Removing Barriers to Going Fast

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EtSy



1+ Billion Pageviews Per Month



~ 80 Engineers



Barrers

Deployinator





Version: QA(Trunk): c81e06e-20110726-235213-UTC Princess: c81e06e-20110726-235213-UTC Production: c81e06e

klittle	Deploy log
922bca7 → c81e06e 1h since 26, 2011 5:05	#Push topic:
	Write an arbitrary log message
01. Deploy to QA(Trunk) c81e06e → 56ec748	
Deploy to QA	web - 2011-07-26 17:05:15 PRODUCTION klittle Production De
	web - 2011-07-26 16:59:49 PRINCESS klittle Princess Deploy: 0
2. Save the Princess c81e06e → c81e06e	web - 2011-07-26 16:52:38 QA klittle old: 922bca7, new: c81e
	web - 2011-07-26 16:30:50 PRODUCTION rvecchitto Production
Save the Princess	web - 2011-07-26 16:25:53 PRINCESS rvecchitto Princess Dep
 Princess Log Watcher (supergrep) 	web - 2011-07-26 16:24:50 QA rvecchitto old: c3b7635, new:
	web - 2011-07-26 16:13:36 PRODUCTION ncook Production De
03. Deploy to Production c81e06e → c81e06e	web - 2011-07-26 16:10:23 PRINCESS ncook Princess Deploy:
	web - 2011-07-26 16:09:37 QA ncook old: 7f578c9, new: c3b
Deploy to Production	web - 2011-07-26 16:03:12 PRODUCTION rvecchitto Production
 What to watch after a push Log Watcher (supergrep) 	web - 2011-07-26 15:57:56 PRINCESS rvecchitto Princess Dep

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e-20110726-235213-UTC	
Auto scroll command output?	
See run logs	
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Deploy: old 922bca7, new: c81e06e diff	
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We're Fring http://etsy.com/jobs





Optimization



Happingss



Sac Engineers are Bad Engineers

Barrars

Process





"Process is an embedded reaction to prior stupidity" - Clay Shirky





"My strategy has always been: be wrong as fast as we can, Which basically means, we're gonna screw up, ... Let's not be afraid of that." – Andrew Stanton

LEGACY

Communication

Digundes



Constant Improvement

Then vs. Now











Single Deploy Master

Single Deploy Master





Anyone Gan Deploy

Rollback in

Fear

Rollback in

Fear



Roll Forward to Victory

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AIDay Deploys



Deploy All

Day

HOW. for reals

So, what does Etsy optimize for?

RVS. WBF



Default to Open



Guture First



If it's your first day at Etsy, you must deploy!





Terror-ific Toes Halloween ... \$6.50 USD ajsweetsoap



Jumbo Cotton Candy Cupcake ... LoveLeeSoaps \$7.00 USD





Goat Milk Lavender and Oat ... SweetSallysS... \$4.95 USD



Himalayan Sea Salt Bar - H ... SoapStore \$6.00 USD



TenDigitCrea...



Clay Shaving Soap Bar - Al... edenbody \$3.99 USD



Trout Soap on a Rope - Euc... DopeOnARopeS... \$5.00 USD





honey oatmeal bee soap tr ... \$6.00 USD kymscorner

Doing the dumbest thing that can possibly work

Committing to Trunk

Branching in Code

if (\$cfg["new_search"]) { // new hotness \$resp = search_solr(); } else { // old busted \$resp = search_grep(); }

Configuration is Code

\$cfg["new_search"] = true;

