# **Linux Operating System**

Linux is a versatile and widely used open-source operating system that serves as the foundation for numerous distributions (distros) such as Ubuntu, CentOS, and Fedora. Developed by Linus Torvalds in 1991, Linux is based on the Unix operating system principles and offers several key features:

- 1. **Open Source**: The source code is freely available for anyone to view, modify, and distribute. This fosters a collaborative development environment.
- 2. **Multi-user and Multi-tasking**: Linux allows multiple users to access the system simultaneously and supports running multiple processes at once.
- 3. **Portability**: Linux can run on various hardware platforms, from servers and desktops to embedded systems and mobile devices.
- 4. **Security**: With built-in security features, such as user permissions and access control, Linux is known for its robust security architecture.
- Command-Line Interface (CLI): While many Linux distributions offer graphical user interfaces (GUIs), the command line is a powerful tool for managing the system and automating tasks.
- Package Management: Linux distributions use package managers to install, update, and remove software easily. Popular package management systems include APT (Debian/Ubuntu) and YUM/DNF (CentOS/Fedora).

# **Software Development Life Cycle**

The Software Development Life Cycle (SDLC) is a structured process used for developing software applications. It outlines various phases that a software project goes through from initial conception to final deployment and maintenance. Here are the key stages of the SDLC:

### 1. Requirement Analysis:

- Objective: Gather and analyze requirements from stakeholders to understand their needs.
- Activities: Conduct interviews, surveys, and workshops to document functional and non-functional requirements.

## 2. Planning:

- Objective: Define the scope, resources, timeline, and budget for the project.
- Activities: Create a project plan that outlines milestones, deliverables, and risk assessments.

#### 3. Design:

- Objective: Architect the software based on the gathered requirements.
- Activities: Develop system architecture, design user interfaces, and create database schemas. This phase may include creating both high-level and detailed design specifications.

## 4. Implementation (or Coding):

- o **Objective**: Translate design documents into actual code.
- Activities: Developers write code according to the design specifications, following coding standards and best practices. This phase may involve unit testing to ensure individual components work as intended.

### 5. **Testing**:

- o **Objective**: Identify and fix defects in the software before deployment.
- Activities: Conduct various types of testing, including unit testing, integration testing, system testing, and user acceptance testing (UAT). The goal is to ensure the software meets the specified requirements.

## 6. Deployment:

- **Objective**: Make the software available to users.
- Activities: Deploy the application to production environments, which may involve installing it on servers or distributing it to end-users. Documentation and training may also be provided during this phase.

### 7. Maintenance:

- **Objective**: Ensure the software remains functional and up-to-date.
- Activities: Address issues reported by users, implement updates, and add new features as necessary. This phase continues throughout the software's lifecycle.

## **Explain different types of Cloud services**

Cloud services are typically categorized into three main types, each offering different levels of control, flexibility, and management. Here's an overview of the different types of cloud services:

# 1. Infrastructure as a Service (laaS)

- **Definition**: laaS provides virtualized computing resources over the internet. It allows users to rent IT infrastructure, such as servers, storage, and networking, from a cloud provider.
- Key Features:
  - Scalability: Easily scale resources up or down based on demand.
  - Control: Users have significant control over the infrastructure, including operating systems and applications.
  - Cost-Effective: Pay-as-you-go pricing model reduces upfront costs.
- **Examples**: Amazon Web Services (AWS) EC2, Microsoft Azure Virtual Machines, Google Cloud Compute Engine.

# 2. Platform as a Service (PaaS)

- **Definition**: PaaS provides a platform that allows developers to build, deploy, and manage applications without worrying about the underlying infrastructure.
- Key Features:

- Development Tools: Includes tools for development, testing, and deployment, simplifying the development process.
- Middleware: Provides middleware services for database management, application hosting, and messaging.
- Collaboration: Supports collaboration among development teams with integrated development environments (IDEs).
- Examples: Google App Engine, Microsoft Azure App Service, Heroku.

## 3. Software as a Service (SaaS)

- **Definition**: SaaS delivers software applications over the internet on a subscription basis, eliminating the need for installation and maintenance.
- Key Features:
  - Accessibility: Accessible from any device with an internet connection, typically through a web browser.
  - Automatic Updates: Providers handle software updates, ensuring users always have the latest version.
  - Multi-Tenancy: Multiple users share the same application instance, making it cost-effective.
- **Examples**: Google Workspace (formerly G Suite), Microsoft 365, Salesforce, Zoom.

