# BRINGING INNOVATION TO HEARTS AND WALLETS: SCALING LOYALTY WITH NODE.JS

# WHO AM I?

## @LUCAMARASCHI

» Architect @ IceMobile during the day

» Node.js and SmartOS Italian lover (during the night!)

» International speaker

# ICEMOBILE

## DIGITAL LOYALTIES FOR FOOD RETAILERS

# WHAT ARE WE DOING?

## BRIGHT STAMPS

The mobile solution for collecting loyalty stamps.

Learn more

## BRIGHT SHOPPER

The app that helps communicate 1 to 1 with your daily shoppers.

Learn more

## BRIGHT PROMO

Introducing the personalised promotions solution

Learn more

# PAPER STAMPS => DIGITAL STAMPS!

# OUR 5 CORE VALUES

# 1. MAGIC HAPPENS AT THE INTERSECTION

# 2. FOCUS ON PEOPLE
# AND ALL ELSE WILL FOLLOW

# 3. CHANGE IS THE ONLY CONSTANT

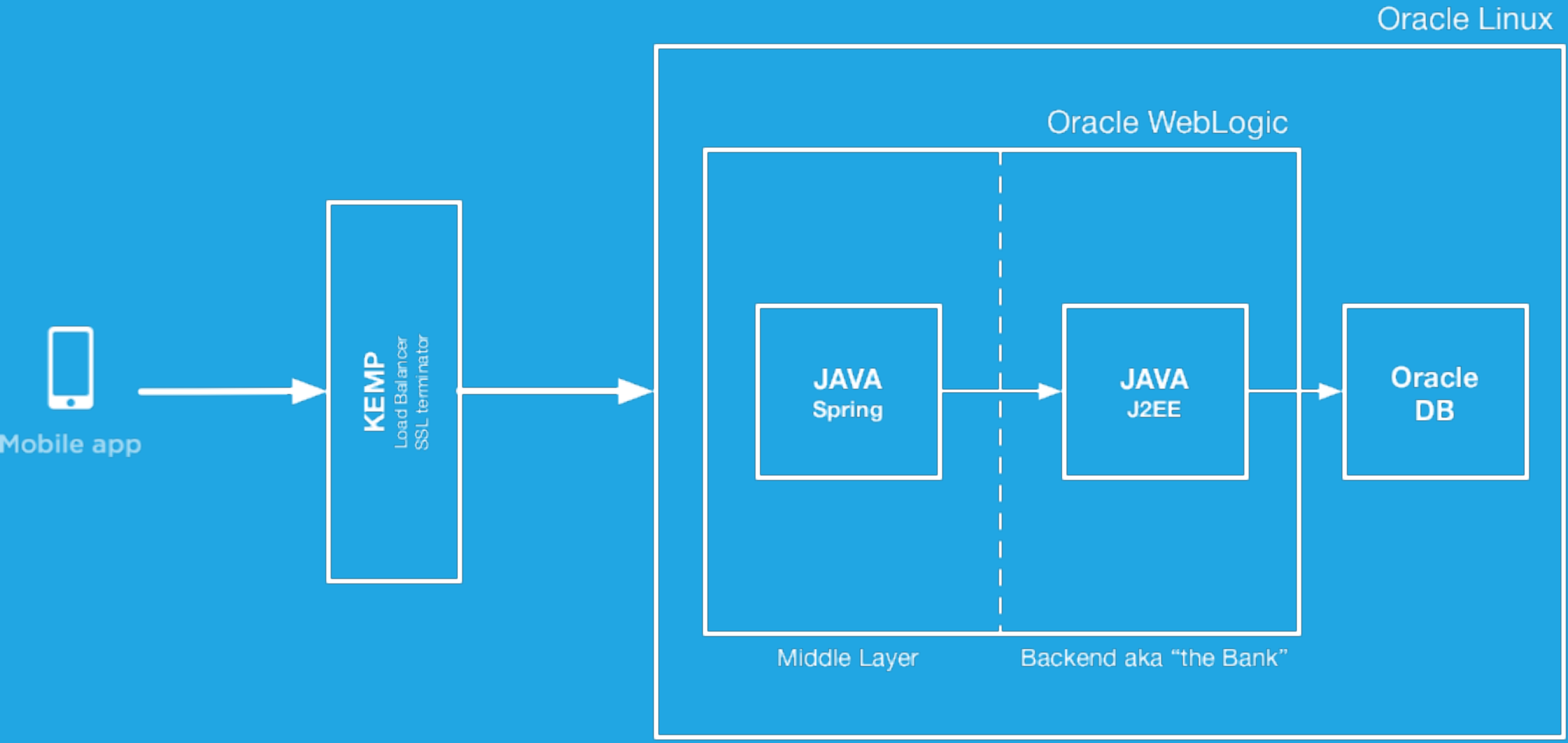
# 4. SIMPLICITY IS THE ULTIMATE SOPHISTICATION

# 5. DO EPIC SHIT!

# “SCALE ON PEOPLE, HARDWARE WILL FOLLOW.”

Luca Maraschi

# ONCE UPON A TIME...
## YOUR FIRST DAY AT THE OFFICE


Oracle Linux
Oracle WebLogic
Mobile app
KEMP
Load Balancer
SSL terminator
JAVA
Spring
JAVA
J2EE
Oracle
DB
Middle Layer
Backend aka “the Bank”

AND...

