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
- inconsitencies are hard to abvoid

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?

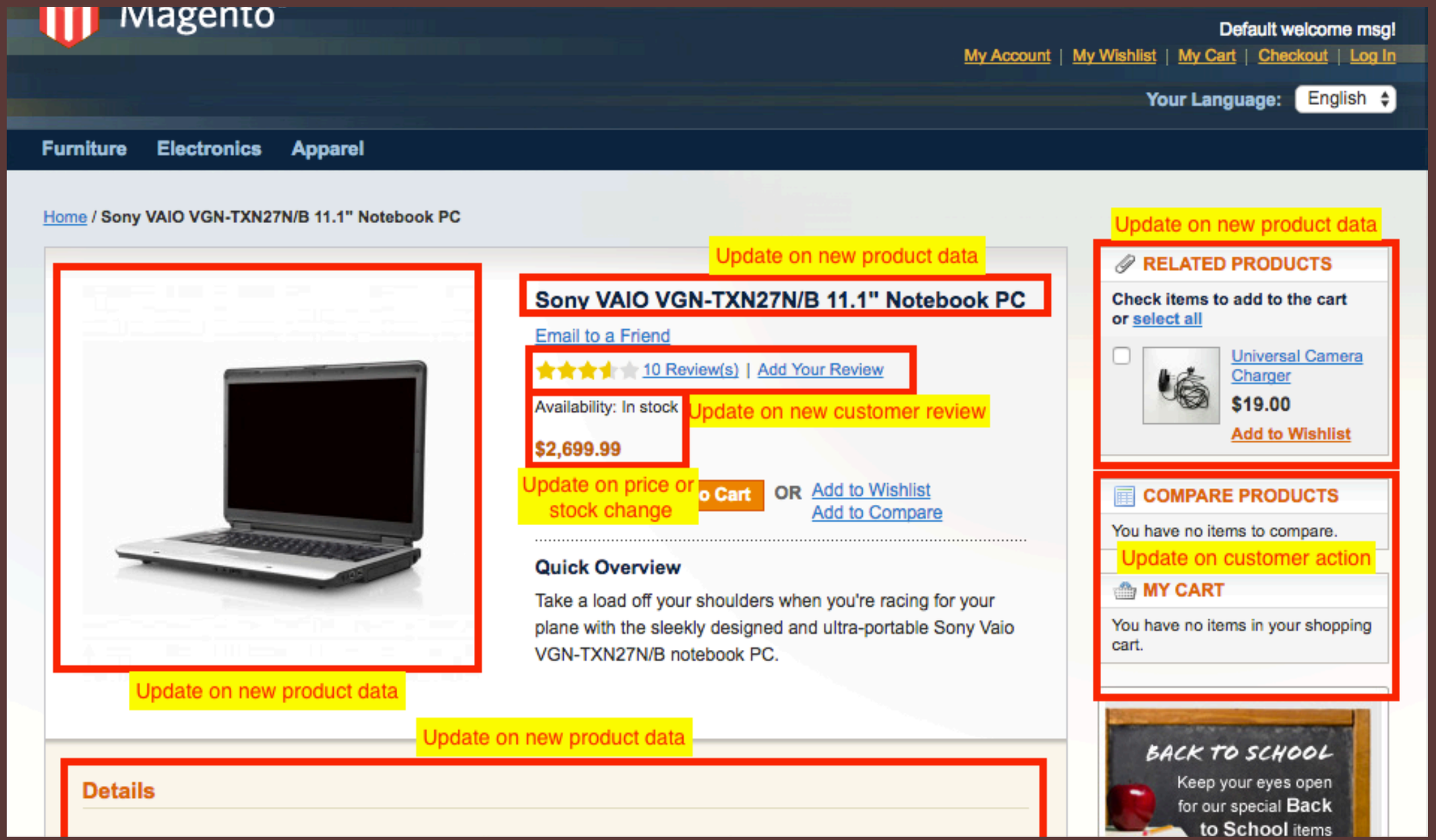
- Product data, like description, images, technical data
- price and stock

Understand your features!

What to update beside products?