## 4. Function as a Service (FaaS)

- **Definition**: FaaS, also known as serverless computing, allows developers to execute code in response to events without managing servers.
- Key Features:
  - Event-Driven: Functions are triggered by specific events, such as HTTP requests, database changes, or message queue events.
  - Automatic Scaling: The platform automatically scales resources based on the number of requests.
  - Cost-Efficiency: Users only pay for the compute time used when the function is executed.
- **Examples**: AWS Lambda, Azure Functions, Google Cloud Functions.

# What is DevOps

DevOps is a set of practices, principles, and cultural philosophies that aims to improve collaboration between development (Dev) and operations (Ops) teams in software development and IT operations. The goal of DevOps is to shorten the software development lifecycle while delivering high-quality software that meets customer needs.

# **Key Concepts of DevOps**

#### 1. Collaboration:

 DevOps fosters a culture of collaboration and communication between development, operations, quality assurance, and other stakeholders. This reduces silos and improves teamwork, leading to faster problem-solving and decision-making.

#### 2. Automation:

 Automation is a core principle of DevOps. It involves automating repetitive tasks such as code integration, testing, deployment, and infrastructure management.
 Tools like Jenkins, GitLab CI/CD, and Docker are commonly used to streamline these processes.

## 3. Continuous Integration (CI):

 CI is the practice of automatically integrating code changes from multiple contributors into a shared repository several times a day. This helps catch bugs early and ensures that new code integrates smoothly with existing code.

## 4. Continuous Delivery (CD):

 CD extends CI by automating the deployment process, enabling teams to deliver software updates to production environments quickly and reliably. It ensures that the software is always in a deployable state.

## 5. Monitoring and Feedback:

 Continuous monitoring of applications and infrastructure allows teams to gather feedback on performance, security, and user experience. This information helps identify issues and inform future development.

## 6. Infrastructure as Code (IaC):

 IaC involves managing and provisioning infrastructure through code and automation, allowing for consistent and repeatable deployments. Tools like Terraform and Ansible are commonly used in this practice.

# **Explain AWS Cloud9**

**AWS Cloud9** is a cloud-based integrated development environment (IDE) provided by Amazon Web Services (AWS). It enables developers to write, run, and debug their code using just a web browser. Cloud9 is designed to enhance collaboration and streamline the development process, making it an ideal choice for building and managing applications in the cloud.

# **Key Features of AWS Cloud9**

## 1. Cloud-Based IDE:

 AWS Cloud9 provides a fully managed IDE that runs in the cloud, allowing developers to access their development environment from anywhere with an internet connection. There's no need for local installations or configurations.

## 2. Preconfigured Environments:

 Cloud9 comes with preconfigured environments that include essential tools and programming languages (like Python, JavaScript, PHP, and more). This allows developers to get started quickly without spending time setting up their workspace.

#### 3. Collaboration:

 The IDE supports real-time collaboration, allowing multiple developers to work on the same code simultaneously. Users can see each other's changes in real time, making it easier to collaborate on projects, share feedback, and conduct pair programming.

### 4. Built-In Terminal:

 Cloud9 includes a built-in terminal that provides access to the command line, enabling developers to run shell commands and interact with AWS services directly from the IDE.

## 5. **Debugging Tools**:

 The IDE offers debugging capabilities, including breakpoints, stack traces, and variable inspection. This helps developers identify and fix issues in their code more efficiently.

## 6. Integration with AWS Services:

 AWS Cloud9 is tightly integrated with other AWS services, such as AWS Lambda, Amazon S3, and AWS CodeStar. This allows developers to build and deploy serverless applications and manage cloud resources directly from the IDE.

### 7. Customization:

 Developers can customize their IDE environment, including themes, keyboard shortcuts, and code editor settings, to suit their preferences and workflow.

#### 8. Cost-Effective:

 AWS Cloud9 has a pay-as-you-go pricing model. Users only pay for the underlying AWS resources they consume (like EC2 instances) while using Cloud9, making it cost-effective for different development needs.

