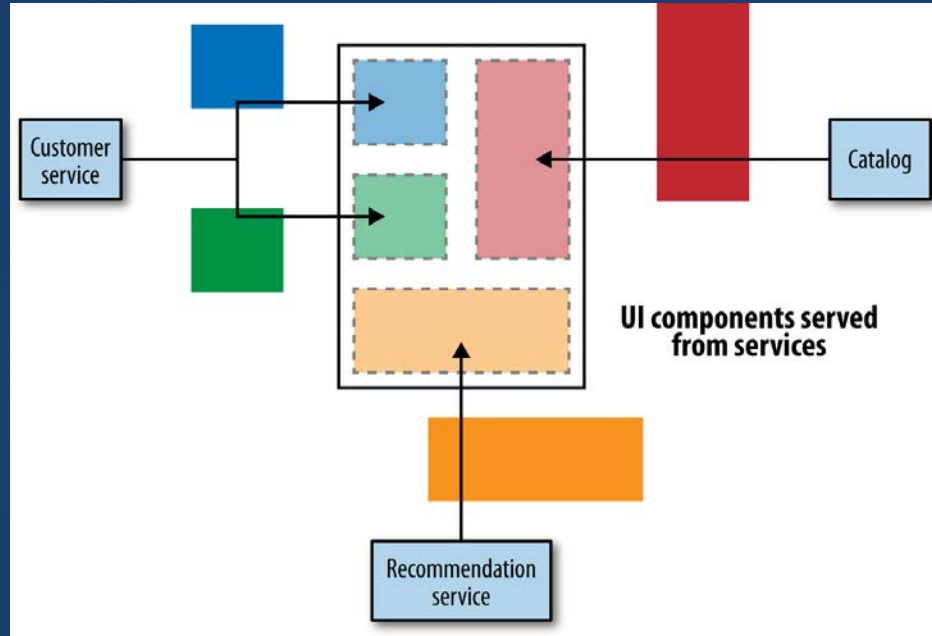
# Problem: Tight Coupling of Frontend and Backend



- > Changes on both ends are fragile
- > Extending functionality is pretty costly
- > Providing multiple frontends is very hard

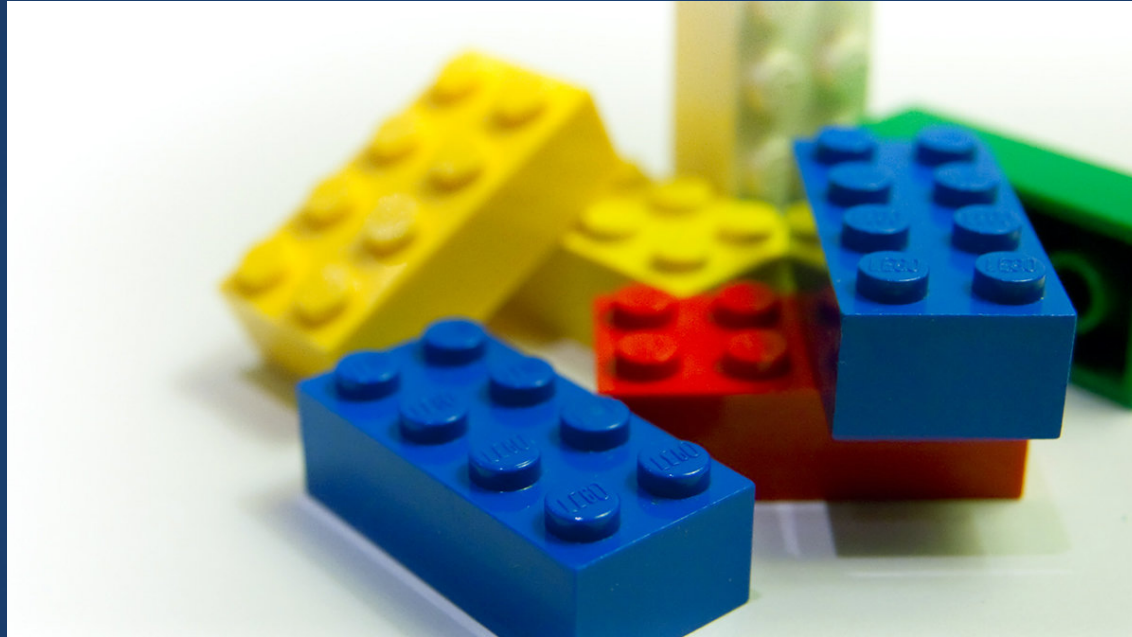


# Solution: Decouple Frontend and Backend via WebSockets



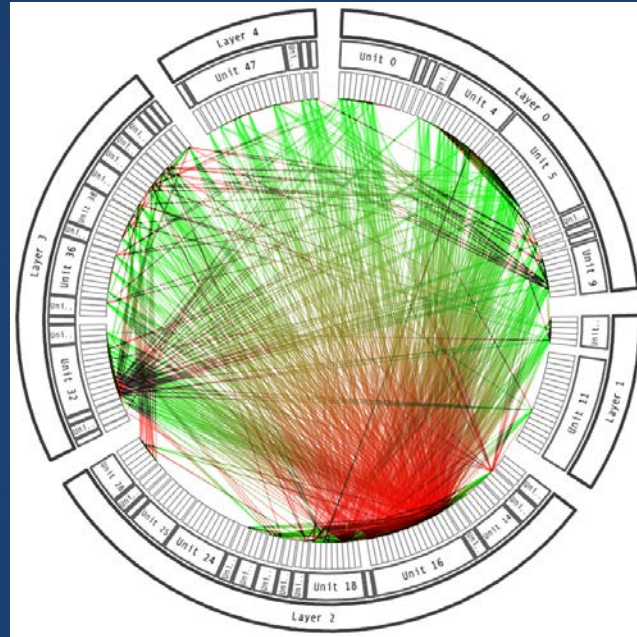
- > Frontend/Backend can be developed and tested separately
- > Extending functionality of API and UI is straight forward
- > UI can be generated for multiple frontends