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

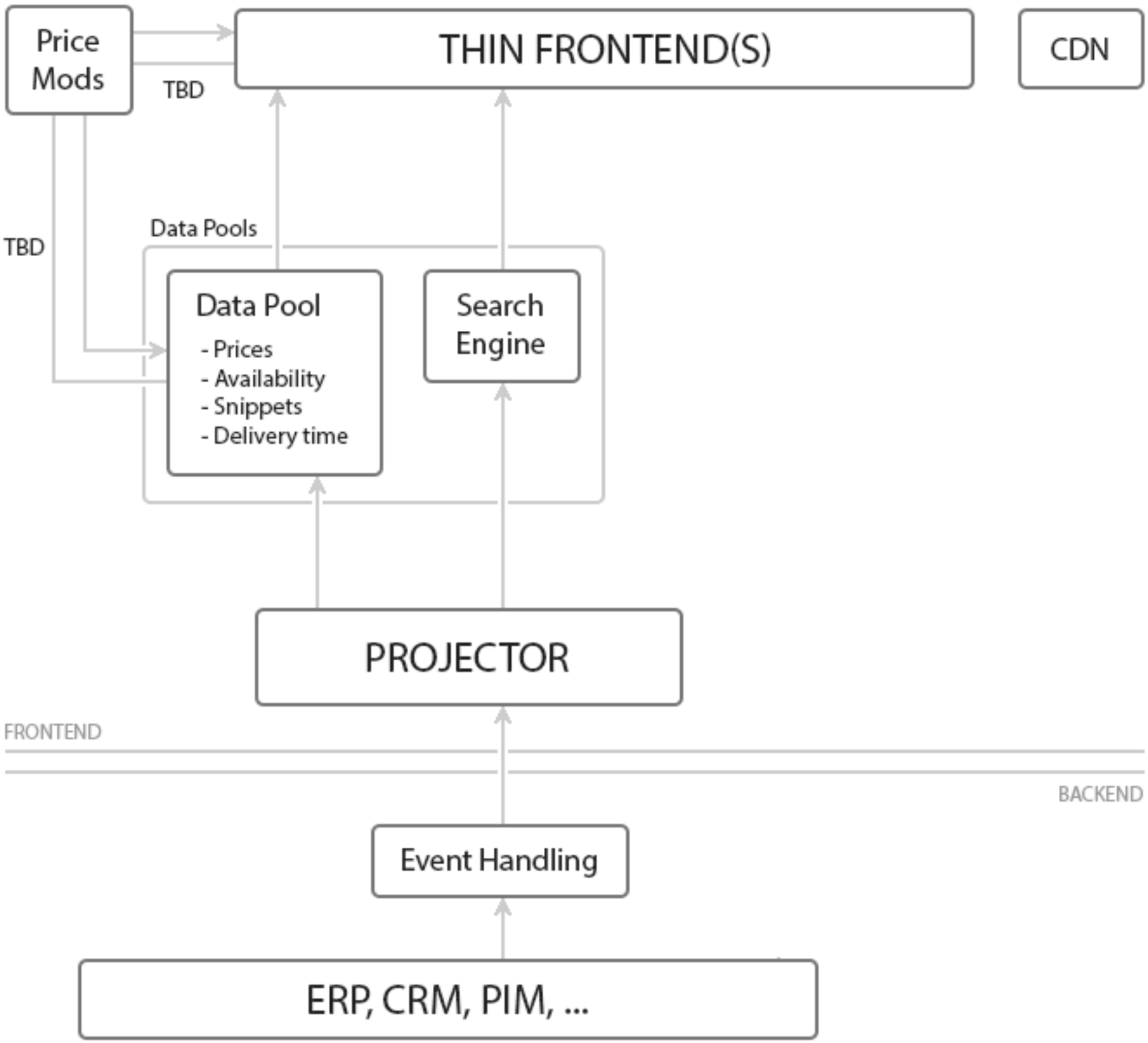
Change rates



Push principle

Render only if something is new

Lizards and Pumpkins


Price Mods
TBD
THIN FRONTEND(S)
CDN
TBD
Data Pools
Data Pool
- Prices
- Availability
- Snippets
- Delivery time
Search Engine
PROJECTOR
FRONTEND
BACKEND
Event Handling
ERP, CRM, PIM, ...