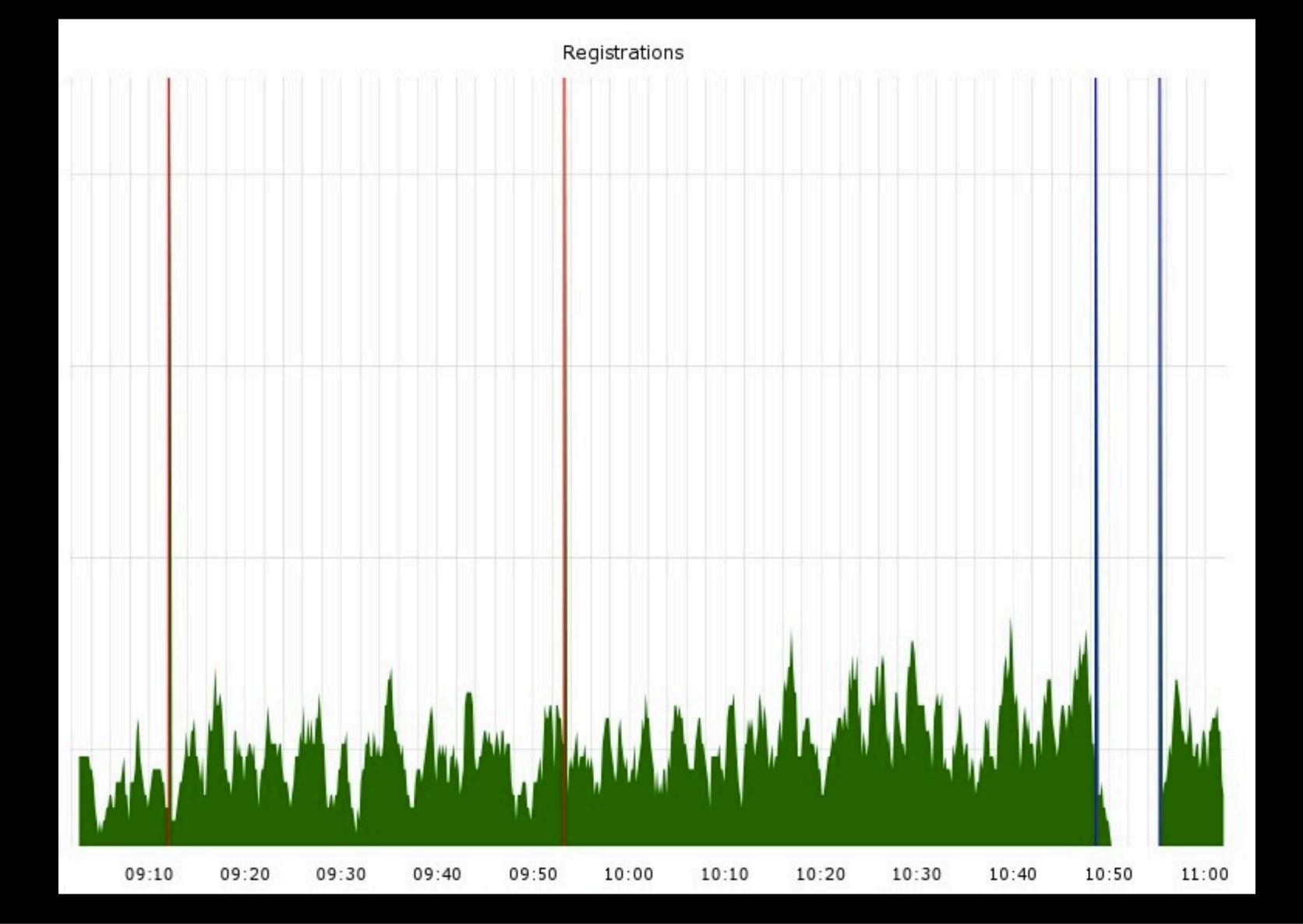
Blameless Post-mortems

Databases are Different

DOGS IT WORR?







6 Change-related incidents in 2010

November code-freeze

721 Deploys





Deployinator





Version: QA(Trunk): c81e06e-20110726-235213-UTC Princess: c81e06e-20110726-235213-UTC Production: c81e06e