# Sharing Modules for Multiple Products



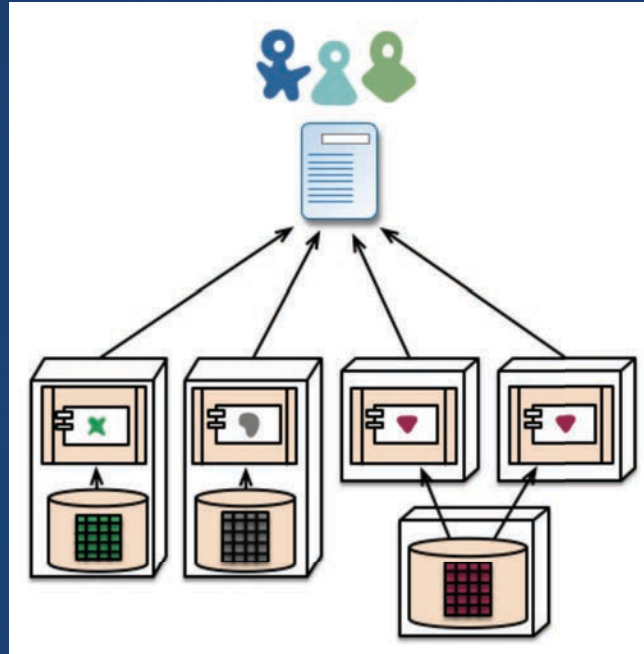
- Products have the same modules in common
- Modules have various dependencies with each other
- Modules evolve with different speed per product

# Problem: Tight Coupling of Modules



- > Diverging code between products and versions
- > Refactorings have side effects on other modules
- > Need to deploy, test and ship the entire product

# Solution: Decompose Application as Decoupled Microservices



- > Microservices can be developed and replaced individually
- > Microservices can be reused for products and legacy systems
- > Microservices can be tested, deployed and scaled individually



# Agile Operational Approach



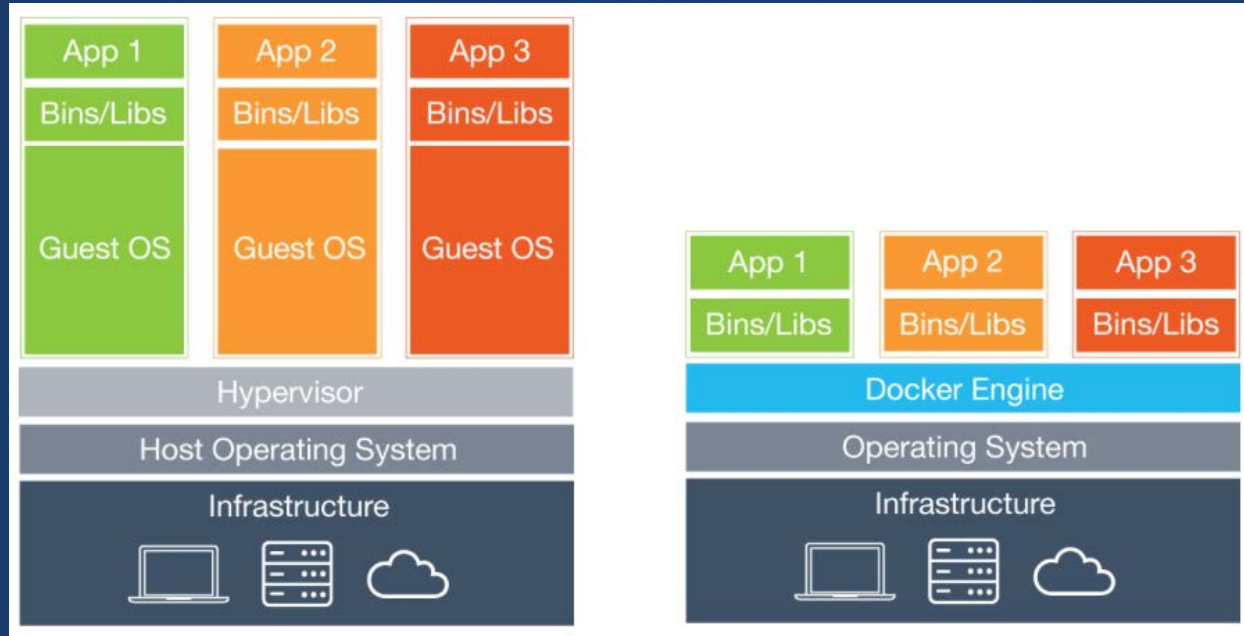
- Increase agility with DevOp culture
- Minimise the operational efforts
- Traceability over state and changes

# Problem: Entropy of Mutable Infrastructure



- > Accumulated changes feed system entropy
- > Changes are hard, error prone and a time sink
- > Operations become bottleneck

# Solution: Containerise Application and Infrastructure with Docker



- > System provides traceability of processes, state and changes
- > Devs can manage system setup via containers
- > Operations can become a shared responsibility