## What is EC2

**Amazon Elastic Compute Cloud (EC2)** is a core service of Amazon Web Services (AWS) that provides scalable computing capacity in the cloud. It allows users to run virtual servers, known as instances, on-demand, enabling them to deploy and manage applications without needing physical hardware.

## What is S3

**Amazon Simple Storage Service (S3)** is a scalable, high-speed, web-based cloud storage service offered by Amazon Web Services (AWS). S3 is designed to store and retrieve any amount of data from anywhere on the web, making it ideal for various use cases, including backup, archiving, data lakes, and content distribution.

## What is CodeDeploy

**AWS CodeDeploy** is a fully managed deployment service offered by Amazon Web Services (AWS) that automates the process of deploying applications to a variety of compute services, including Amazon EC2, AWS Lambda, and on-premises servers. CodeDeploy helps streamline and standardize application deployments, making it easier to release new features and updates reliably and quickly.

### What is Kubernetes

**Kubernetes** is an open-source container orchestration platform designed to automate the deployment, scaling, management, and networking of containerized applications. Originally developed by Google, Kubernetes has become the de facto standard for managing containers in production environments, facilitating the development of cloud-native applications. Here are the key features and concepts associated with Kubernetes:

## **Key Features of Kubernetes**

#### 1. Container Orchestration:

 Kubernetes manages the lifecycle of containers across a cluster of machines, ensuring that the right number of instances are running and that they are distributed across the infrastructure.

## 2. Automatic Scaling:

Kubernetes can automatically scale applications up or down based on demand.
 This includes scaling the number of container instances to handle increased loads and downscaling during periods of low usage.

## 3. Load Balancing:

 Kubernetes provides built-in load balancing to distribute traffic among containers, ensuring even resource utilization and improving application reliability and availability.

## 4. Service Discovery and Networking:

 Kubernetes facilitates service discovery by providing stable endpoints for applications and automating the routing of traffic to the correct containers. It also includes features for managing internal and external networking.

### 5. Self-Healing:

 Kubernetes automatically replaces and reschedules containers that fail or become unresponsive, ensuring that applications remain available and resilient to failures.

#### 6. **Declarative Configuration**:

 Kubernetes uses declarative configuration, allowing users to define the desired state of the system through configuration files (YAML or JSON). The system continuously monitors the current state and makes adjustments to achieve the desired state.

## 7. Storage Orchestration:

 Kubernetes can automatically mount the storage system of your choice, whether it be local storage, a public cloud provider (e.g., Amazon EBS, Google Cloud Storage), or a networked storage system (e.g., NFS).

## 8. Rolling Updates and Rollbacks:

 Kubernetes supports rolling updates to deploy new application versions without downtime. If an update fails, it can roll back to the previous stable version automatically.

## **Core Components of Kubernetes Architecture**

#### 1. Master Node:

- The master node is the control plane of the Kubernetes cluster, responsible for managing the cluster and its components. It runs several key components:
  - **Kube-apiserver**: The API server that exposes the Kubernetes API and acts as the central management point for the cluster. It handles all REST requests and updates the state of the cluster.
  - **etcd**: A distributed key-value store that holds the cluster's configuration data and state information. It serves as the source of truth for the cluster.
  - **Kube-scheduler**: Responsible for scheduling pods onto nodes based on resource availability and constraints, ensuring that workloads are efficiently distributed across the cluster.
  - **Kube-controller-manager**: Runs various controllers that manage the state of the cluster, including replication controllers (to maintain the desired number of pod replicas) and deployment controllers.

#### 2. Worker Nodes:

- Worker nodes (also known as minions) are the machines that run the containerized applications. Each worker node contains several key components:
  - **Kubelet**: An agent that runs on each worker node, responsible for communicating with the master node and managing the lifecycle of the containers running in pods.
  - **Kube-proxy**: A network proxy that maintains network rules on the nodes, enabling communication between pods and services. It also load-balances traffic across pods.
  - **Container Runtime**: The software responsible for running the containers, such as Docker, containerd, or CRI-O.

#### Pods:

 The smallest deployable unit in Kubernetes, a pod can contain one or more containers that share the same network namespace and storage resources. Pods are designed to run a single instance of a service or application.

#### 4. Services:

Services abstract a set of pods and provide a stable endpoint for accessing them.
 They define policies for how to access the pods, enabling load balancing and service discovery within the cluster.

