

GILT @ FUTURESTACK

IMMUTABLE DEPLOYMENT PLATFORMS AND
CONTINUOUS DELIVERY ...
... FRIENDS OR FOES?

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ABOUT THE TALK

- Why? - Motivation, Background, History
- What? - Architecture
- How? - Implementation



ABOUT GILT

The screenshot shows the Gilt website homepage with a dark header. The header features the Gilt logo, account information (Roland's Account, Noir Member: 41,232 pts, Help, Credits: \$681.82), a notification bell with 3 notifications, and links for My Cart (1 item) and Checkout.

The main content area has a large banner for "Vintage Louis Vuitton: Madison Avenue Couture" featuring several Louis Vuitton handbags. Below the banner is a "Shop the Sale" button. To the left of the banner is a circular "Your Personal Sale" button with a grid of small images. To the right is a model wearing sunglasses and a yellow sweater. A white sidebar on the right promotes "The New Gilt iPhone App" with a "Get the App" button and an image of an iPhone.

Navigation links in the header include WOMEN (selected), MEN, BABY & KIDS, HOME, CITY, and TRAVEL. A search bar is also present in the header.



ABOUT GILT

GILT
Noir

Roland's Account | Noir Member: 41,233 pts | | Help | Credits: \$681.82 | 3 | My Cart 1 | Checkout