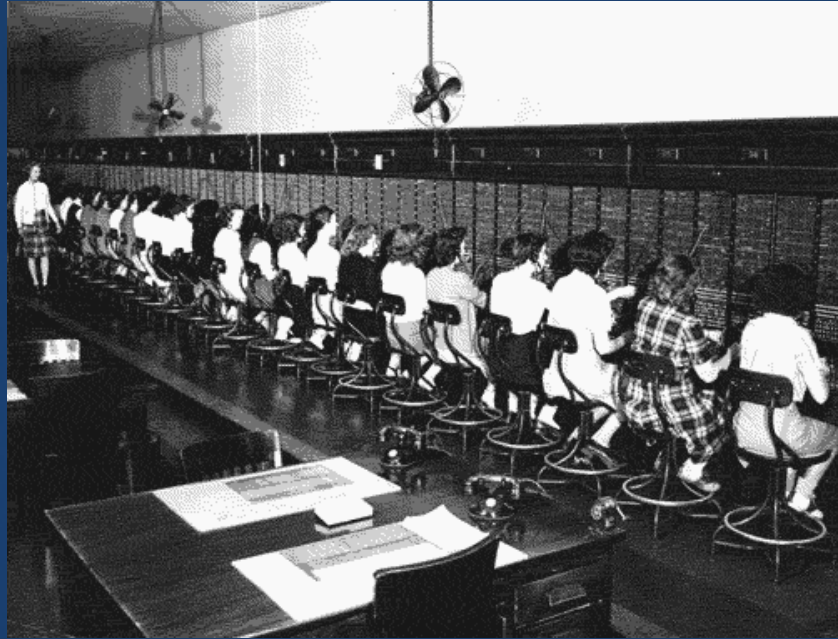


# Support for Multi-Customer, -Product, -Version, -Environment



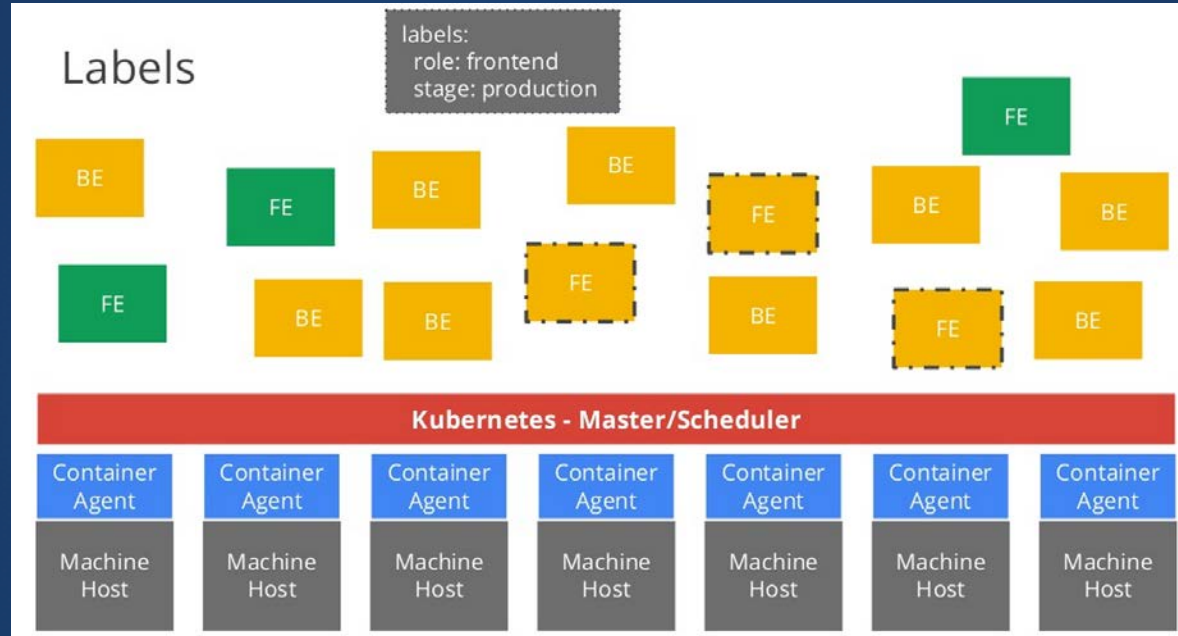
- Single-tenant hosting for customers
- One or more products per customer
- Support 2 major versions per customer

# Problem: Managing Complexity



- > Up to 20 clients with up to 4 products
- > result in up to 80 versions in 4+x environments
- > spread over up 320+x hosts

# Solution: Orchestrate the Containerised System with Kubernetes



- > Versions can be handled transparently
- > Clusters can be controlled centrally for all versions
- > Releases and patches can be promoted in the clusters

# Conclusion

The solutions sound  
promising by themselves,  
but how do they work  
together?