Import and Delivery is split

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

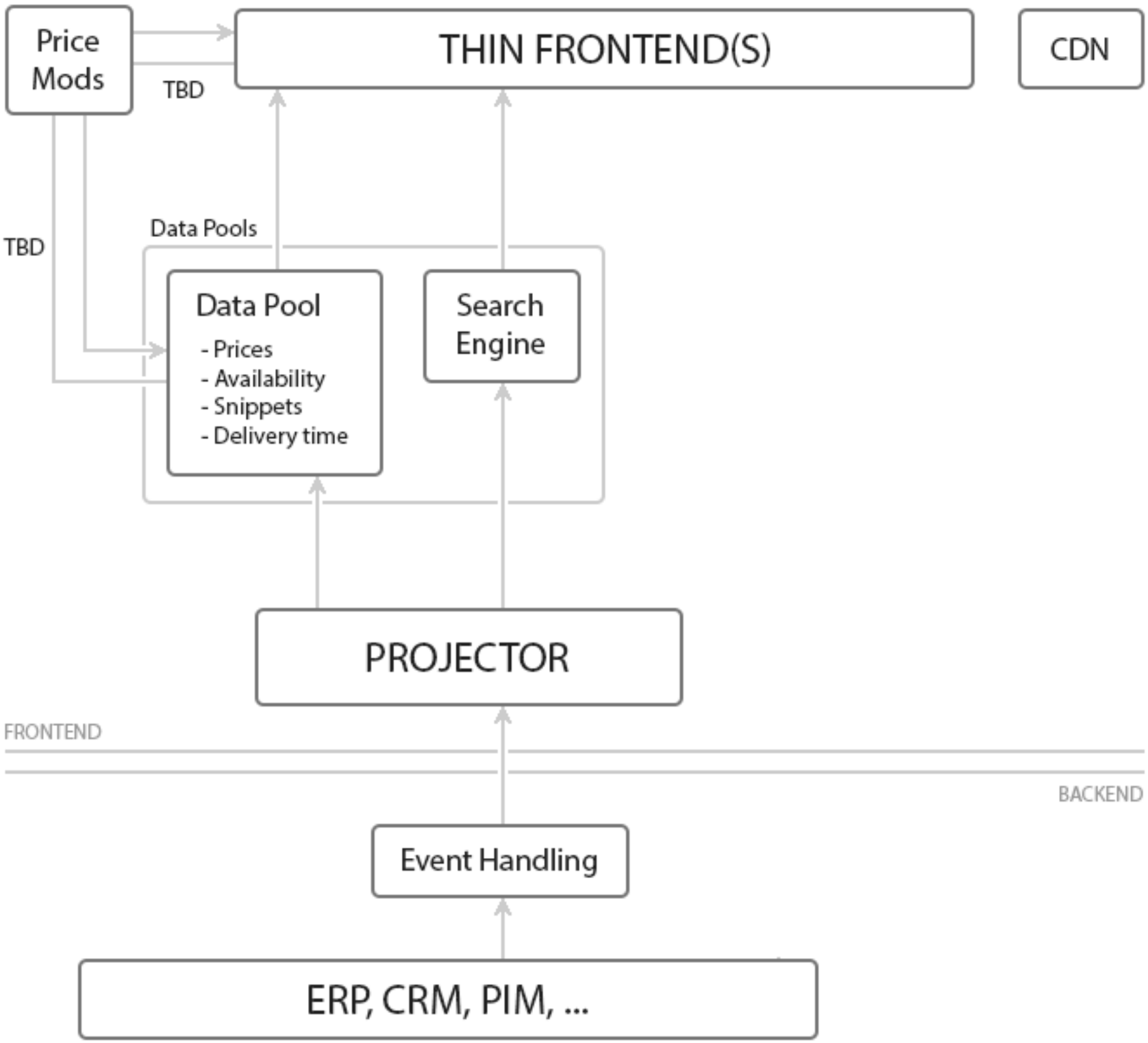
What we do (Import)

- 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());
```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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?