WOMEN MEN BABY & KIDS HOME CITY TRAVEL

Search

All-New 2014 Infiniti Q50

Exclusive Designer Edition

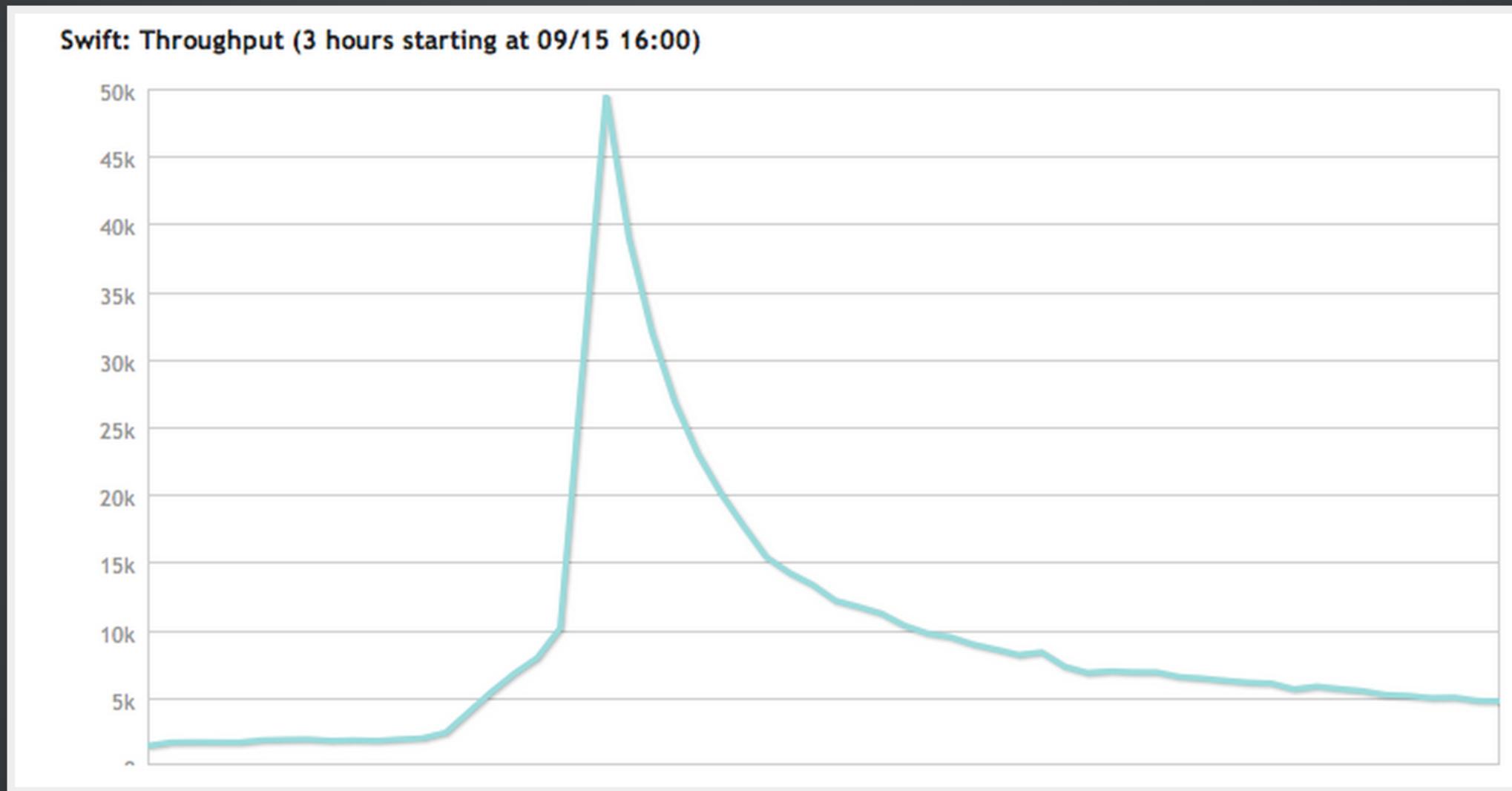
Sale Countdown to 12/12

49 Days | 15 Hours | 48 Minutes

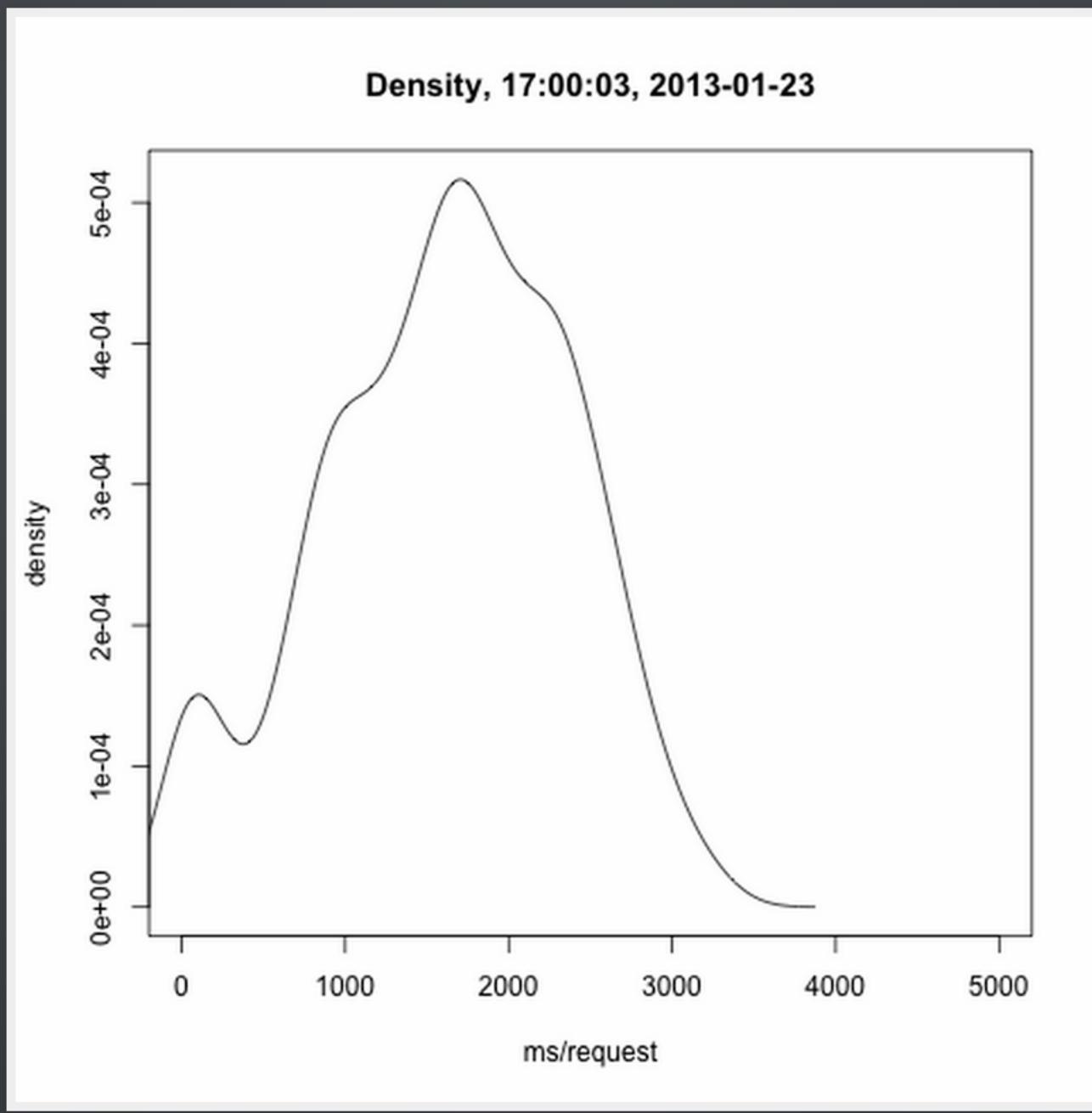


A screenshot of the Gilt website homepage. The header features the Gilt Noir logo, account information, and navigation links for Women, Men, Baby & Kids, Home, City, and Travel. A search bar is located at the top right. The main banner highlights the 'All-New 2014 Infiniti Q50 Exclusive Designer Edition' with a sale countdown from 12/12. The countdown shows 49 days, 15 hours, and 48 minutes remaining. To the left of the car, a man in a dark suit stands next to it. The Infiniti Q50 is shown from a front-three-quarter angle.