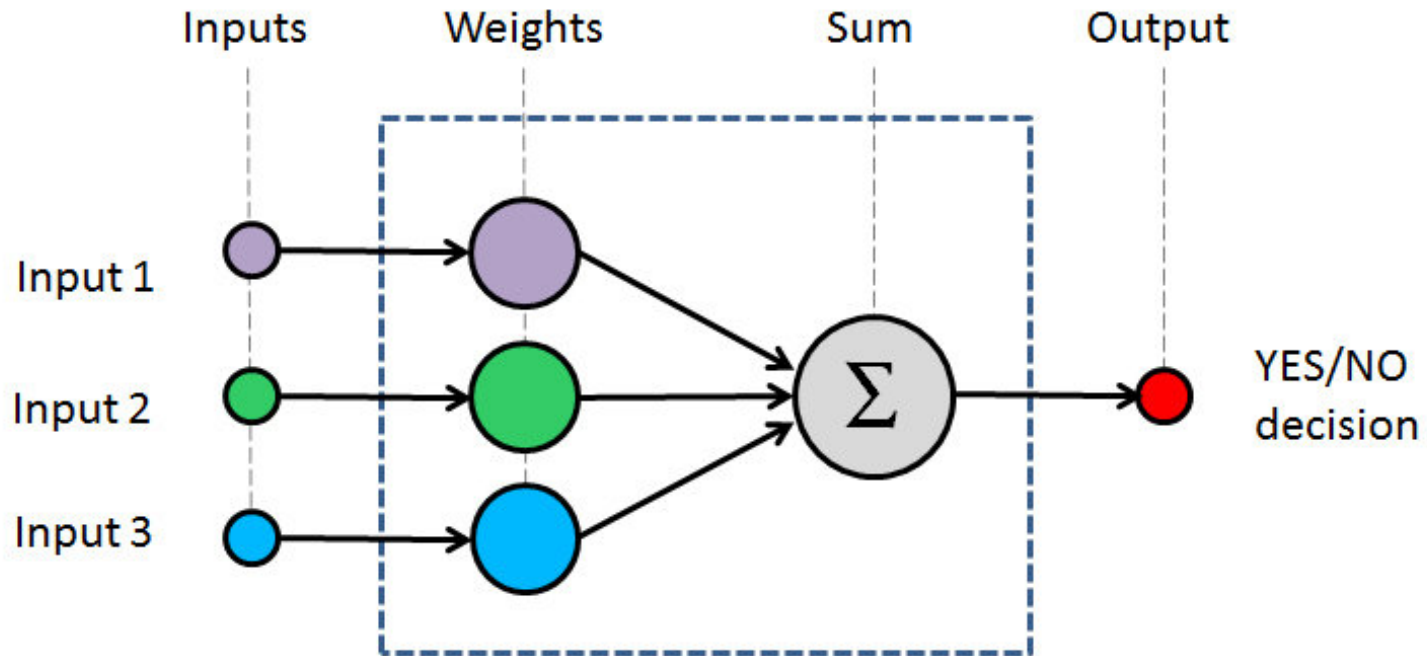
# The Vision

# Perceptrix

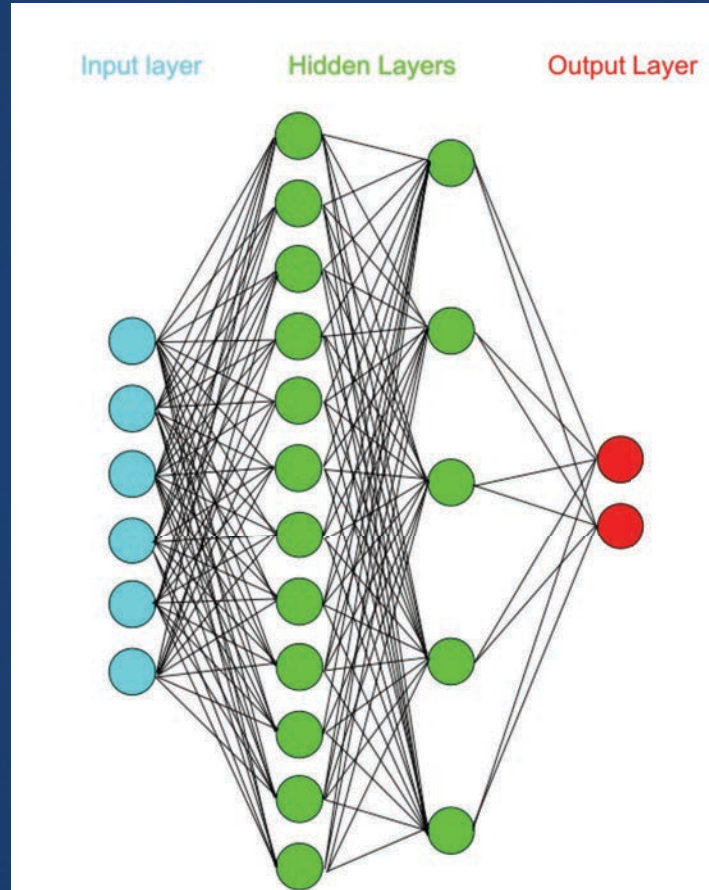


- Data Transformation
- Propagation
- Parallelisation
- Realtime

# Perceptron

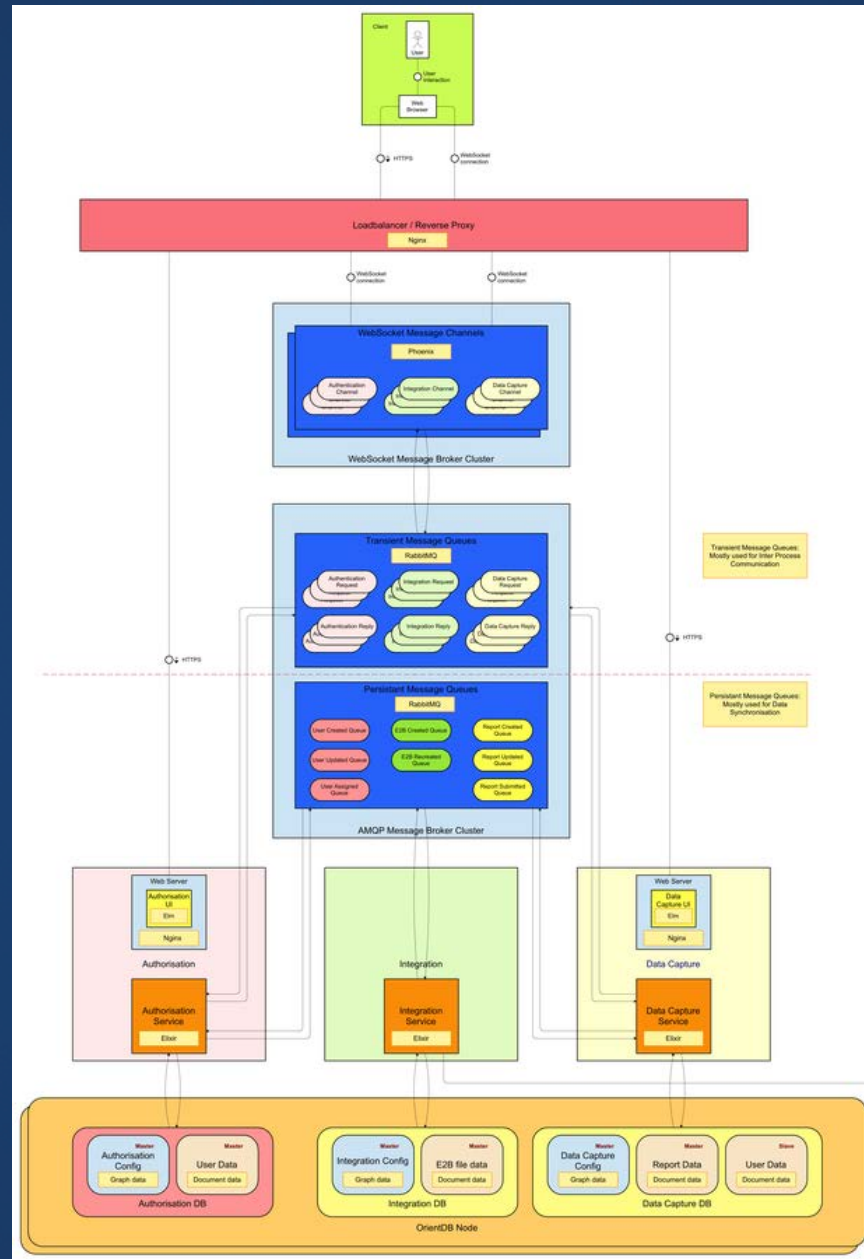


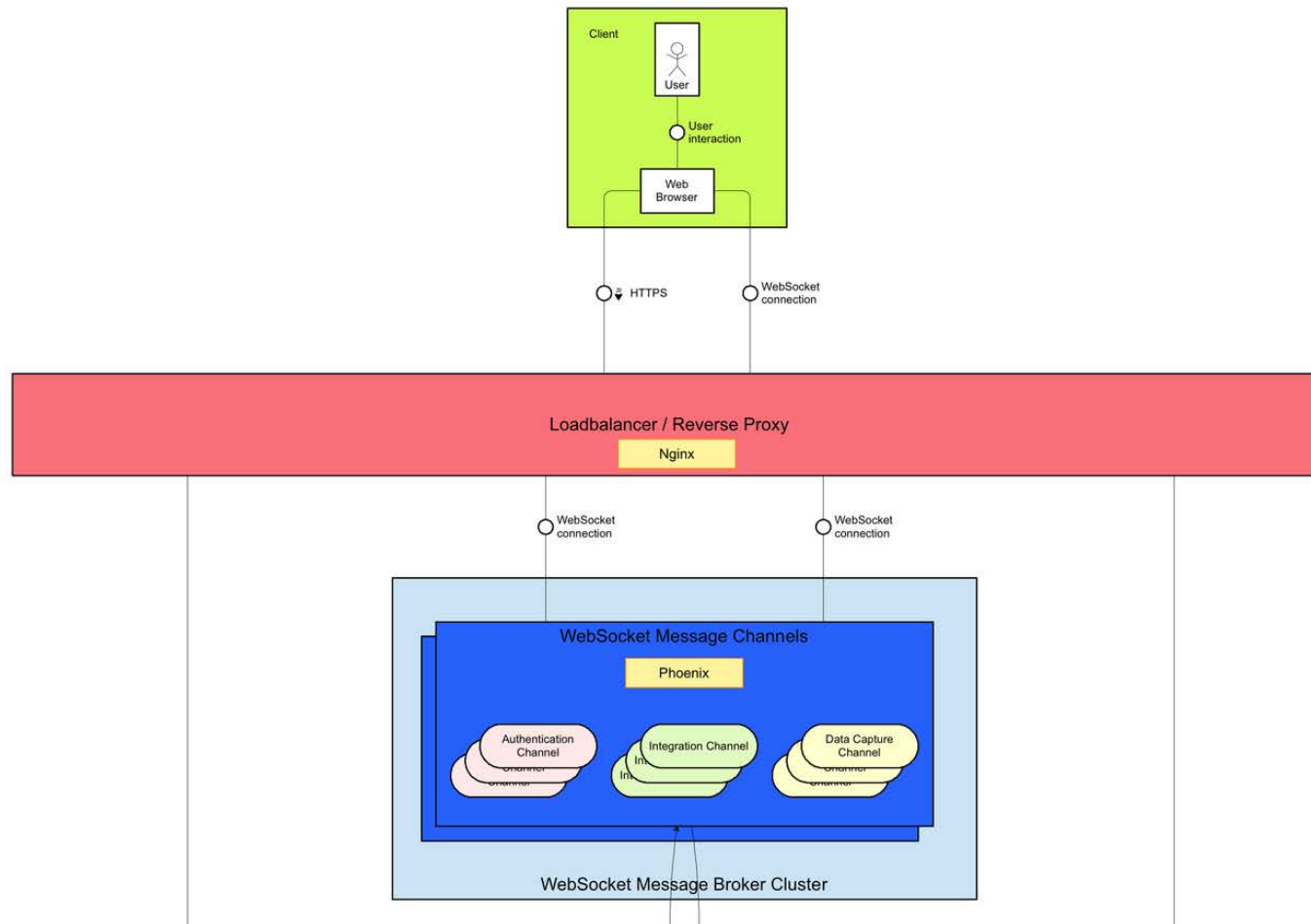
# Perceptrix

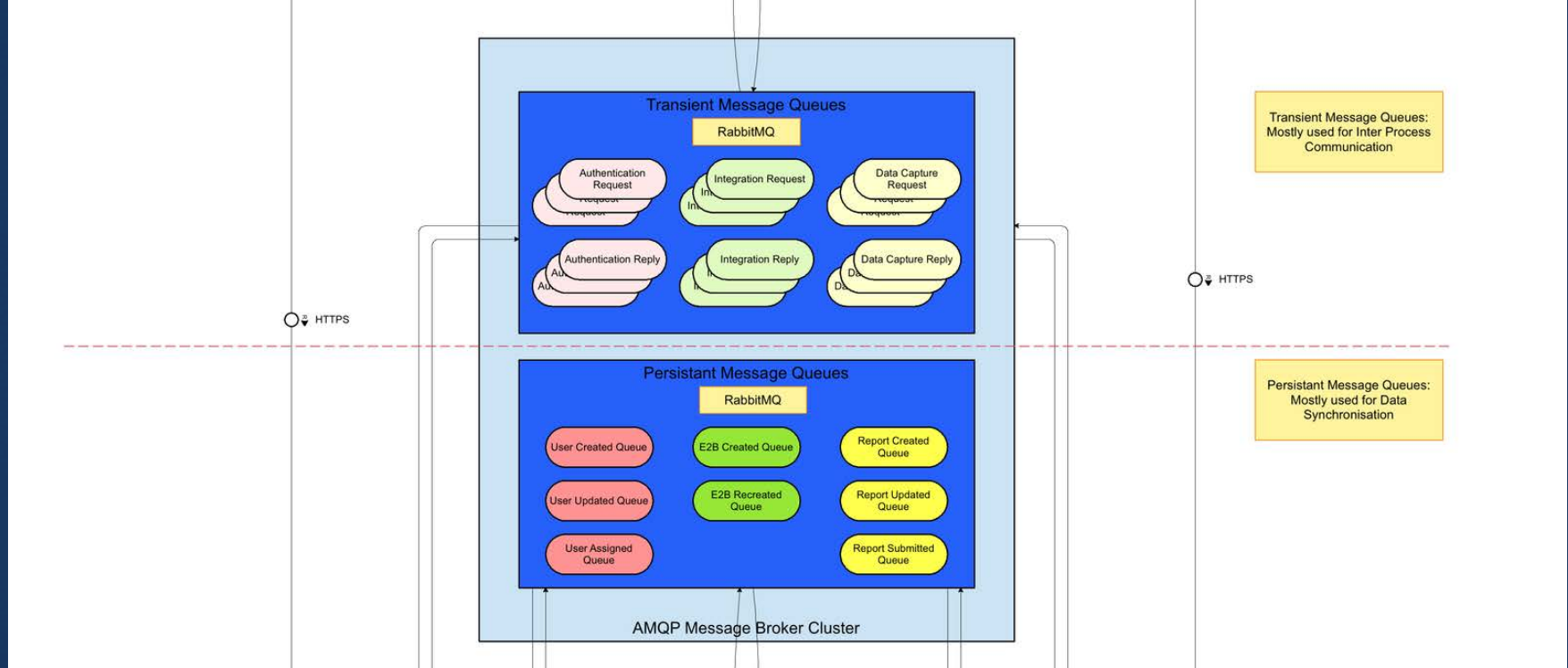




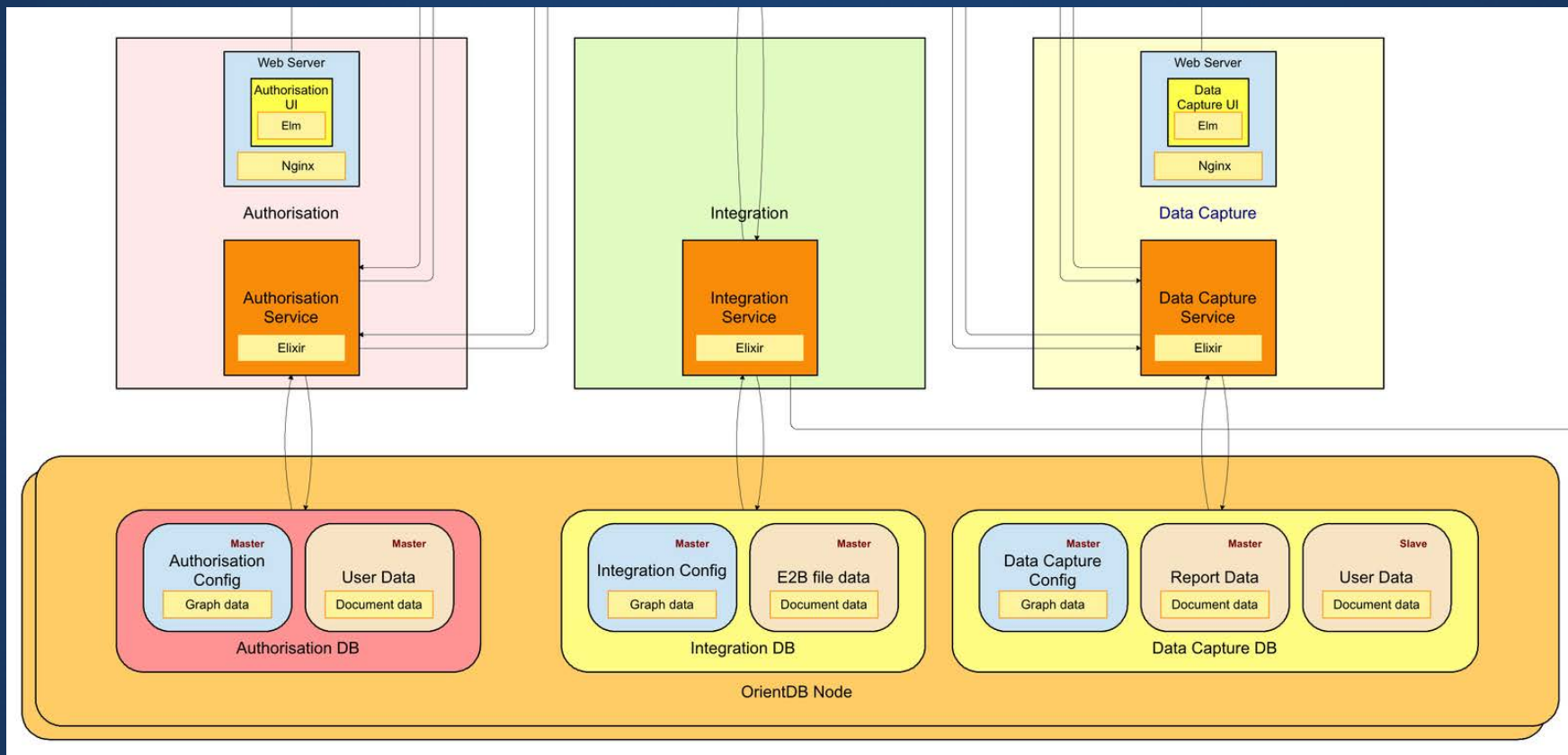
# The Architecture









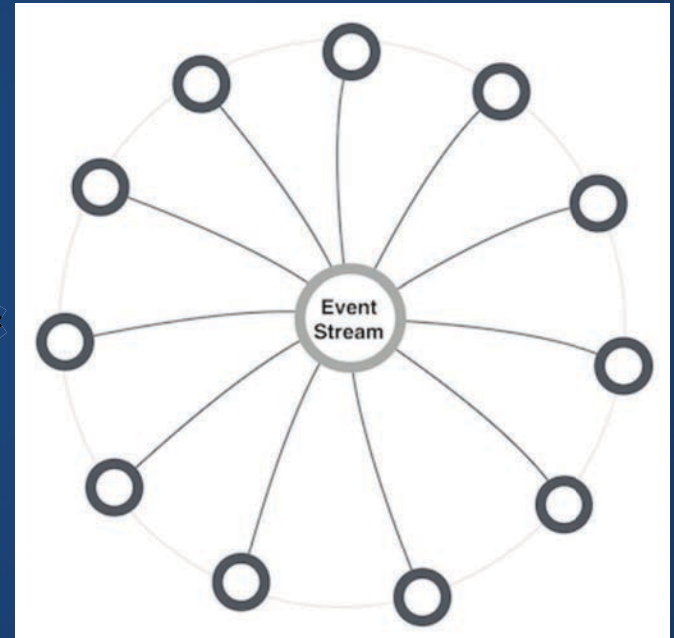
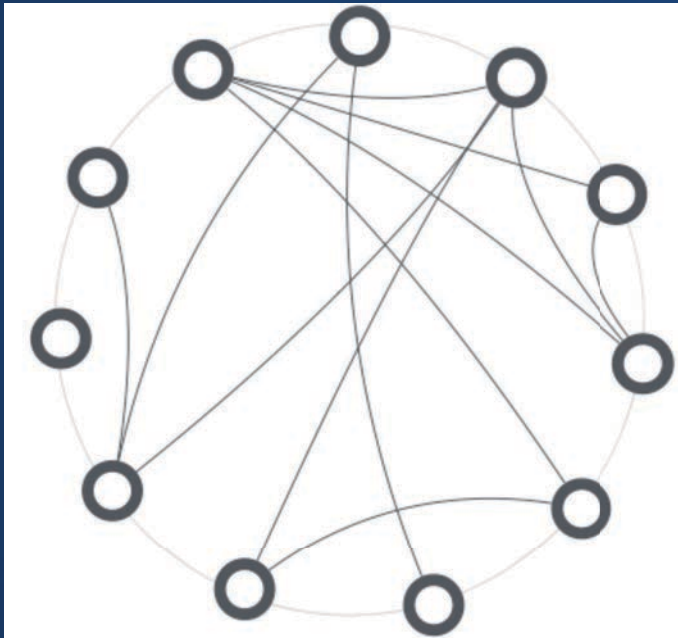


# The Approach

# Approach

- Why Event-Driven Architecture?
- Why Elixir Backend Services?