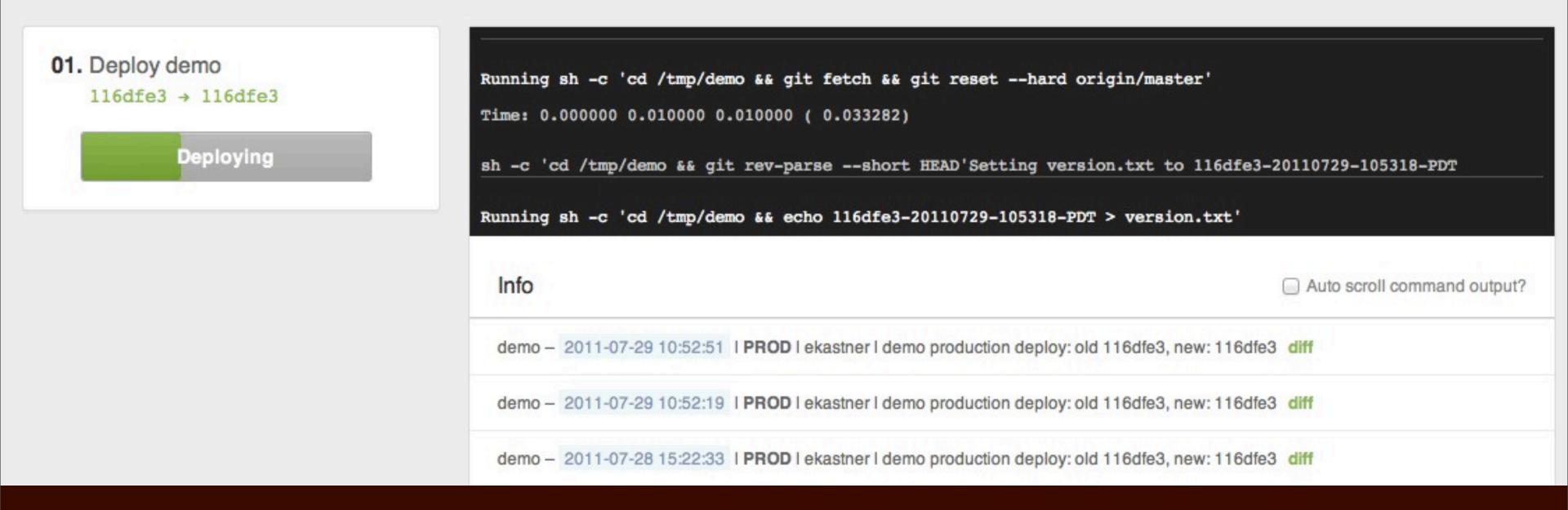
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eploy: old: c7df5c1, new: 7f578c9 diff

Welcome to Deployinator ekastner - Switch account



Version: Production - 116dfe3-20110729-105230-PDT



ख/उम्रह/ख्यूनी जाखादण्डन

Gapistrano



Ganstrand Puppet



Ganistrano Punnet Fabric



Gapistrano Pungt Fabric Gnef

















run cmd %Q{cap deploy}

log_and_stream "Starting Web deploy
"

log_and_shout({ :old_build => old_build, :build => build, :send_email => true })