# AUTOMATICALLY DEPLOYED BY A HUMAN BEING!

WELL...

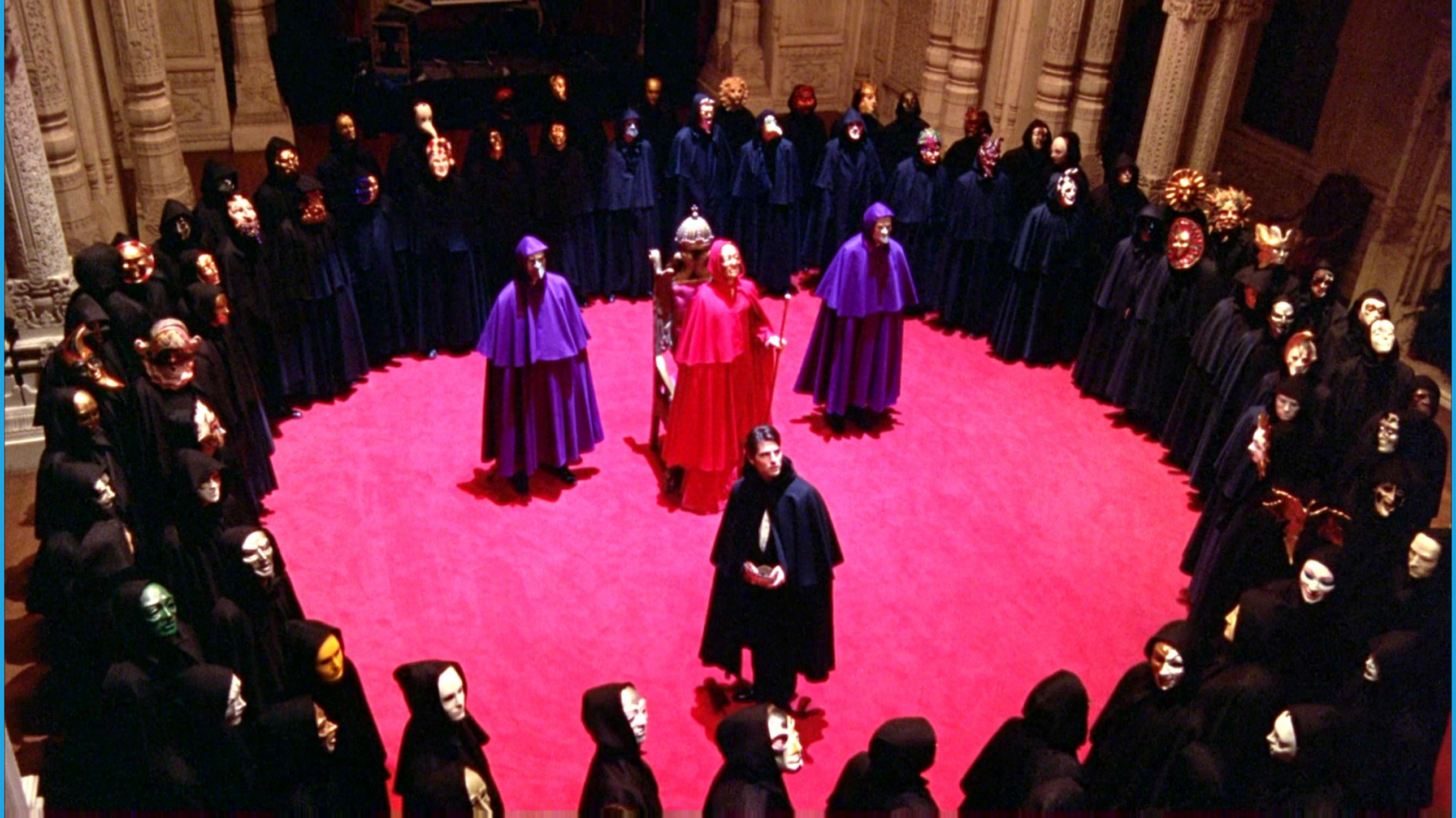
WE LEARNT FAST THAT

# IT DID NOT SCALE...

# COST EFFECTIVELY

# NO EASE OF CHANGE

~~LEAN UX~~



# “E QUINDI USCIMMO A RIVEDER LE STELLE”

Dante (Inferno XXXIV, 139)