- Why Phoenix WebSocket Broker?
- Why RabbitMQ Message Broker?
- Why Elm Frontend Services?

# Why Event-Driven Architecture?





# Why Event-Driven Architecture?

- Support synchronous, blocking RCP where necessary
  - Use asynchronous, non-blocking PubSub where possible
  - Listen to messages for multiple concerns
  - React on events in multiple microservices in parallel
  - Loose coupling between microservices
  - Facilitate changes and integration of new microservices
- 
- > Supports nicely reactive realtime application
  - > Easy integration of legacy and third party systems
  - > Fits distributed architecture and Internet of Things

# Why Elixir Backend Services?



# Functional

```
defmodule Math do
  def square(x) do
    x * x
  end
end

Enum.map [1, 2, 3], &Math.square/1
```

# Immutable State

```
iex> tuple = {:ok, "hello"}  
{:ok, "hello"}  
iex> put_elem(tuple, 1, "world")  
{:ok, "world"}  
iex> tuple  
{:ok, "hello"}
```



# Pattern Matching and Recursion

```
defmodule Calculator do

  def sum(list) when is_list(list) do
    add(list)
  end

  def sum(_) do
    nil
  end

  defp add([head | tail]) do
    head + add(tail)
  end

  defp add([]) do
    0
  end
end
```