ABOUT THE SPIKE



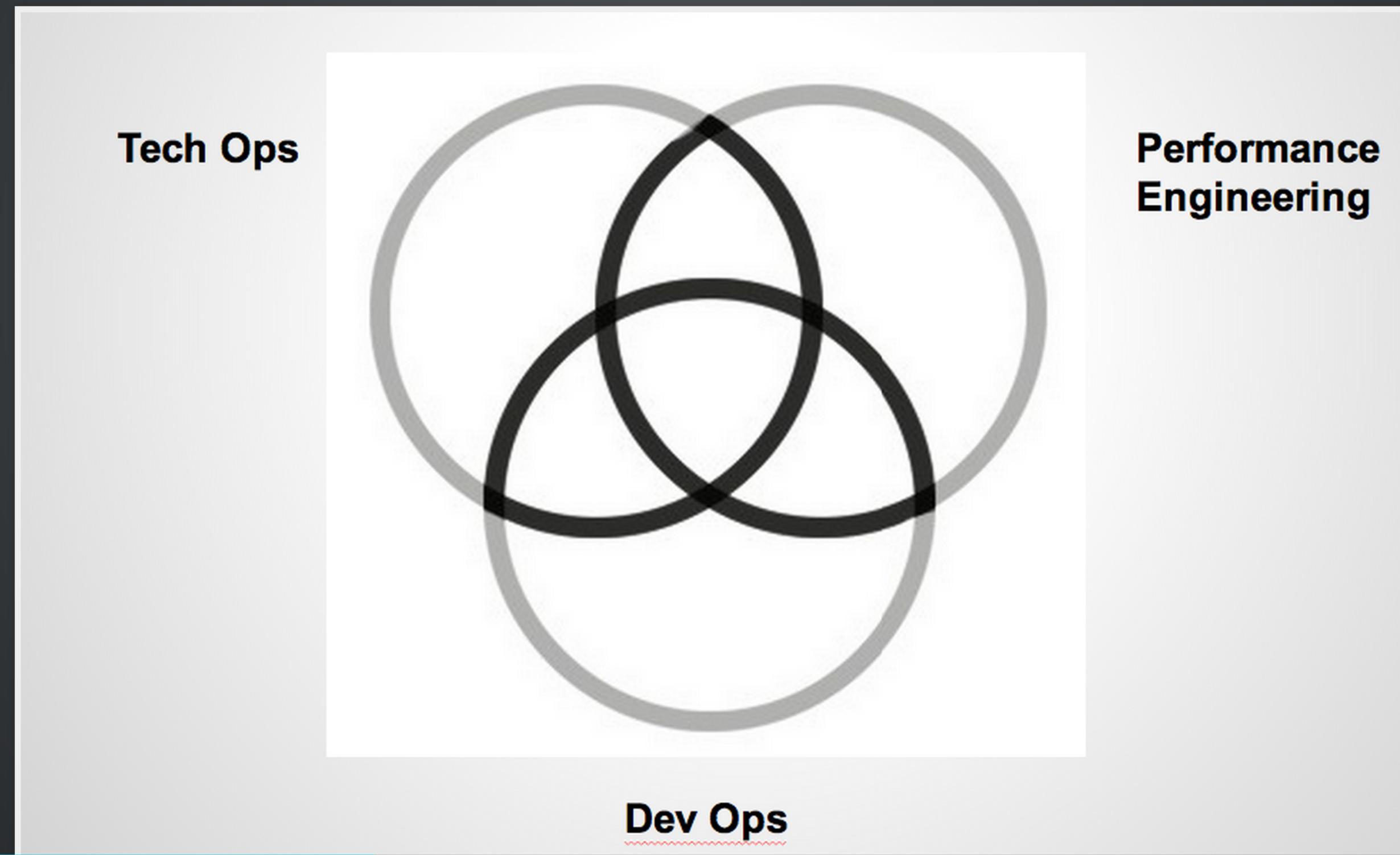
ABOUT THE SPIKE



ABOUT THE TRINITY



ABOUT THE TRINITY



ABOUT THE MISSION

BUILD AND RUN INFRASTRUCTURE ...

... that will allow Gilt to deliver on a 100% **uptime** record ...

... while allow Gilt to **innovate** at the highest rate possible ...

... and do all of that as **cost-effective** as possible.



ABOUT THE ROLAND



ABOUT THE ROLAND

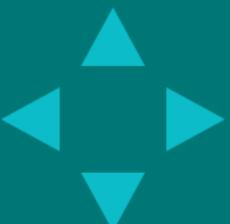
The website features a large, friendly cartoon wave character with large blue eyes and a smiling mouth. The title "How Roland Rolls" is written in a stylized, bubbly font above the wave's head. Below the title, there are three menu options: "HOME", "ABOUT", and "FOR KIDS ONLY". A prominent yellow banner at the bottom left reads "GET ROLLIN' WITH ROLAND!" in a bold, sans-serif font. Underneath this, the text "How Roland Rolls" is displayed. A subtext below it states "The Inspiring New Book for Children (and their grown-ups!) from Jim Carrey!". To the right of this text is a small image of Jim Carrey's face peeking over the top of a book cover. The book cover itself is titled "How Roland Rolls" and features the same cartoon wave character. A yellow callout box contains the text "How Roland Rolls is a story about a wave named Roland who's afraid that, one day, when he hits the beach, his life will be over. But when he gets deep, he's struck by the notion that". On the far right side of the page, there is a snippet of text: "'Philosophy is cosmic. It's about the way things are.' - Jim Carrey". The overall design is vibrant and playful, with a strong focus on the book's central character.

WHY?

- Motivation - Innovation! Velocity!
- Background - **All-Ops & Zero-Waiting!**
- History - Immutability!