# MICROSERVICES
# BECAUSE IT'S HIPSTER!

# BYE BYE DB TRANSACTIONS
# WELCOME EVENT SOURCING

# COMMAND QUERY RESPONSIBILITY SEGREGATION

# FROM BARE METAL TO THE CLOUD (AWS)

# CONTINUOUS DELIVERY USING DOCKER

# FAIL FAST

# TO LEARN FASTER

# JS != JAVA + SCRIPT

# VIM | ATOM != IDE

# SHAPE YOUR OWN "BEST PRACTICES"

# SUCCESS =

# SOCIAL/CULTURAL CHANGE

# TESTERS = DEVS = TESTERS

# STATEMENTS OR SUGGESTIONS!

# RESTIFY

# DTRACE

## OR DON'T COMPLAIN TO ME!

# DON'T FORGET YOUR DUMP!

# NPM SHRINKWRAP

# NGINX OR DIE!

# AND CODE SOME LUA!

# GIVE TO GET

GITHUB.COM/ICEMOBILELAB

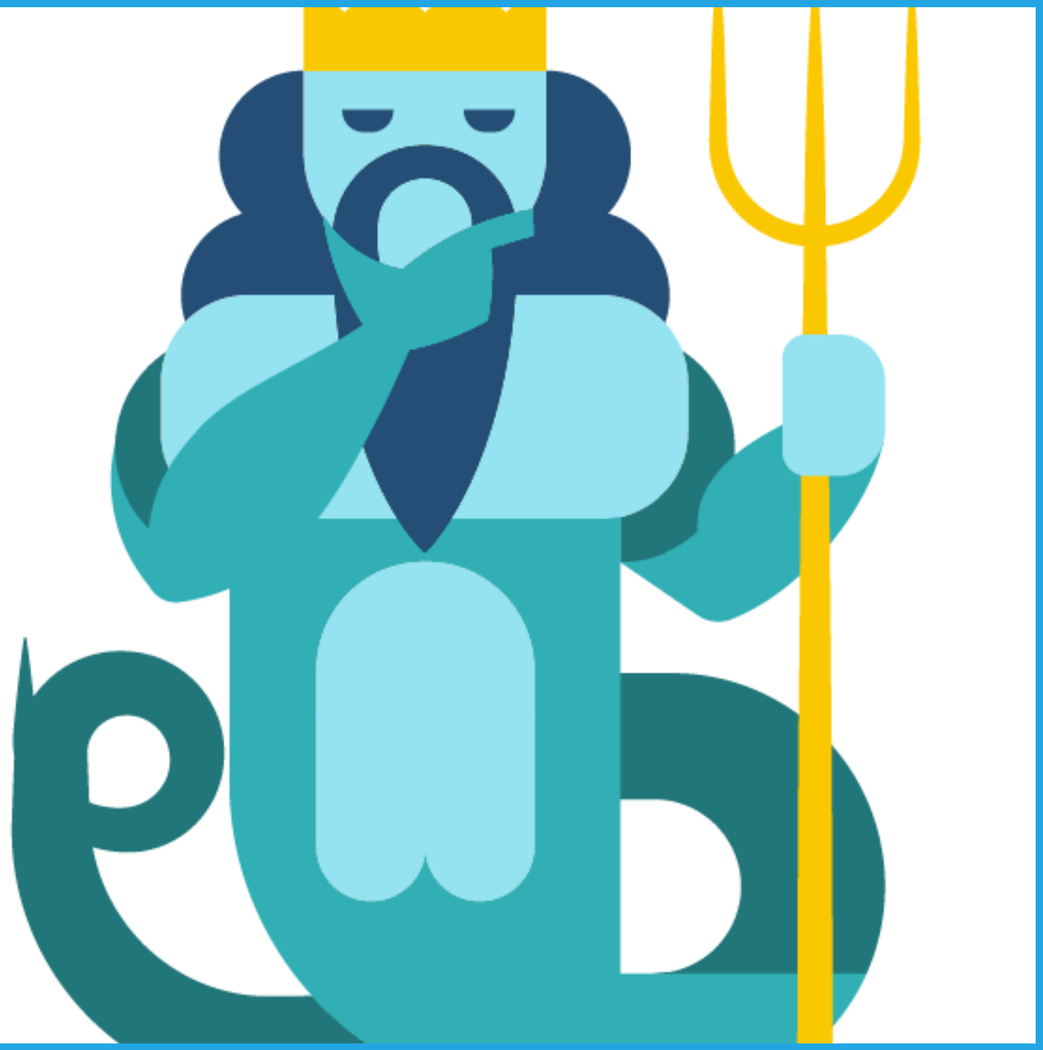
# GITHUB.COM/ICEMOBILELAB/VIRGILIO

*“Non impedir lo suo fatale andare:*
*Vuolsi così colà dove si puote*
*ciò che si vuole, e più non dimandare”*

# APPLICATION SCALING FRAMEWORK

# GITHUB.COM/ICEMOBILELAB/MINOSSE

*Stavvi Minòs, orribilmente, e ringhia:*
*essamina le colpe ne l'intrata;*
*giudica e manda secondo ch'avvinghia...*



# TEST YOUR API USING CUCUMBER.JS

# “A FRAMEWORK IS A CSL, A COMPANY SPECIFIC LANGUAGE”

Luca Maraschi, NodeSummit 2015

ICEMOBILE.COM/TECH

# THANK YOU!