# Protocols and Meta Programming

```
defprotocol Blank do
  def blank?(data)
end

defimpl Blank, for: Integer do
  def blank?(_), do: false
end

defimpl Blank, for: List do
  def blank?([]), do: true
  def blank?(_), do: false
end
```

```
defmodule TestCase do
  @doc false
  defmacro __using__(_opts) do
    quote do
      import TestCase
    end
  end

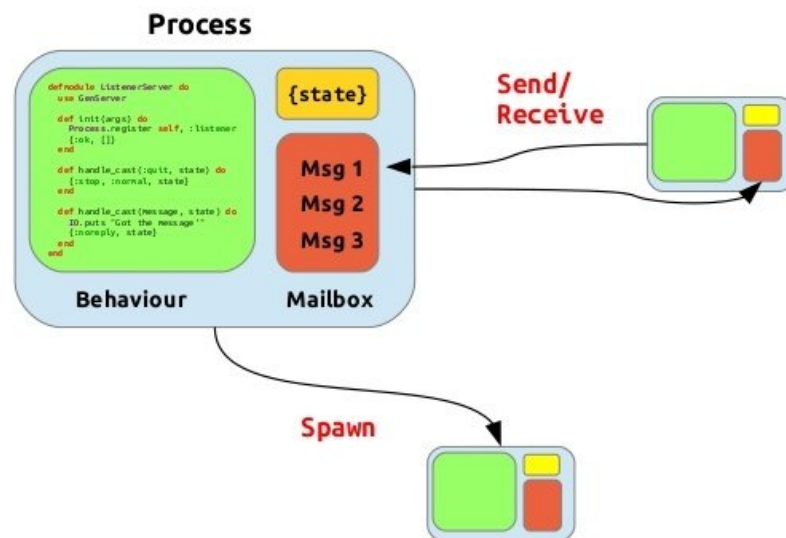
  defmacro test(description, do: block) do
    function_name = String.to_atom("test " <> description)
    quote do
      def unquote(function_name)(), do: unquote(block)
    end
  end
end
```

# Concurrent Programming

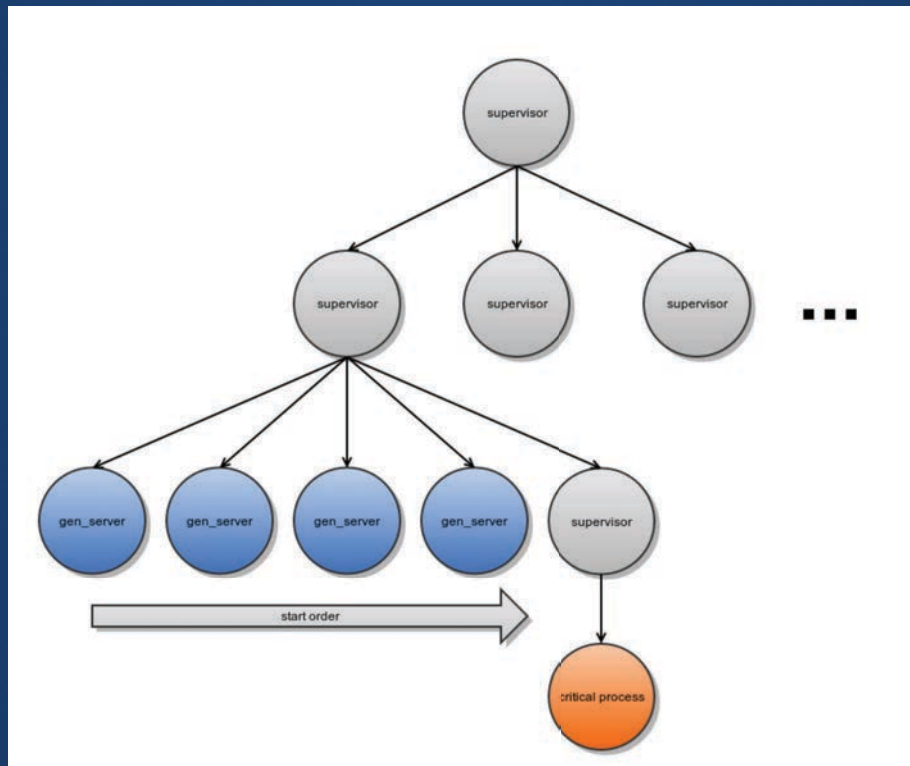


Elixir

The Actor model



# Fault-tolerant



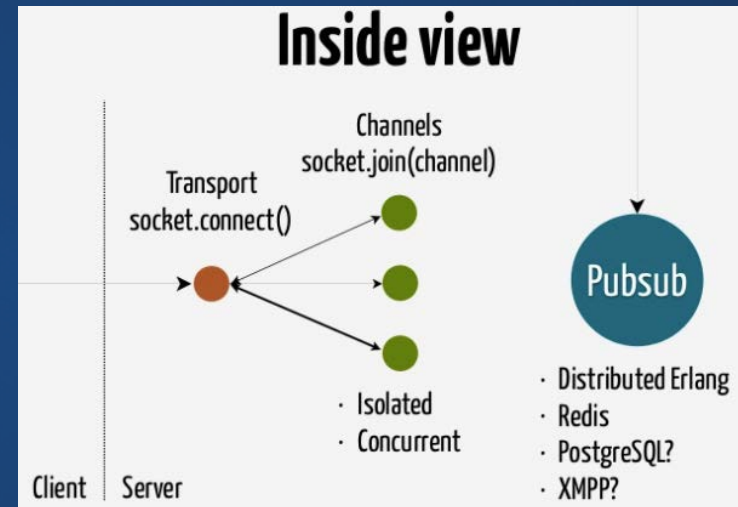
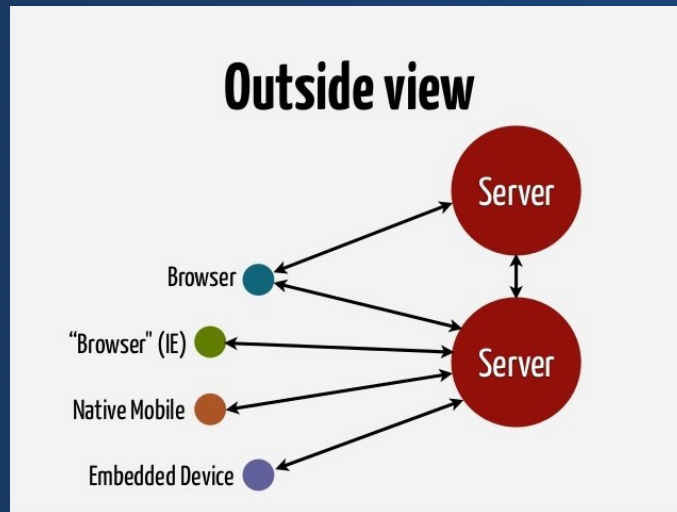