WHY? - HISTORY

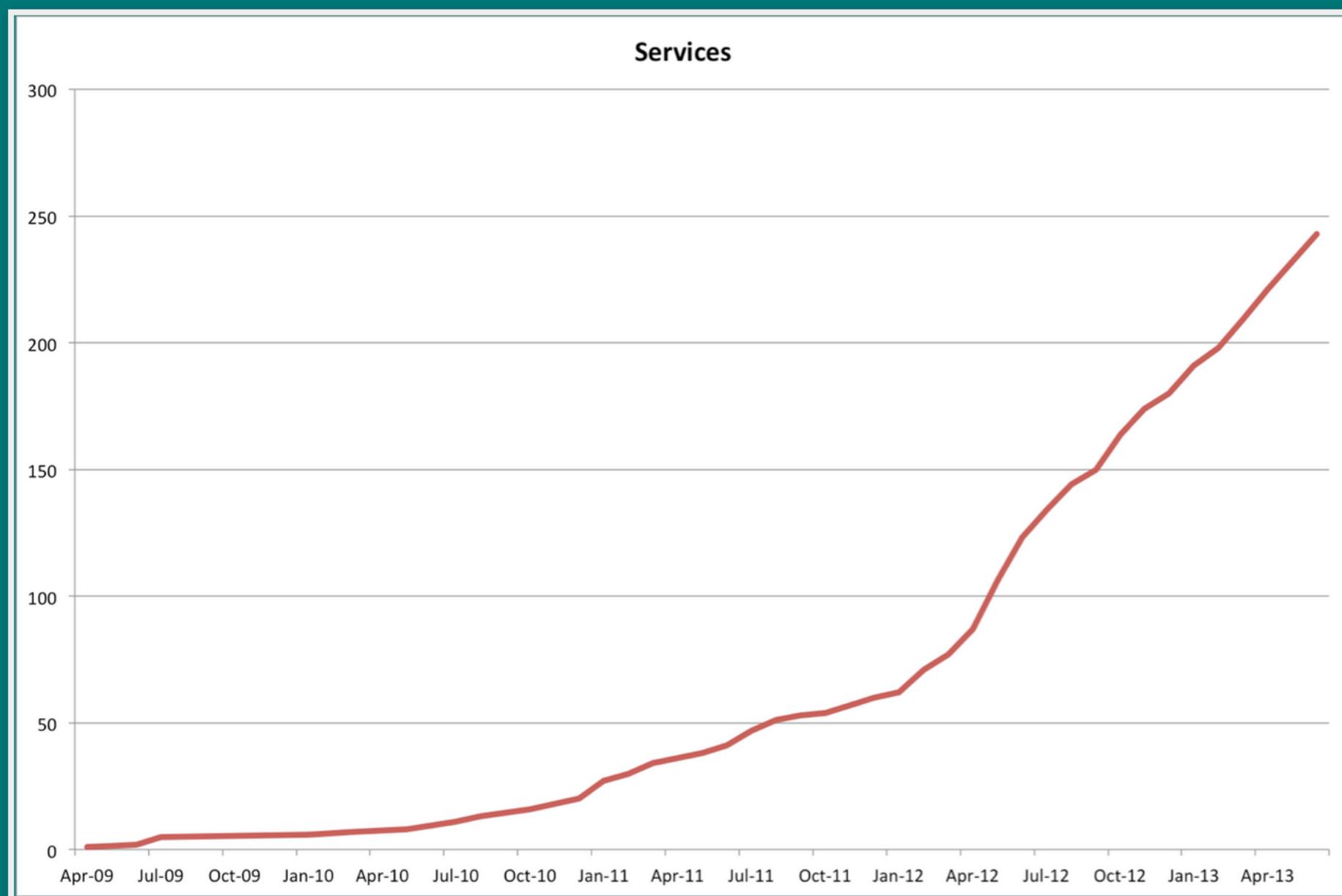


WHY? - HISTORY

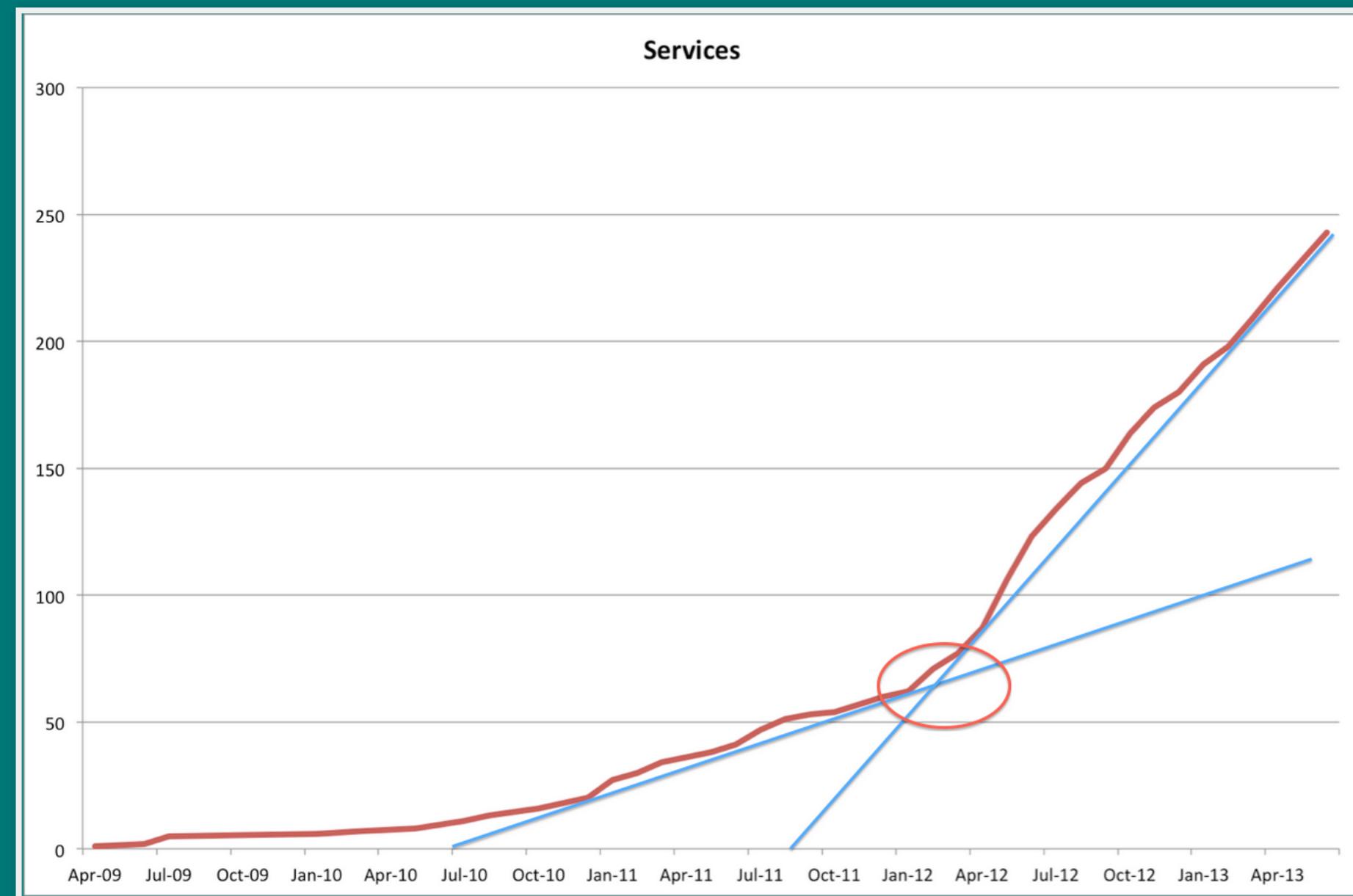
- 5 years ago - 20 engs, 20 servers, Ruby on Rails
- 2 years ago - 150 engs, 150 servers, Java and ... **Scala!!!**
- 1 year ago - Immutable Servers! Galactica!



