

Your shop
is too slow!

Content delivery for the next century

Problem

What is delivered?

- >> on *category* page?
- >> on *product detail* page?
- >> on cms page?
- >> on homepage?

Solution for everything:

Solution for everything:
caching

Broken by design

- >> Cache miss
- >> Invalidation is HARD if you do it right
- >> flush can lead to downtime
- >> inconsistencies are hard to avoid

*I've earned a lot of money
trying to fix or tune caching
over the years.*

— Vinai Kopp

What then?
Start with theory

Understand your content!

What changes?

- >> Product data, like description, images, technical data
- >> price and stock

Understand your features!

What to update beside products?

- >> Compare products
- >> Last seend products
- >> non-personalized recommendation
- >> personalized recommendations


Change rates

Magento Default welcome msg! [My Account](#) | [My Wishlist](#) | [My Cart](#) | [Checkout](#) | [Log In](#)

Your Language: English

[Furniture](#) [Electronics](#) [Apparel](#)

[Home](#) / Sony VAIO VGN-TXN27N/B 11.1" Notebook PC



Sony VAIO VGN-TXN27N/B 11.1" Notebook PC

[Email to a Friend](#)

★★★★★ 10 Review(s) | [Add Your Review](#)

Availability: In stock

\$2,699.99

[Add to Cart](#) OR [Add to Wishlist](#) [Add to Compare](#)


Quick Overview

Take a load off your shoulders when you're racing for your plane with the sleekly designed and ultra-portable Sony Vaio VGN-TXN27N/B notebook PC.

Details

RELATED PRODUCTS

Check items to add to the cart or [select all](#)

☐  [Universal Camera Charger](#)
\$19.00
[Add to Wishlist](#)

COMPARE PRODUCTS

You have no items to compare.

MY CART

You have no items in your shopping cart.

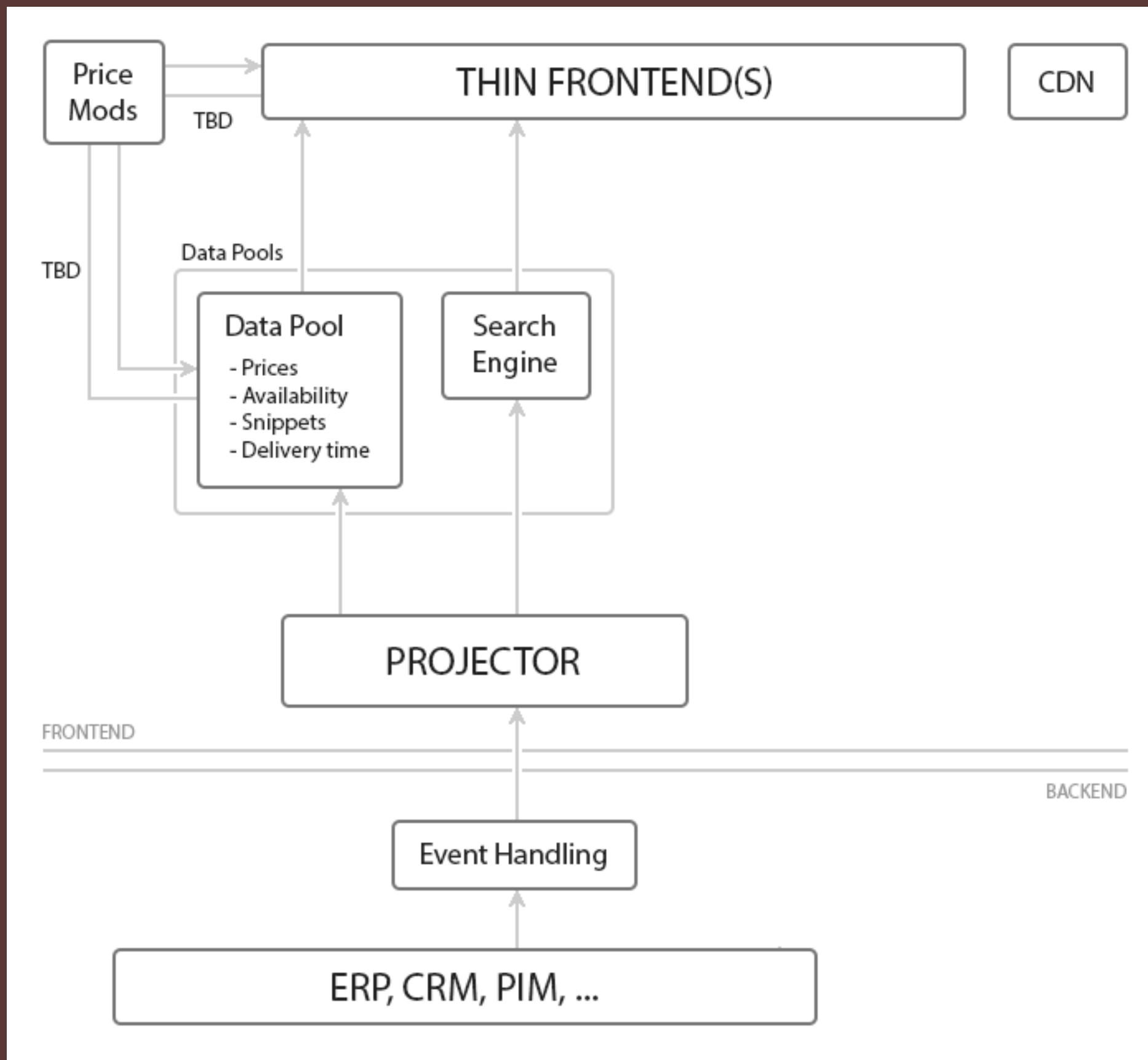
BACK TO SCHOOL
Keep your eyes open for our special **Back to School** items