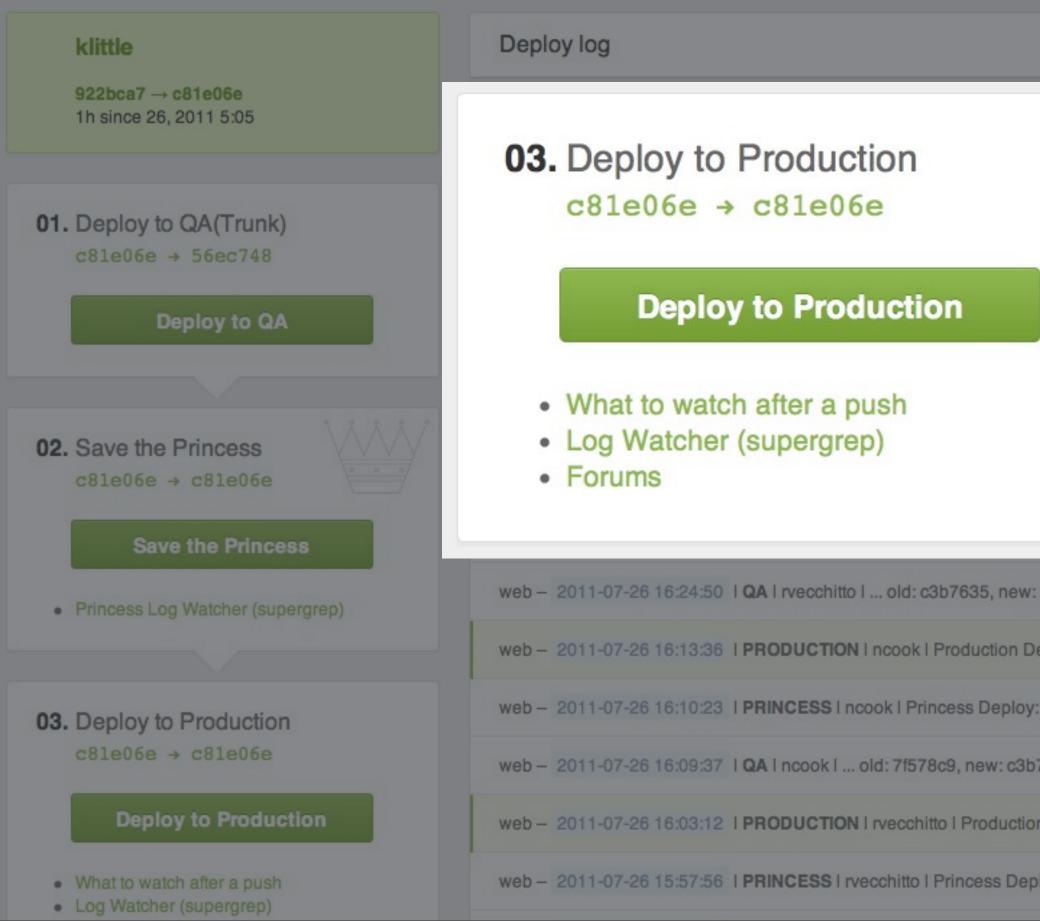
Communication



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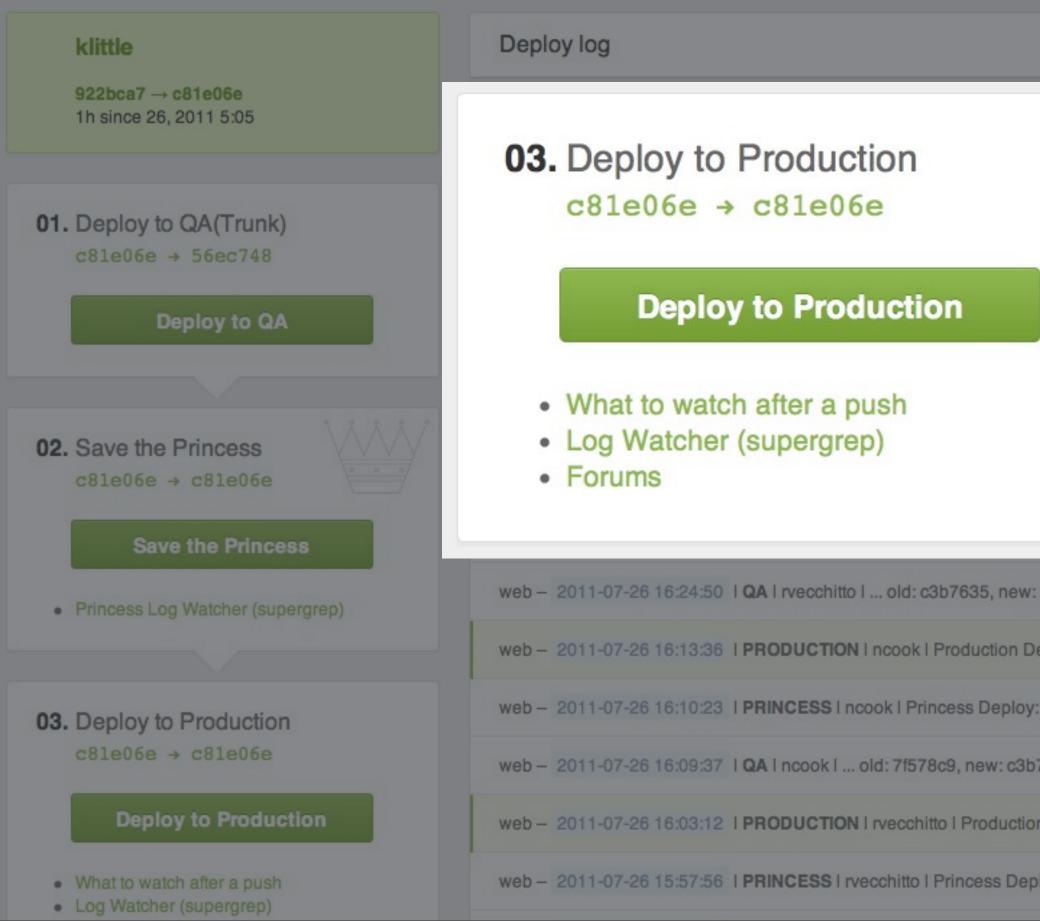