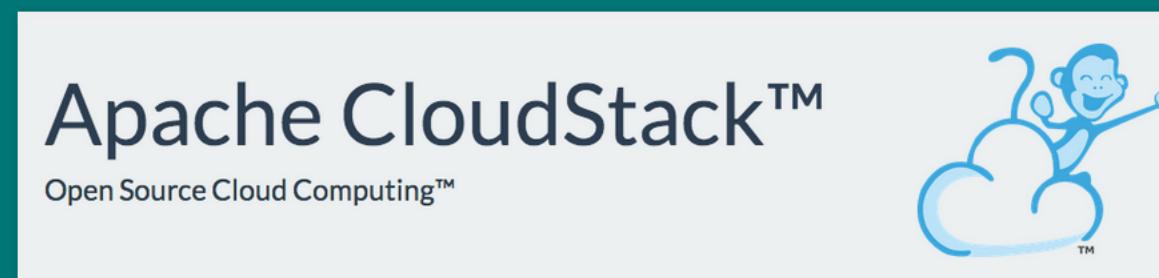
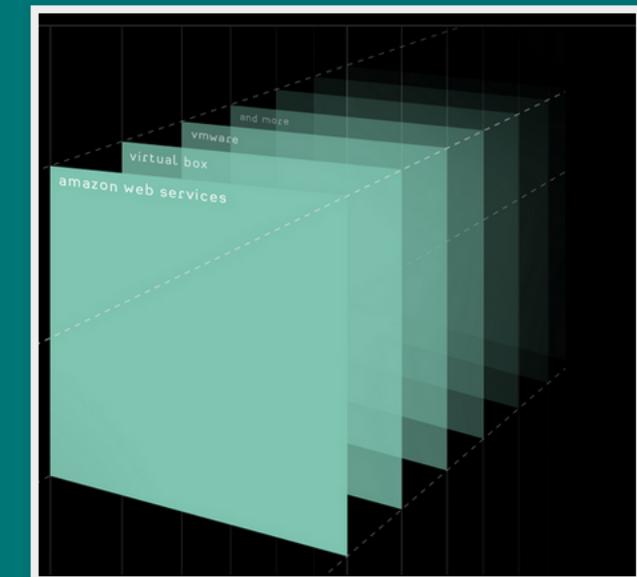
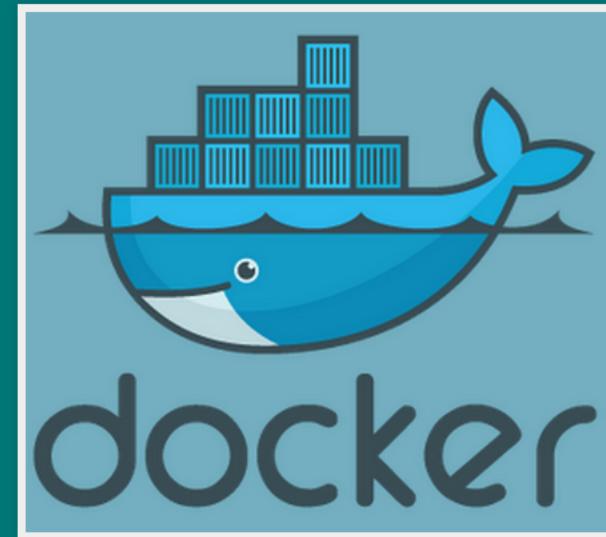
WHY? - RIGHT NOW