Push principle

Render only if something is new



Lizards and Pumpkins



Import and Delivery is split

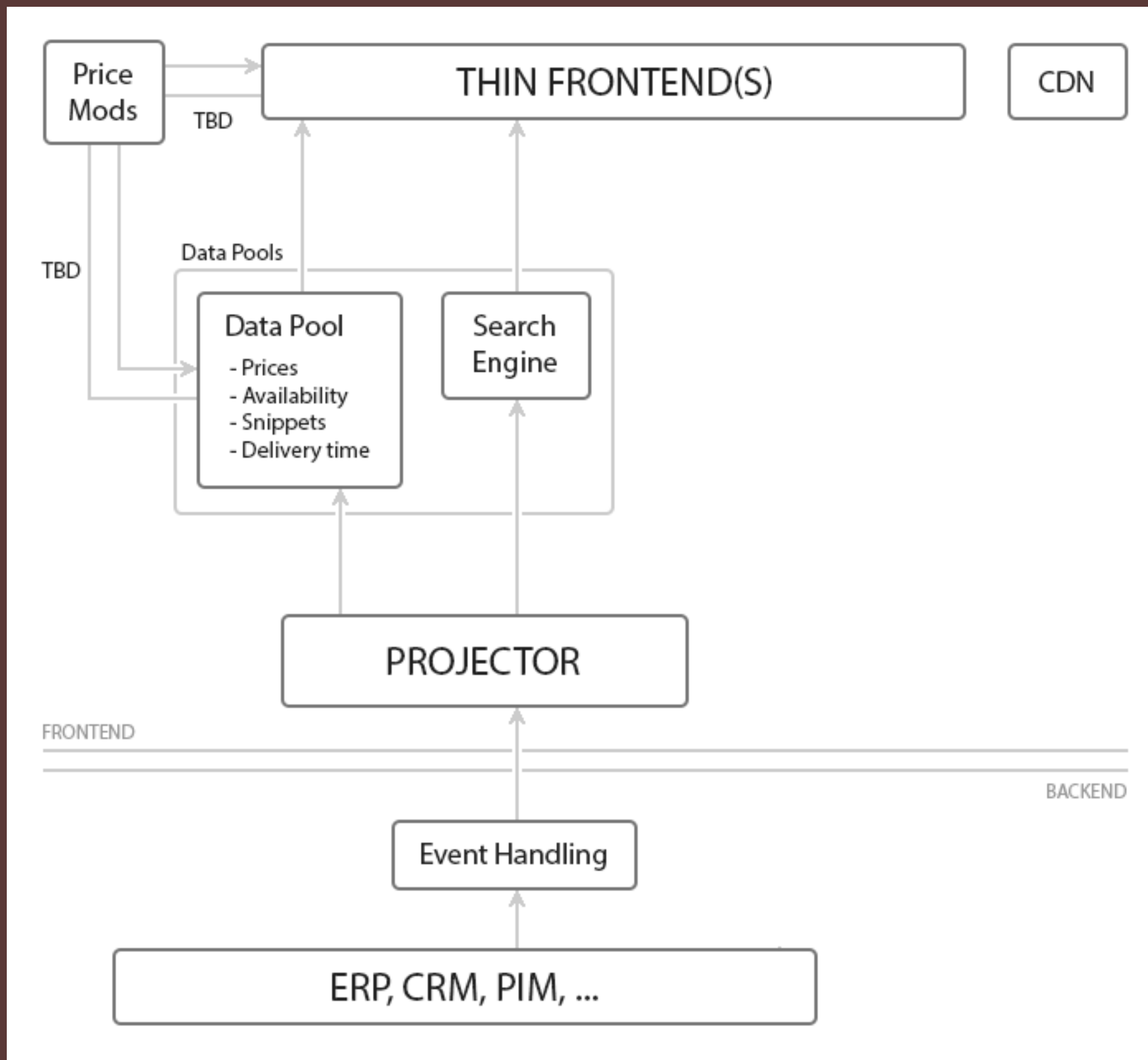
- >> Can be scaled separately
- >> Use as much worker and web server nodes as you need

What we do (Import)

- >> Export catalog XML from magento
- >> Read XML and generate events in queue
- >> Read events and generate commands in queue
- >> Render different html snippets
- >> save in key value storage (NO SQL!) for fast access



What we do (Delivery)

- >> Check URL
- >> get snippets from key value storage
- >> get snippets from services
- >> `while(str_replace());`



Current status

- >> Have thePHP.cc as consultants
- >> 100% TDD (even JS!)
- >> PHP7

*Funny thing. 10 days ago due to
hosting fault first web-server at
 &  crashed and was down
over the weekend and nobody
noticed. Guess why.
Because Lizards was fine with a
single server.*

— Tim Bezhashvyly

Questions?