#### 5. Namespaces:

Namespaces provide a mechanism for isolating resources within the cluster, allowing multiple teams or applications to share the same cluster while keeping their resources separate.

#### What is kubectl

**kubectl** is the command-line interface (CLI) tool for interacting with Kubernetes clusters. It provides a set of commands that allow users to deploy applications, manage cluster resources, and perform various administrative tasks. With kubectl, users can control and automate the deployment of containerized applications, making it a crucial tool for Kubernetes operations. Here's an overview of its features, commands, and usage:

## **Key Features of kubectl**

### 1. Resource Management:

 kubect1 allows users to create, update, delete, and get information about Kubernetes resources such as pods, services, deployments, replicasets, and more.

### 2. Configuration Management:

 Users can apply configuration changes to the cluster using YAML or JSON files, allowing for declarative management of resources.

#### 3. Viewing Logs:

kubect1 provides commands to view logs from containers running within pods,
 aiding in debugging and monitoring applications.

#### 4. Port Forwarding:

 It supports port forwarding, enabling access to services running in pods directly from the local machine.

## 5. Shell Access:

 Users can gain shell access to a container running in a pod using kubect1 exec, allowing for troubleshooting and diagnostics.

## 6. Namespace Management:

 kubect1 allows users to work within specific namespaces, helping organize resources and isolate different environments within the same cluster.

#### 7. Context Switching:

 Users can easily switch between different clusters and contexts, facilitating management of multiple Kubernetes environments.

### What is Terraform

**Terraform** is an open-source infrastructure as code (IaC) tool created by HashiCorp that allows users to define, provision, and manage infrastructure resources across various cloud providers and services using a declarative configuration language. With Terraform, you can automate the setup and management of your infrastructure, making it easier to provision resources consistently and reliably. Here are the key features, concepts, and use cases of Terraform:

## **Key Features of Terraform**

#### 1. Infrastructure as Code:

 Terraform enables users to define their infrastructure using configuration files written in HashiCorp Configuration Language (HCL) or JSON. This allows for version control, sharing, and collaboration.

## 2. Provider Support:

 Terraform supports a wide range of cloud providers (such as AWS, Azure, Google Cloud) as well as on-premises solutions (like VMware, OpenStack) through the use of providers. This allows you to manage resources across different platforms using a single tool.

#### 3. Execution Plan:

 Before applying any changes, Terraform generates an execution plan that shows what actions will be taken (create, update, delete) to achieve the desired state of your infrastructure. This helps prevent unintentional changes.

## 4. State Management:

Terraform maintains a state file that records the current state of the infrastructure.
 This state file is essential for tracking resources and determining what changes need to be made during subsequent runs.

#### Modules:

 Terraform allows you to create reusable components called modules. Modules enable you to organize your configuration files and share them across projects, promoting best practices and reducing duplication.

#### 6. Immutable Infrastructure:

Terraform encourages an immutable infrastructure approach, where changes are made by replacing resources rather than modifying them in place. This leads to greater reliability and easier rollback strategies.

### 7. Collaboration:

 Terraform supports collaboration through remote state storage options (like AWS S3, HashiCorp Consul, or Terraform Cloud), allowing teams to share and manage state files in a secure and consistent manner.

## **Common Commands**

 terraform init: Initializes a new or existing Terraform configuration, downloading necessary provider plugins and setting up the working directory.

- **terraform plan**: Creates an execution plan, showing the changes that Terraform will make to the infrastructure based on the current state and configuration.
- **terraform apply**: Applies the changes required to reach the desired state of the infrastructure as defined in the configuration files.
- **terraform destroy**: Removes all the resources defined in the configuration, cleaning up the infrastructure.
- **terraform fmt**: Formats Terraform configuration files to a canonical format and style.
- **terraform validate**: Validates the configuration files to ensure they are syntactically valid and internally consistent.

## What is SAST

**SAST** (Static Application Security Testing) is a software security testing methodology that analyzes an application's source code or binary code to identify potential vulnerabilities and security flaws without executing the program. It is a key part of the software development lifecycle (SDLC) and helps developers detect issues early in the development process, reducing the cost and effort associated with fixing vulnerabilities later on

## **How SAST Works**

## 1. Source Code Analysis:

 SAST tools examine the application's source code, looking for patterns and structures that may indicate security vulnerabilities (e.g., SQL injection, cross-site scripting).

