

Lessons Learned in Scaling The Lolcat Biz

The story of ICHC and Wordpress

@benhuh

Warning.

- This slideshow does not contain any pictures of cats, lol-ing cats, fails, epic fails, or any pictures at all.

Instead.

- This presentation contains numbers, facts, figures and some foul language.
- You are now free to leave this room.

1,370,000,000

23 Mo.

8 Mo.

5.2MM

12%

10:1

“WordPress can’t scale”

Male Bovine Excrement

Scaling is a function
of **business**

Undistract your ops.

You are the obstacle.

Ego, pride, assumptions,
sacred cows, secrets,
coverups, reputation...
even some users.

Keep your lazy attitude.

Tough Decisions

From your perspective.

“If I wanted to work
4 hours per week,
and still be successful,
what would I do?”

From their perspective.

“If my users had 40 seconds on my site, what would they want to do?”

Beautiful alignment.

Detailed specifications for one of the most highly scalable and popular image manipulation software on the Web.

Caption Line A

Caption Line B

Caption Line C

What happens if the caption is too long?

Options

(Smartest to dumbest)

- Auto scale down the font-size
- Wrap the text
- Warn the user
- Do nothing

OMGROFLCOP **TERBB**

1 folder.
1MM+ images.
\$6/month shared host.

Human nature has
a tendency to
admire complexity
but **reward** simplicity.

(pause for tweeting of previous quote)

Complexity has an
inverse effect on your
business' ability to scale.

Who are you
trying to impress?

Can't avoid complexity

Or, can you?

Introducing the MPH MethodologyTM.

Guess MPH
and win ICHC t-shirt.

(If U LTC, that'd OK)

(pause for audience)

Mr. Potato Head

Applies to technology
as well as org. charts,
product dev., IT, etc.

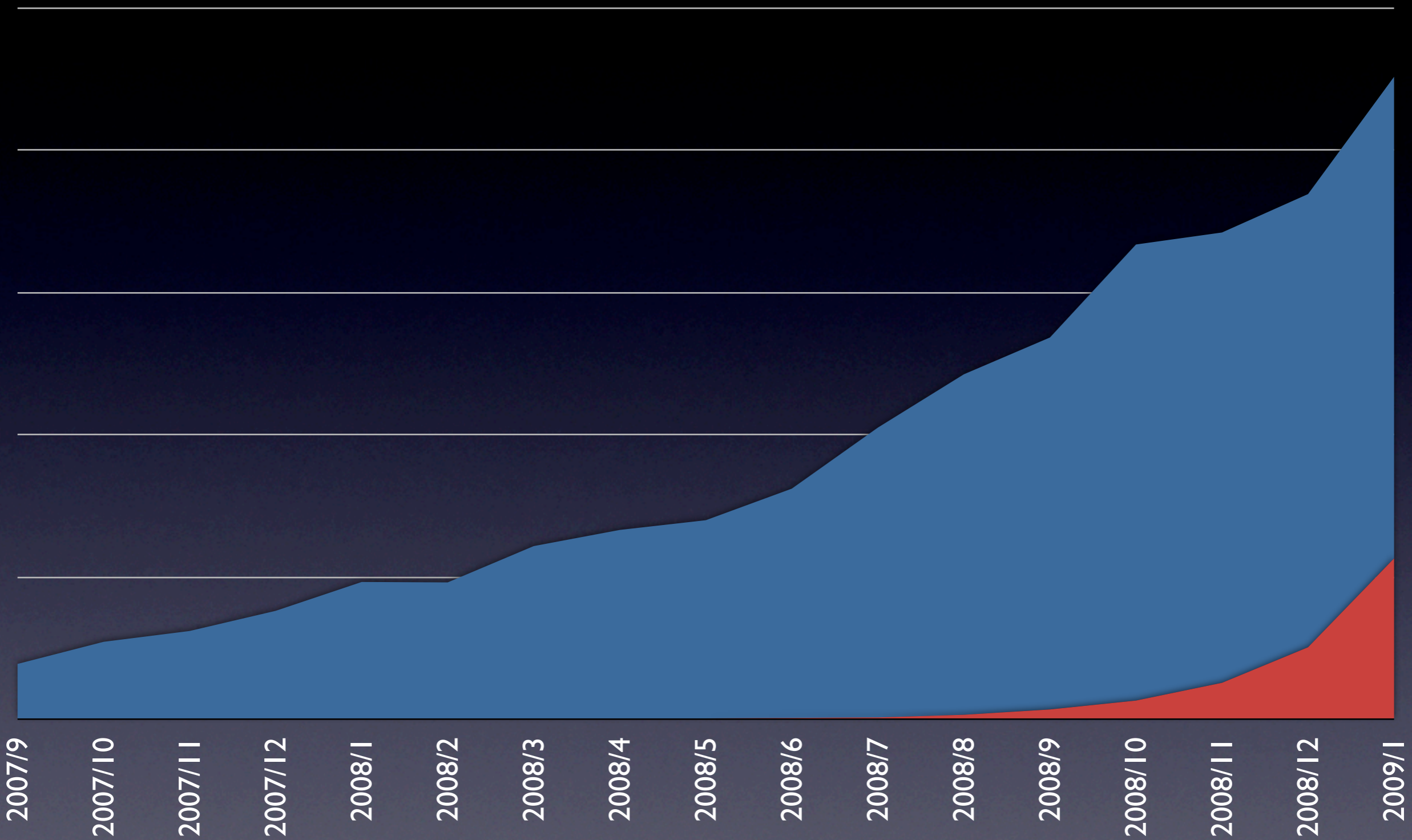
Not to be confused
with redundancy.
(We have that too.)