# Why Elixir Backend Services?

- Functional Programming Language
- Immutable State
- Pattern Matching and Recursion
- Protocols and Meta Programming
- Concurrent Programming
- Fault-tolerant

- > High productivity and low maintenance code
- > Efficient Data Transformation made simple
- > Efficient, Scalable, Fault-tolerant Applications made simple

# Why Phoenix WebSocket Broker?

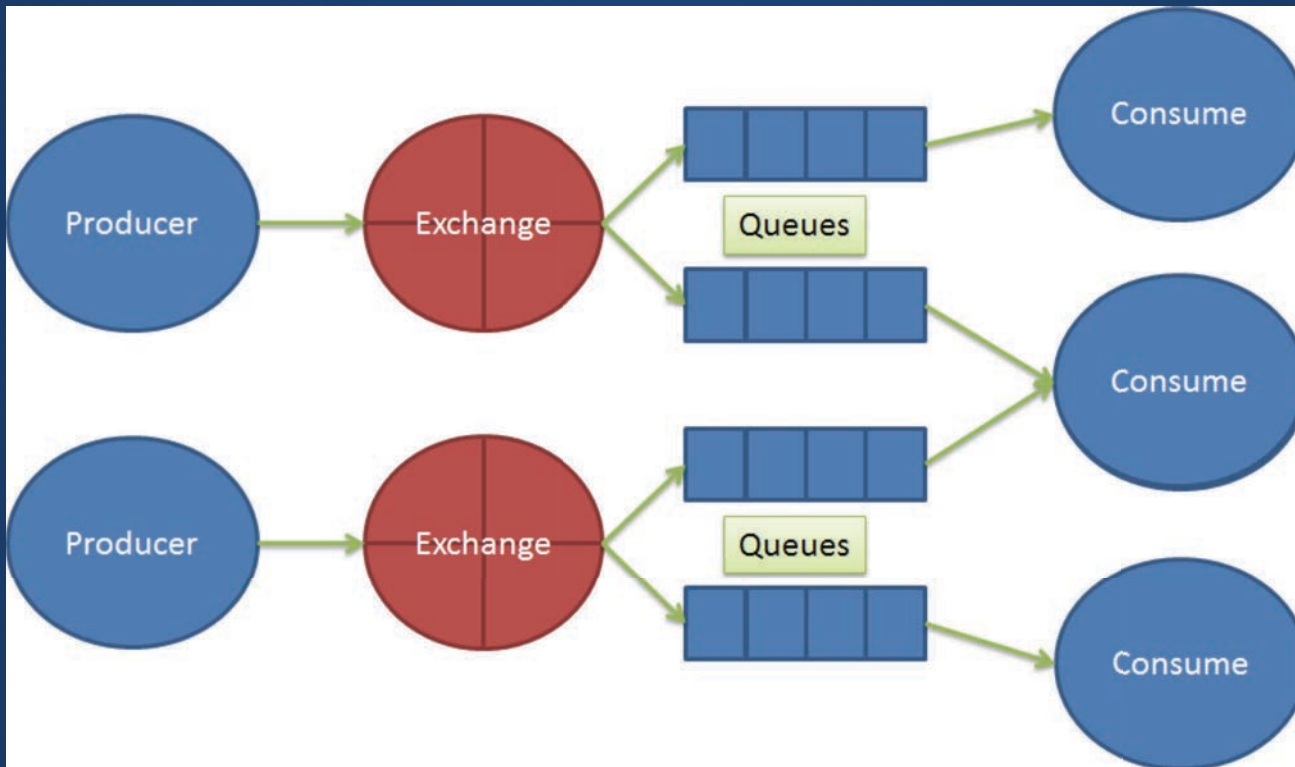


# Why Phoenix WebSocket Broker?

- Beauty of Elixir
- Lightweight and Modular
- Power of Plug in Controllers and Routers
- Pattern Matching and Authorisation in Channels
- Option to use Phoenix.PubSub with Redis
- Scalable and Efficient WebSocket Communication

- > Highly available, dump and secure Broker
- > Central instance for crosscutting non-functional concerns
- > Scalable, performant and efficient alternative to API Gateways

# Why RabbitMQ Message Broker?





# Why RabbitMQ Message Broker?

- Build in Erlang with OTP
  - Real Queues: First in, First out
  - Transient and Persistent Message Queues
  - Many Patterns: RPC, PubSub, Routing, Topics, Worker Queues
  - Transactional Handling and Replays Messages
  - Management Interface
- 
- > Highly available, resilient and reliable Broker
  - > Enables Inter-process calls and data synchronisation
  - > Technology independent, smart backend services

# Why Elm Frontend Services?

```
import Html exposing (text)

-- Zip two lists together. In this case, we are pairing up
-- names and ages.
main =
  text (toString (zip ["Tom", "Sue", "Bob"] [45, 31, 26]))

zip : List a -> List b -> List (a,b)
zip xs ys =
  case (xs, ys) of
    ( x :: xs', y :: ys' ) ->
      (x,y) :: zip xs' ys'

    (_, _) ->
      []
```

# Why Elm Frontend Services?

- Functional Programming Language
  - Static Typed and Compiler Safe
  - Stateless, Immutable Data
  - Pattern Matching, Recursion, Map, Merge, FoldP, Filter
  - Elm Architecture
  - Time Traveling Debugger
  - Semantic Versioning Package Manager
- 
- > High productivity and low maintenance code
  - > Efficient data transformation made simple
  - > Event-driven architecture made simple

# The Learnings



# Infrastructure

- Microservices imply more complexity in infrastructure
- Complexity can be managed by isolation and automation
- Docker and Kubernetes fit isolation and automation
- Immutable infrastructure makes the difference
- New infrastructure requires a lot of ground work
- Good logging and monitoring is key
- Ecosystem is quite young and need some tweaks
- OPs need to adapt new approach to productionise it
- An agile approach can minimise the risks

# Backend

- OrientDB is very powerful and leverages new possibilities
- OrientDB is still under development
- Microservices lead to good separation and autonomy
- Container automatisaton leads to streamlined setups
- Message-driven enables choreography of microservices
- Some ground work upfront necessary using Elixir
- Functional language fits in event-driven approach
- OTP makes the difference in distributed application
- Elixir was picked up with joy by every back-/frontend Dev

# Frontend

- Splitting off backend/frontend leads to exchangeable clients
- Fetching dependencies with NPM is slow and not reliable
- Elm compiler, package manager, debugger make it productive
- JS libraries can still be used for interoperability
- Using JS libraries won't leverage the type safety of Elm
- Elm is still young and has breaking changes
- Functional language fits in event-driven approach
- Elm architecture makes the difference for event-driven design
- Elm was picked up with joy by every front-/backend Dev