



SpeedgeeksLA





Cloud based Ruby platform

**Design is key to
performance**

Technologies & Patterns

HTTP Caching
Memory Caching
Content Distribution
Horizontal Scaling
Workers Processes
Async Execution of Long Ops
Measurability
NoSQL Data Stores
etc....

**So why don't we
use them for
every app, every
time?**

**Provisioning
resources is
complex and
expensive**

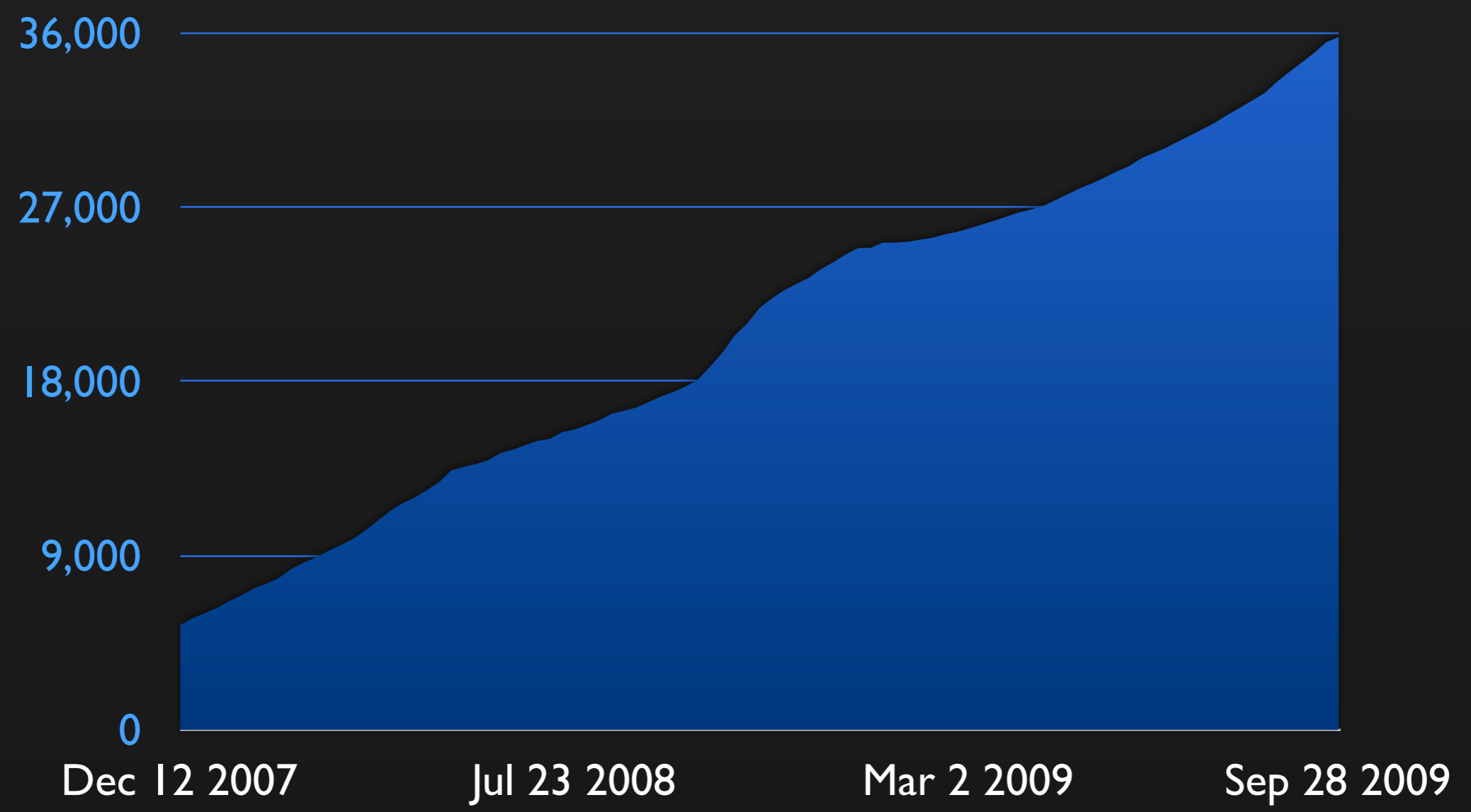
Demo time





**Ruby cloud platform
as-a-service**

Deployed Apps



Flight Caster

act.ly
tweet change

Gemcutter
awesome gem hosting

launchly

shopify

Kukori.CA

Übermind

EpicenterDMS

elc technologies

twilio

gelato

Thumbfight



<http://heroku.com>