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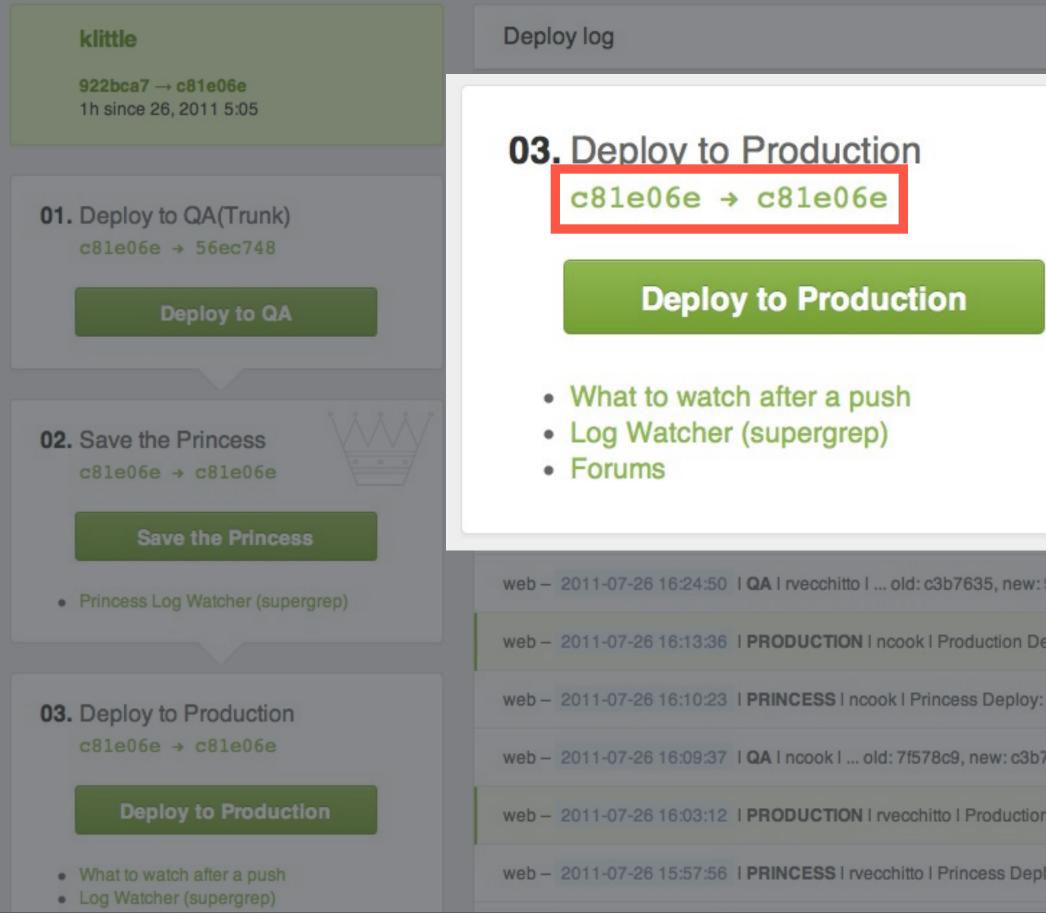
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