## 2. Control Flow Analysis:

 SAST analyzes the control flow of the application, tracing how data moves through the application to identify potential security issues in logic and data handling.

## 3. Data Flow Analysis:

 This involves examining how data is processed, stored, and transmitted, helping to detect issues related to improper data handling, such as unvalidated input.

## 4. Reporting:

 After scanning, SAST tools generate reports that detail identified vulnerabilities, including their severity, location in the code, and recommendations for remediation.

### What is Jenkins

**Jenkins** is an open-source automation server widely used for continuous integration (CI) and continuous delivery (CD) in software development. It enables developers to automate the building, testing, and deployment of applications, thereby enhancing productivity and collaboration within development teams.

## What is SonarQube

**SonarQube** is an open-source platform used for continuous inspection of code quality and security. It helps developers and organizations manage technical debt by providing automated code reviews, ensuring compliance with coding standards, and identifying vulnerabilities in their codebase. SonarQube supports multiple programming languages and integrates seamlessly with various development and CI/CD tools.

## What is Nagios

**Nagios** is an open-source monitoring system that provides comprehensive monitoring of network services, host resources, and various other applications. It is widely used in IT environments to ensure that systems are functioning correctly and to alert administrators when issues arise.

### **Use Cases**

## 1. Infrastructure Monitoring:

 Monitoring the health and performance of servers, databases, and network devices to ensure uptime and reliability.

## 2. Application Monitoring:

 Tracking the performance and availability of critical applications, including web servers, email servers, and custom software.

## 3. Service Monitoring:

 Monitoring network services such as HTTP, FTP, SMTP, and DNS to ensure they are operational and meeting performance standards.

### 4. Compliance and Reporting:

 Providing compliance reports and historical data to support audits and ensure that infrastructure meets industry standards.

## **Explain AWS Lambda**

**AWS Lambda** is a serverless computing service provided by Amazon Web Services (AWS) that allows developers to run code without provisioning or managing servers. It automatically handles the computing resources required for the code execution, scaling automatically in response to incoming requests.

## **Architecture of AWS Lambda**

## 1. Lambda Function:

 A Lambda function is the main code that gets executed in response to events. It consists of the code itself, a handler, and configuration settings (like memory size, timeout, and environment variables).

## 2. Event Sources:

 Various AWS services and custom applications can act as event sources that trigger the Lambda function. For example, an S3 upload can trigger a Lambda function to process the file.

#### 3. Execution Role:

 Each Lambda function runs with an associated execution role that defines permissions to access other AWS services. This ensures secure and controlled access to resources.

#### 4. Runtime Environment:

 AWS Lambda manages the runtime environment in which the function executes, including the necessary libraries and dependencies. Users only need to upload their code along with any additional packages.

### **Use Cases**

## 1. Data Processing:

 AWS Lambda can be used to process data in real-time, such as transforming data uploaded to S3 or processing logs from CloudWatch.

#### 2. API Backend:

 Developers can use AWS Lambda in conjunction with API Gateway to create serverless APIs that scale automatically based on traffic.

## 3. Event-Driven Applications:

 Lambda can be integrated with various AWS services to create event-driven architectures, responding to changes in data and triggering workflows.

### 4. Scheduled Tasks:

 AWS Lambda can run tasks on a scheduled basis using Amazon CloudWatch Events, making it suitable for cron-like jobs.

### 5. Chatbots and Voice Assistants:

 AWS Lambda can be used to build back-end services for chatbots and voice assistants, handling requests and responses dynamically.

## **Explain AWS Codestar**

**AWS CodeStar** is a cloud-based service provided by Amazon Web Services (AWS) that enables teams to quickly develop, build, and deploy applications on AWS. It streamlines the development process by integrating various AWS services into a unified development toolchain. CodeStar provides pre-configured project templates, collaboration tools, and a user-friendly dashboard to help developers and DevOps teams work efficiently on software projects.

# **Key Components of AWS CodeStar**

## 1. AWS CodeCommit:

A fully managed source control service used to host Git repositories.
 CodeCommit integrates with CodeStar to store and manage the source code, making it accessible to the development team.

#### 2. AWS CodeBuild:

 A fully managed build service that compiles source code, runs tests, and produces deployable artifacts. CodeBuild is used in CodeStar projects to automatically build code whenever changes are pushed to the repository.