WHY? - RIGHT NOW



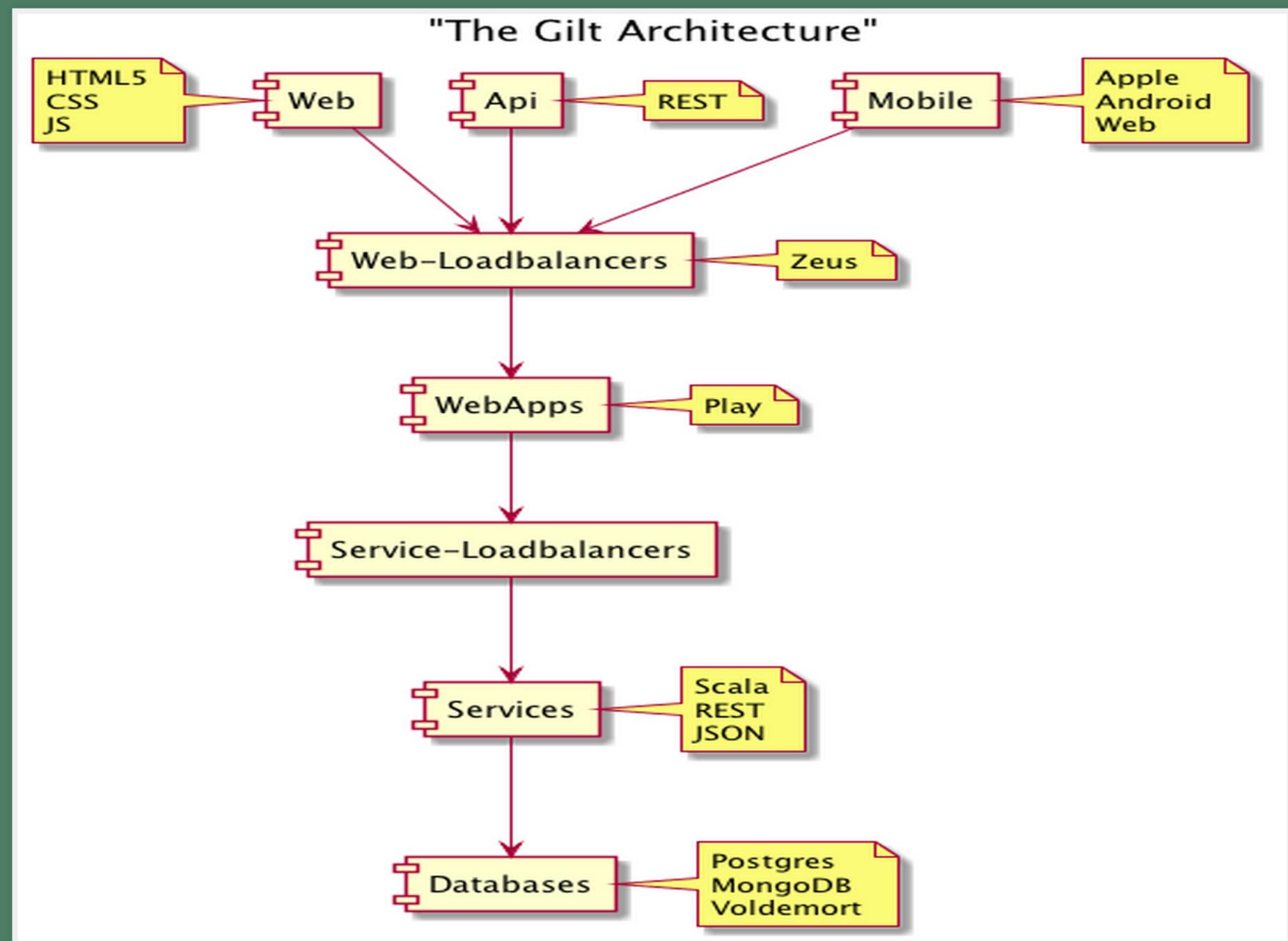
WHY? - RIGHT NOW



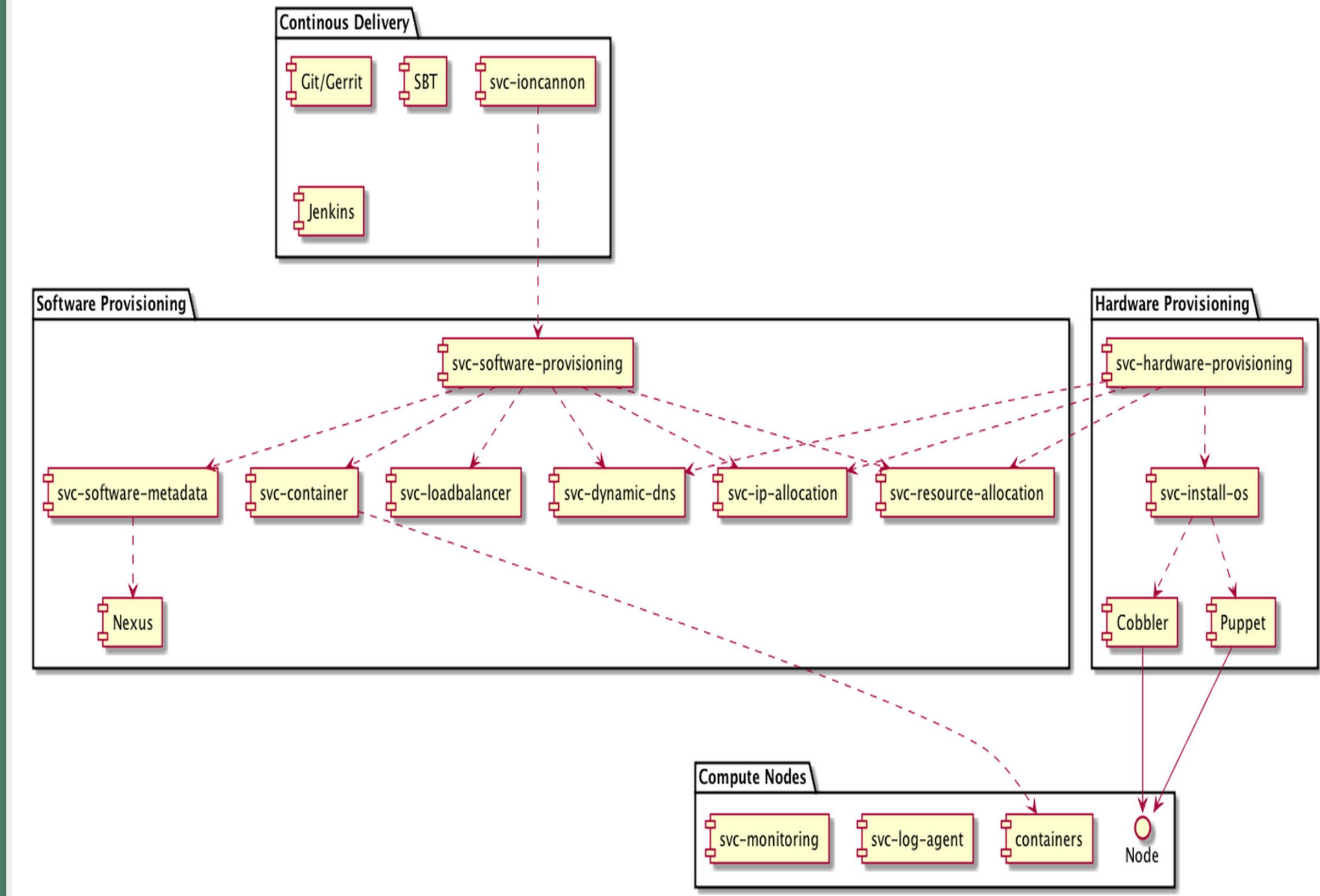
WHAT?

