The Next Evolution in Building Applications

*Heroku removes the friction of building, deploying and running applications,
so you can deliver in ways that weren't possible before.*

The cloud empowers businesses to innovate at a pace never before imaginable. The biggest competitive advantage in the market today is the speed you can ship product, not the rate you can set up infrastructure.

In reality, much of this agility is lost in the disconnect between the people who write applications and the people who deploy them. According to a brief by CIO Magazine:

"It's all too common for cloud agility to enable developers and QA to get started on their work more quickly, but for the overall delivery time to remain completely unchanged, stretched by slow handover to operations, extended shakedown time in the new production environment, and poor coordination with release to the business units."

Heroku eliminates this friction between development and ops business units. Our Platform-as-a-Service (PaaS) makes it effortless to build, deploy, scale and maintain applications in the cloud. No matter how often you want to push changes to your application or how big you need to scale, manage it all from the Heroku web GUI, command line or via your IDE.

By simplifying what it takes to run powerful applications, your organization can ship applications faster than ever before.

Launch Apps at the Speed of Thought

Today's market moves faster than ever. The last thing that should hold you up is your ability to provision hardware. Heroku is the only platform provider that offers instant deployment in numerous programming languages. Whether your developers are seasoned AWS administrators or have never touched a cloud instance in their lives, getting an app up and running on Heroku is simple and intuitive, allowing them to put 100 percent of their focus on building innovative products.

Concentrate on what makes your application exceptional, and outsource the rest to trusted experts. Heroku's extensive catalog of Add-ons allow you to add core functionality like email and databases to applications in seconds. With third-party providers completely owning the setup and maintenance of your technology, maintain full focus on the features that are core to your business.

"With Heroku Add-ons, I can leverage proven, prebuilt functionality with virtually no effort at all. Everything is simpler because I don't have to worry about as many moving parts"

--Aaron Peckham, CTO & Founder of Urban Dictionary
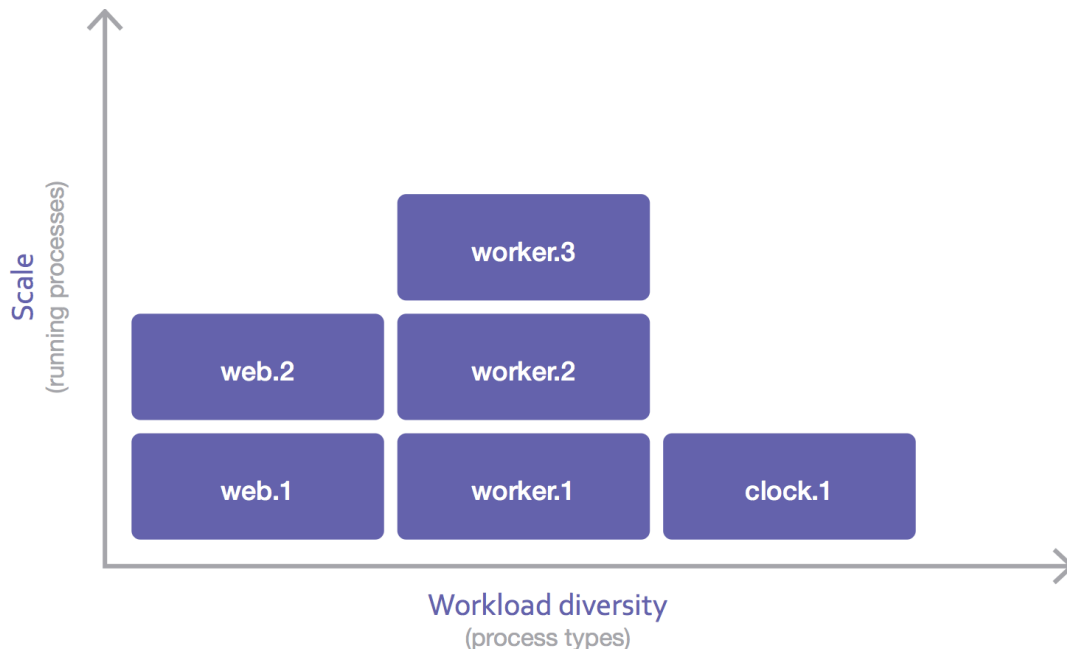
Battle Test Apps with Ease

You can't know what will happen when you finally launch an application unless you test it. Heroku makes it simple to deploy identical testing environments so you can be confident your app will impress when you go live. Test it with a different database schema or UX. Gain deep insight into your applications with load testing and performance monitoring tools. Then leverage Heroku's plugins to commonly used IDEs and Continuous Deployment tools to iterate quickly on optimizations. The more ways you battle test your app in consistent testing environments before you launch, the greater chance you have for success.

Scale to Millions of Users Instantly

Any application's launch can end up being a smashing success or an utter failure. It could take off as soon as you put out the press release, three weeks later or maybe never. You won't know until you get there, and on Heroku, you won't ever have to care.

Heroku makes it effortless to handle millions of requests without ever seeing issues in performance. The Heroku process model allows you to isolate unique process types within your app as you build them, and then scale each one independently with one command. This means it doesn't matter when or how many people use your app. Your application will perform just as well at serious scale as it did when you first launched. Unlike traditional virtualized environments, you don't have to spend a lot of time architecting for a moment that may or may not happen You don't have to overprovision hardware either. Whether you are in front of your computer or at dinner with friends, one command will manage any traffic swells that come your way.

> *"The first time we scaled up on Heroku with one command in a terminal, I think I stood up and walked away from my computer…It was so amazing"*
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> **--Daniel Grippi, Founder of Diaspora**

Forget Maintenance Forever

You should be thinking of new features for your application, not worrying about potential security threats or hardware failure. That's why Heroku takes care of all maintenance for you, to the point where you could leave an app unattended for years with no performance or security implications whatsoever. Heroku takes care of security issues, OS patching, library updates, shifting dependencies, crashing processes, and memory leaks. Whenever a failure in underlying resources occurs, you will experience no hiccups in service, as Heroku handles all of this for you behind the scenes.

> *"Heroku has enabled us to deliver a world class service without having the huge management and operational overhead we would have otherwise needed."*
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> **--Jason Freedman, Co-Founder of Flightcaster**

Ship Early and Ship Often

> *"By shipping early and often you have the unique competitive advantage of hearing from real people what they think of your work, which in best case helps you anticipate market direction, and in worst case gives you a few people rooting for you that you can email when your team pivots to a new idea. Nothing can recreate the crucible of real usage."*
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> **--Matt Mullenweg, Founder of Wordpress**

Most Heroku users ship new features at least once a week, and many deploy changes dozens of times a day. By the time the competitions' users file a ticket about a bug, you can deploy a fix to one. If you ever need to rollback, Heroku saves a version of your app every time you deploy. One command allows you to revert back to a previous version if you ever find the need.

You'll be amazed how much more value you can deliver to your customers and in less time than ever before. To see for yourself how Heroku will revolutionize the way you build applications, get started at: heroku.com/signup