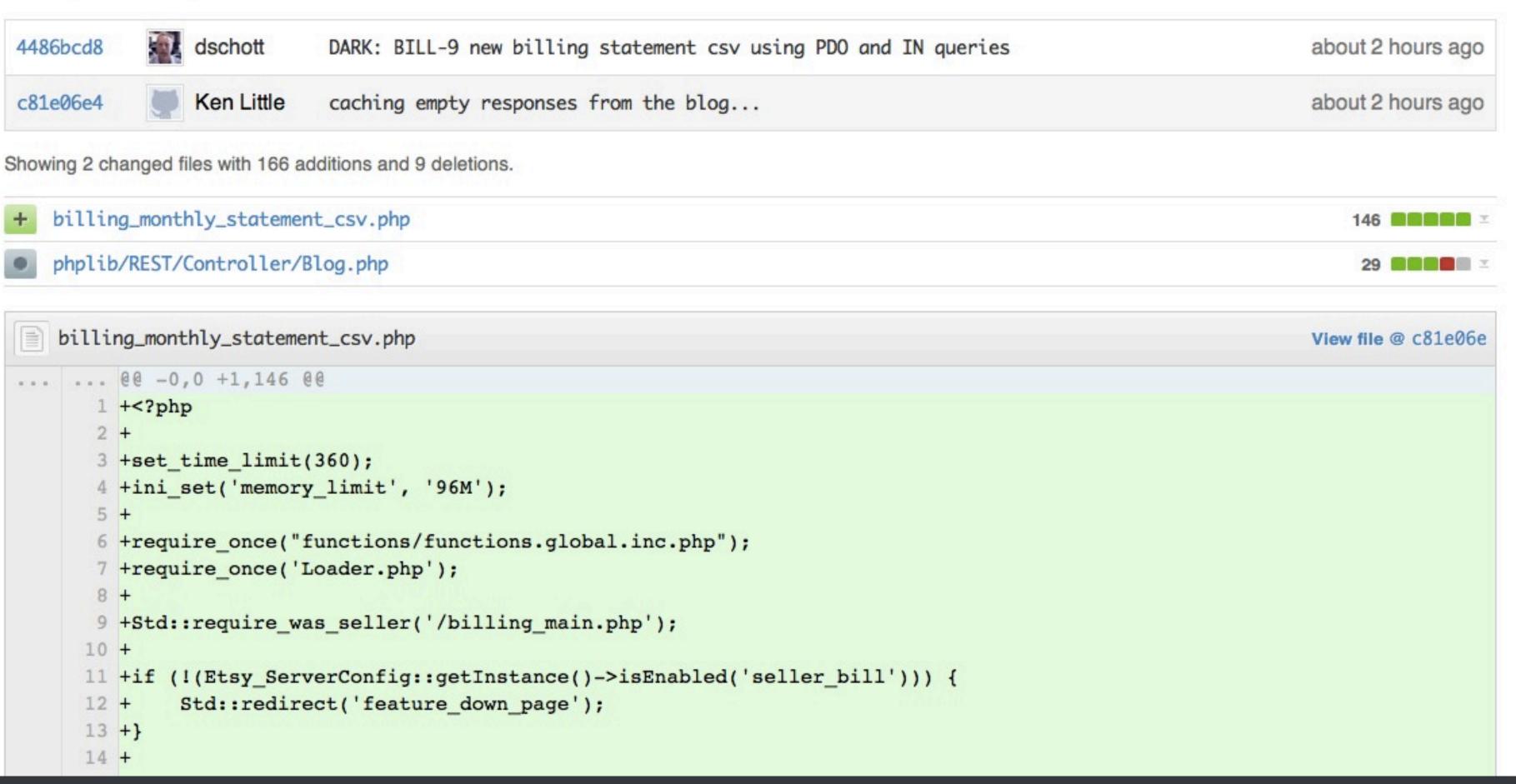
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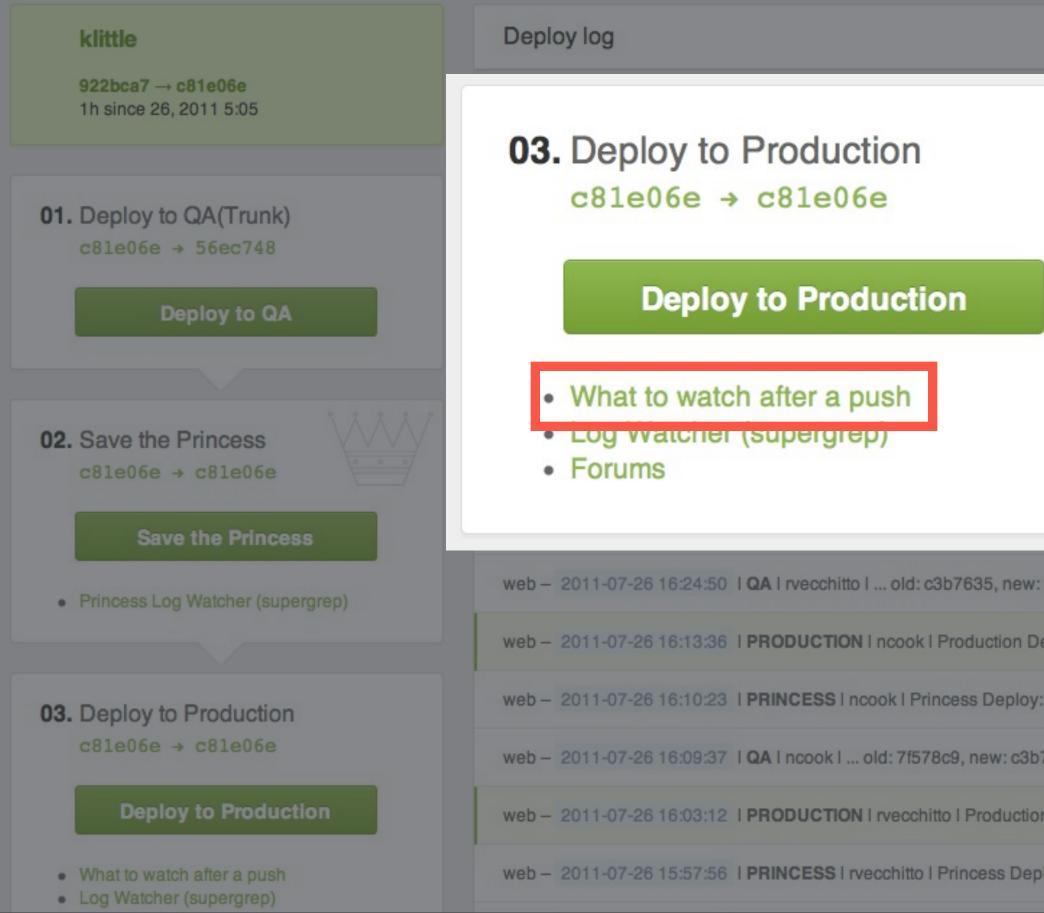