If a significant
component is lost,
it'll be ugly,
but **no one dies.**

(pause for laughter)

MPH also requires that
the inverse is true.

If a significant
component is **added**,
it'll still be ugly,
but **everyone lives**.



MPH on partners with
proven scalability.

Wordpress
JS-Kit
YouTube
Google Apps
Skype
Amazon S3, EC2
+ dozens of open source apps

Wordpress (free)

JS-Kit (free)

YouTube (they pay u)

Google Apps (free)

Skype (free)

Amazon S3, EC2 (cheap)

+ dozens of open source apps (free)

Fire-up and forget

Customized CMS (\$\$\$)

Ratings DB (\$)

Video hosting (OMG!!!\$\$\$)

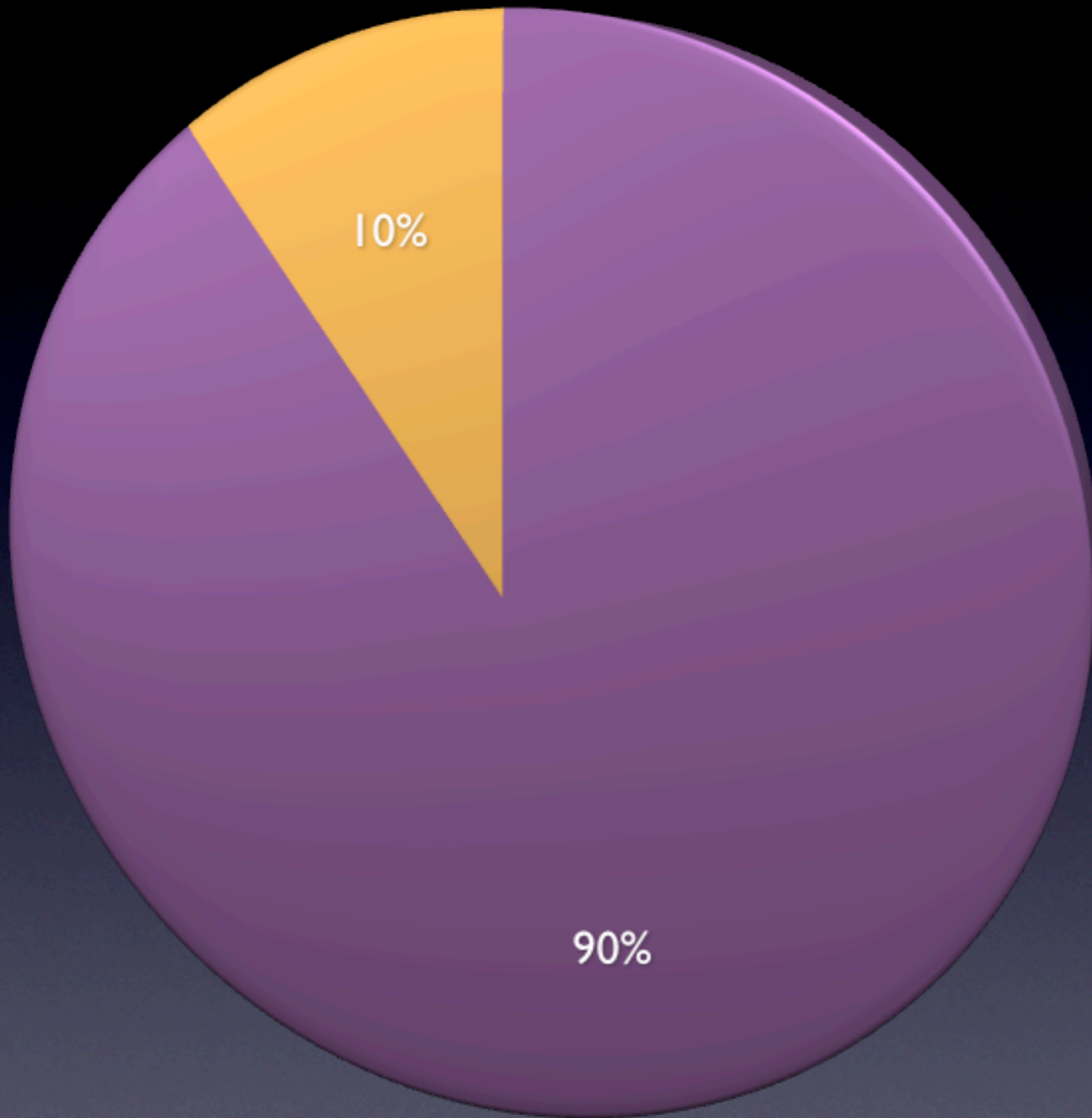
Mail server, etc. (\$)

Landlines (SUX)

Ur own servers (\$\$)

+ buying software (\$\$)

Free up dev time to:



- Core
- Off-The-Shelf

When to MPH?

Can you plug in/out a
better, cheaper, faster
solution?

One final lesson
we learned.

Try before you buy?

Prove before u spend.

QUESTIONS @benhuh?

Presentation available at

Website number:

<http://www.benhuh.com/denver2009.pdf>