1. Scale from zero to millions of users

1.1 Single server setup

-Single server setup where everything is running on one server: web app, database, cache…

A diagram of a web server

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-Request flow:

A diagram of a web browser

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A close-up of a document

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-Traffic source:

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1.2 Database

-Multiple servers: web/mobile traffic (web tier) and database (data tier) servers allows them to be scaled independently.

A diagram of a computer network

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-Which database to use:

+Relational database (RDBMS or SQL database) represent and store data in tables and rows. You can perform join operations.

+Non-Relational databases (NoSQL database) are grouped into 4 categories: key-value stores, graph stores, column stores, document stores. Join operations are not supported.

+Use non-relational databases if:

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1.3 Vertical scaling vs horizontal scaling

-**Vertical scaling** (scale up): process of adding more power (CPU, RAM…)

-**Horizontal scaling** (scale-out): adding more servers into your pool of resources.

-When traffic is low, vertical scaling is great option but comes with serious limitations:

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1.4 Load balancer

-Load balancer distributes incoming traffic among web servers in a load-balanced set.

A diagram of a network

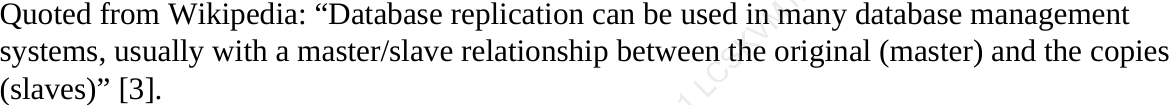
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->solved no failover issue and improved availability of web tier.

1.5 Database replication



-A **master database** only supports write operations. A **slave database** gets copies of the data from master database and only supports read operations.

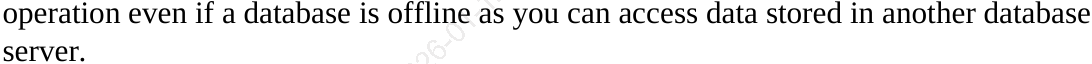
A diagram of a web server

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-Advantages:

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-What if one of databases goes offline:

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-Add the load balancer and database replication

A diagram of a computer network

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1.6 Cache

-**Cache**: a temporary storage area that stores the result of expensive responses or frequently accessed data in memory so that subsequent requests are served more quickly.

1.6.1 Cache tier

-**Cache tier**: a temporary data store layer, much faster than the database. It includes better system performance, ability to reduce database workloads and the ability to scale the cache tier independently.

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-**read-through cache**: After receiving a request, a web server 1st checks if the cache has the available response. If it has, it sends data back to client. If not, it queries the database, stores the response in cache, and sends it back to client.

-Most cache servers provides APIs for common programming languages. Example: Memcached APIs

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1.6.2 Considerations for using cache

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A diagram of a computer network

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1.7 Content delivery network (CDN)

-**CDN**: a network of geographically dispersed servers used to deliver static content. CDN servers cache static contents (images, videos, CSS, JS files…)

-**Dynamic content caching**: caching HTML pages that are based on request path, query strings, cookies, request headers.

-CDN workflow:

A diagram of a cloud with arrows

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A close-up of a page

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-Considerations of using a CDN

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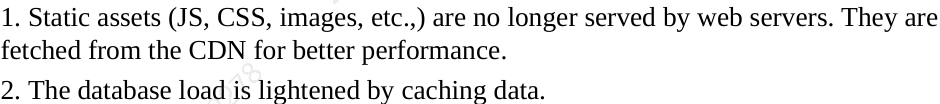
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-The design after adding CDN and cache

A diagram of a computer network

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1.8 Stateless web tier

1.8.1 Stateful architecture

-A stateful server remembers client data (state) from one request to the next.

A diagram of a computer server

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-The issue is that every request from the same client must be routed to the same server. This can be done with sticky sessions in most load balancers, but this adds the overhead. Adding or removing servers is difficult. It’s also challenging to handle server failures.

1.8.2 Stateless architecture

A diagram of a server

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-**Stateless architecture**: A stateless server keeps no state information. HTTP request from users can be sent to any web server, which fetch state data from a shared data store. State data is stored in a shared data store and kept out of web servers. A stateless system is simpler, more robust, and scalable.

-Design with a stateless web tier:

A diagram of a computer server

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**+**We move the session data out of web tier and store them in persistent data store: relational database, Memcached/Redis, NoSQL… Autoscaling (ad or remove web servers automatically based on traffic load) is easily archived.

1.9 Data centers

-**geoDNS**: a DNS service that allows domain names to be resolved to IP addresses based on the location of a user.

A diagram of a computer network

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-In the event of any significant data center outage, we direct all traffic to a healthy data center.

A diagram of a computer network

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-Technical challenges must be resolved to achieve multi-data center setup:

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1.10 Message Queue

-**Message queue**: a durable component, stored in memory, that supports asynchronous communication. It serves as a buffer and distributes asynchronous requests.

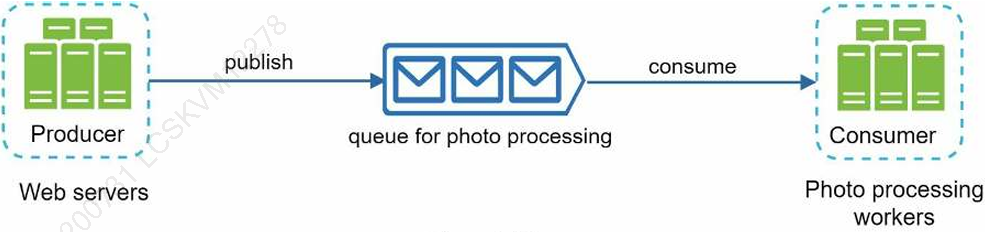
-The **basic architecture**: input services (producers/publishers) create messages, and publish them to a message queue. Other services or servers (consumers/subscribers) connect to the queue, and perform actions defined by messages.

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+The producer can post a message to the queue when consumer is unavailable to process it. The consumer can read messages from the queue even when the producer is unavailable.

-Example: photo customization



1.11 Logging, metrics, automation

-**Logging**: monitoring error logs is important because it helps to identify errors and problems. You can monitor error logs at per server level or use tools to aggregate them to a centralized service for easy search and viewing.

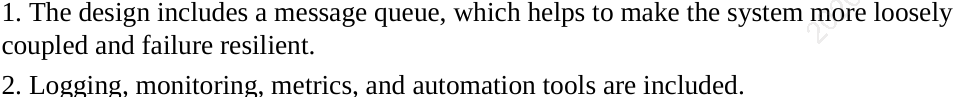
-**Metrics**: Collecting different types of metrics help us to gain business insights and understand the health status of the system. Some useful metrics:

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-**Automation**: build or leverage automation tools (build, test, deploy process) to improve productivity.

-Adding message queues and different tools:



A diagram of a computer network

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