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Showing 2 commits by 2 authors.



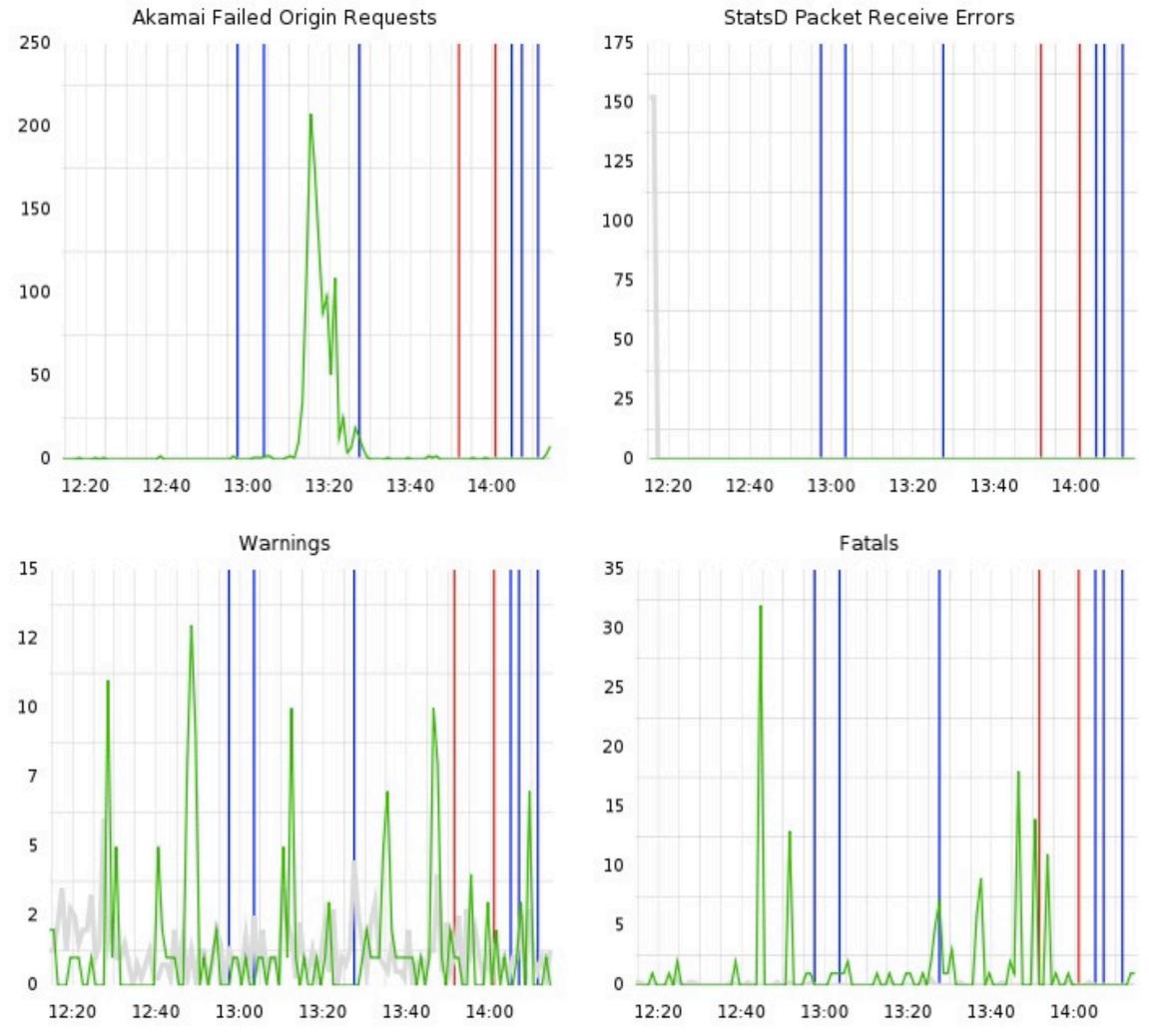




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Dashboard Driven Development

error logs (2 hours)