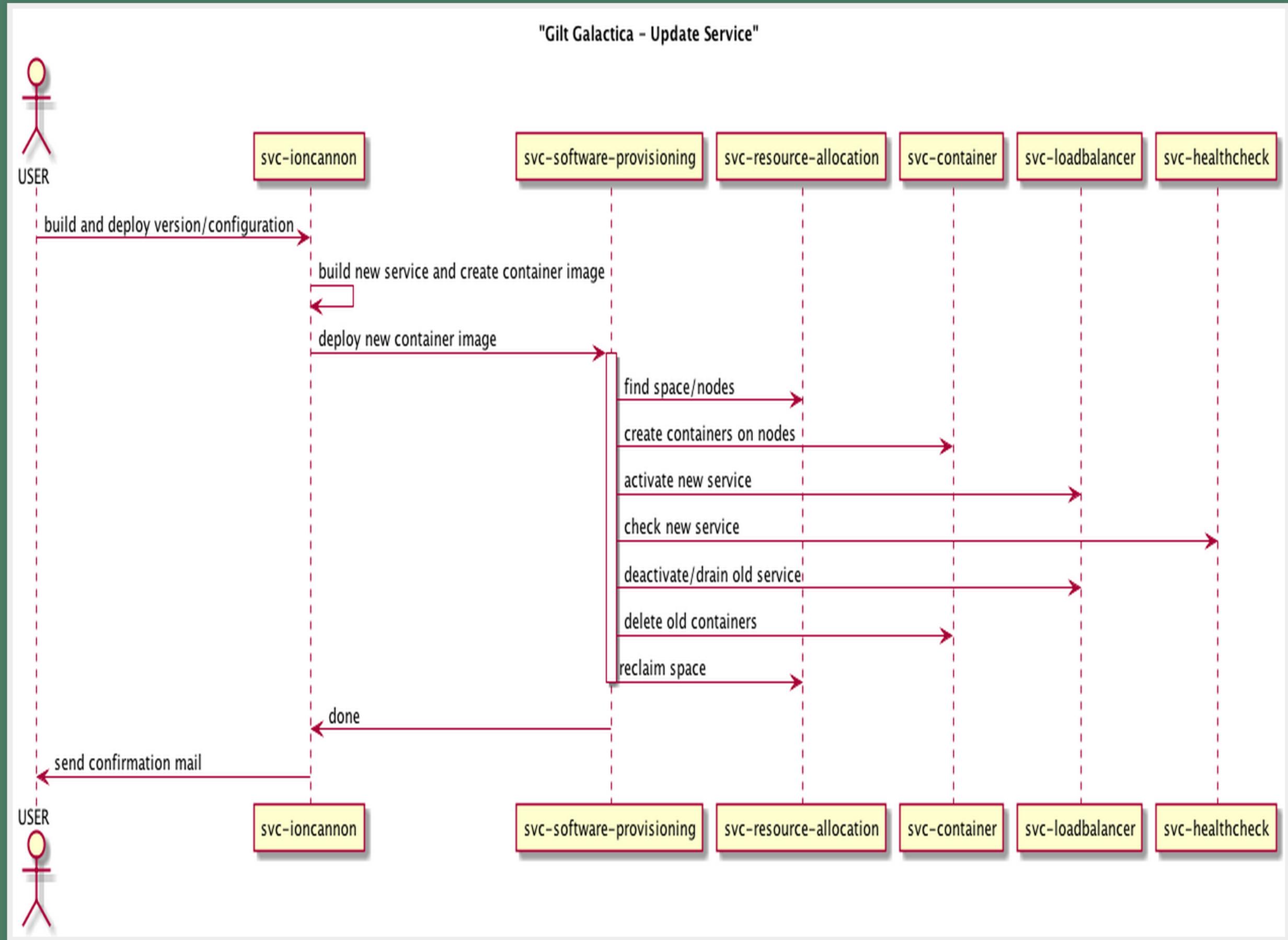
- Gilt Architecture!
- Galactica Architecture!
- Updating a service!



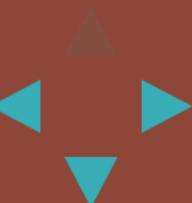
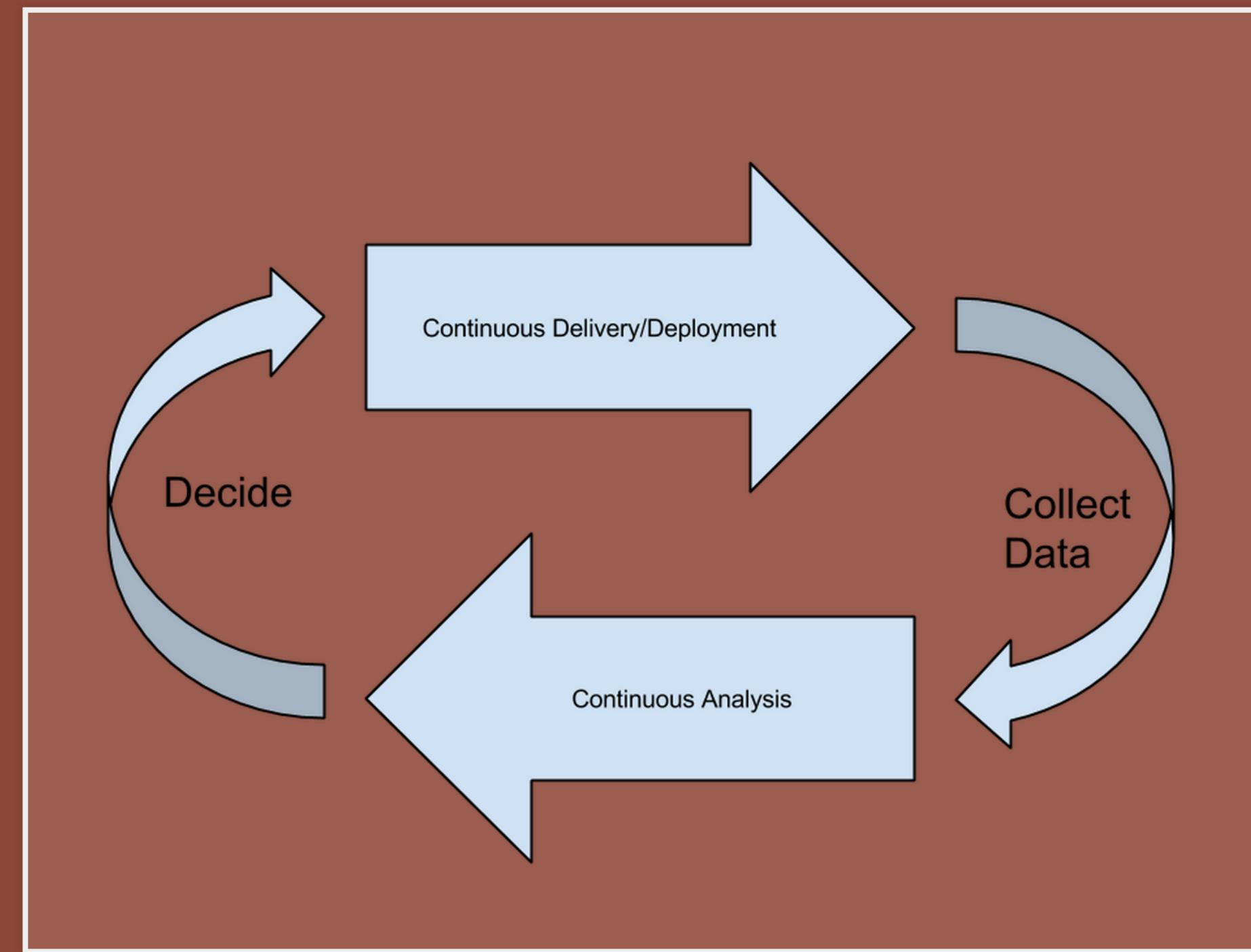