## 3. AWS CodeDeploy:

 A service that automates the deployment of applications to a variety of environments, including Amazon EC2 instances, on-premises servers, and Lambda functions. In a CodeStar project, CodeDeploy manages the deployment process.

## 4. AWS CodePipeline:

 A continuous delivery service that automates the entire release process, from source code changes to production deployment. CodePipeline orchestrates the integration of CodeCommit, CodeBuild, and CodeDeploy to create a CI/CD pipeline for the project.

## 5. AWS CloudFormation:

 AWS CloudFormation is used by CodeStar to create and manage the infrastructure required for the project. This allows teams to provision and manage resources, such as EC2 instances, databases, and networking configurations, in an automated manner.

## AWS Lambda (for serverless projects):

 For serverless projects, CodeStar integrates with AWS Lambda, enabling developers to build and deploy serverless applications with ease.

## 7. IAM Role Management:

 AWS IAM is used within CodeStar to define user roles and permissions. Each team member can be assigned a role (e.g., owner, contributor, viewer) with different levels of access to the project.

## 8. Jira and Other Issue Tracking Tools:

 CodeStar integrates with Jira and other issue-tracking tools to enable project management and tracking of development tasks, bugs, and feature requests.

## 9. Amazon CloudWatch:

 For monitoring and logging, CodeStar integrates with Amazon CloudWatch to provide insights into application performance and resource usage. Developers can set alarms and monitor metrics in real time.

#### What is Docker

Docker is an open-source platform that automates the deployment, scaling, and management of applications inside lightweight, portable containers. It enables developers to package applications and their dependencies into a standardized unit called a container, which can run consistently across various environments, including development, testing, and production. Docker provides a solution to the "works on my machine" problem by ensuring that the environment in which the code runs is consistent, regardless of where it is deployed.

## **Key Concepts of Docker**

#### 1. Container:

 A Docker container is a lightweight, standalone, and executable package that includes everything needed to run an application: the code, runtime, libraries, environment variables, and system tools. Containers are isolated from each other and the host system, but they can communicate through well-defined channels.

## 2. Docker Image:

 A Docker image is a read-only template used to create containers. It contains the application code, libraries, dependencies, and configuration files required for the application to run. Docker images are built from Dockerfiles, which define the steps needed to assemble an image.

#### Dockerfile:

 A Dockerfile is a script that contains a series of instructions to assemble a Docker image. It specifies the base image, environment setup, application code, and any necessary dependencies. Dockerfiles are used to automate the process of building Docker images.

## 4. Docker Hub:

 Docker Hub is a cloud-based registry service where users can store and share Docker images. It hosts official images, community-contributed images, and custom images created by users. Docker Hub allows for the easy distribution of Docker images.

## 5. Docker Engine:

 Docker Engine is the core component of Docker. It is a client-server application that builds, runs, and manages Docker containers. The Docker Engine uses the Docker CLI (Command Line Interface) to interact with the Docker daemon (server), which does the heavy lifting of container management.

# **Docker vs. Virtual Machines (VMs)**

- Containers: Lightweight, share the host OS kernel, and start in seconds. They
  encapsulate applications and their dependencies but are isolated from the host and
  other containers.
- Virtual Machines: Heavyweight, each runs a full OS instance, and take longer to start.
   VMs virtualize the entire physical machine, including the hardware and operating system.

### **Use Cases of Docker**

## 1. Application Deployment:

 Docker enables easy and consistent application deployment across different environments, ensuring that the code runs the same in development, testing, and production environments.

#### 2. Microservices Architecture:

 Docker is commonly used in microservices architectures, where each service is containerized and deployed independently. This ensures that services are decoupled and can be scaled and updated individually.

## 3. Continuous Integration/Continuous Delivery (CI/CD):

Docker automates the build, test, and deployment process in CI/CD pipelines.
 Developers can test code in isolated containers, ensuring consistent behavior before deploying to production.

## 4. Development Environments:

 Developers use Docker to create consistent development environments. Docker eliminates the need to install dependencies and configurations on the local machine by encapsulating everything in containers.

## 5. Hybrid Cloud and Multi-Cloud Deployments:

 Docker enables applications to run consistently across different cloud platforms or a combination of on-premises and cloud environments, making it ideal for hybrid cloud strategies.