"Gilt Galactica Architecture"

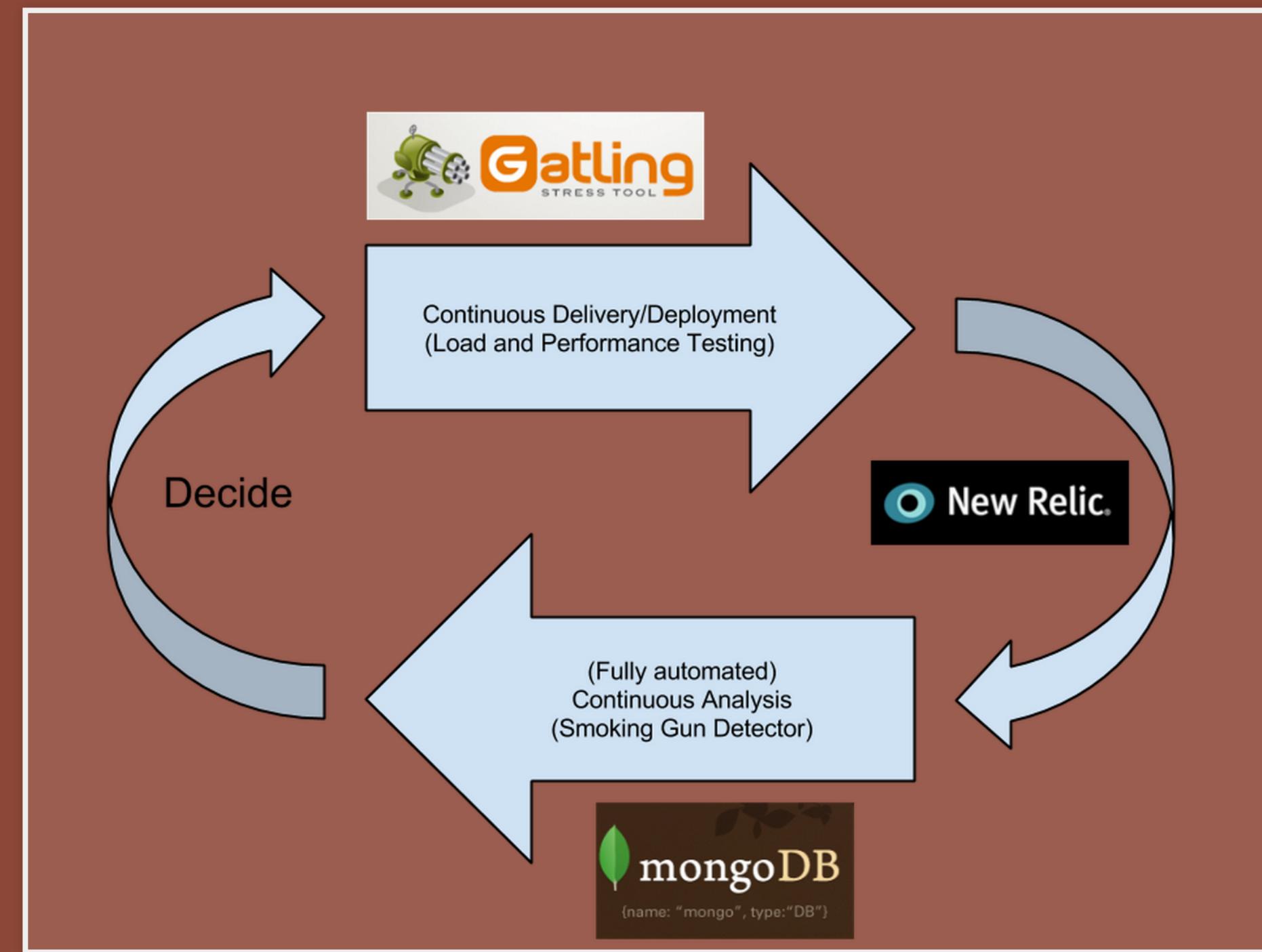




HOW?



HOW?



WRAP-UP

GILT IS INVESTING TO BUILD ...

- ... a continuous delivery/deployment platform and ...
- ... an immutable HW/SW-provisioning platform and ...
- ... continuous analysis capabilities to continuously assess the results of the deployments.