5:27 < devbot> PRODUCTION deployed by vthommeret version: 7f08b7a-20110722-191739-UTC took: 131.042598 seconds diff: http://deployinator.etsycorp.com/diff/web/0cbf2f0/7f08b7a



Deployinator

Deploy Host







Deployinator





Deploy Host



Deployinator SSh

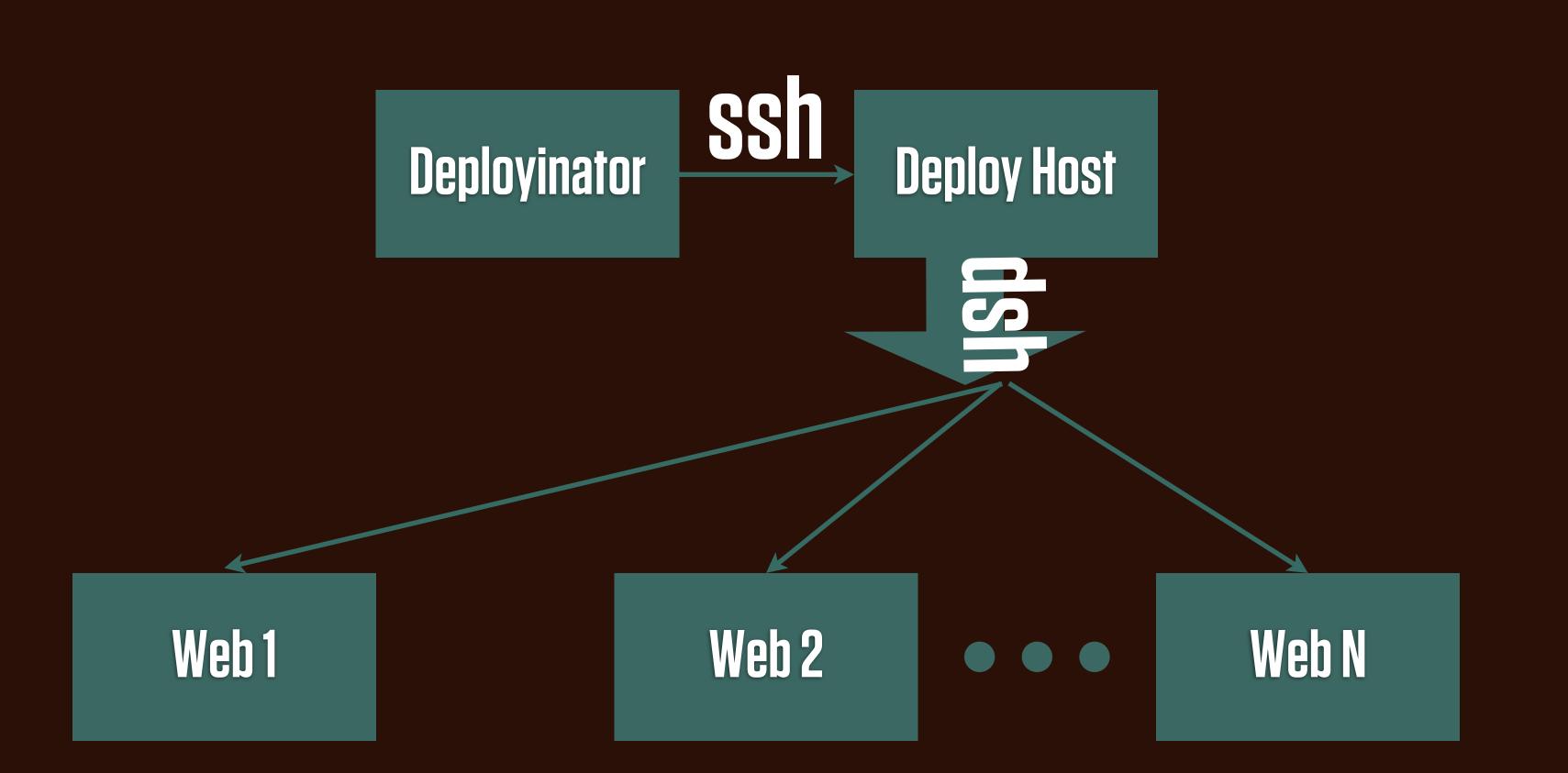


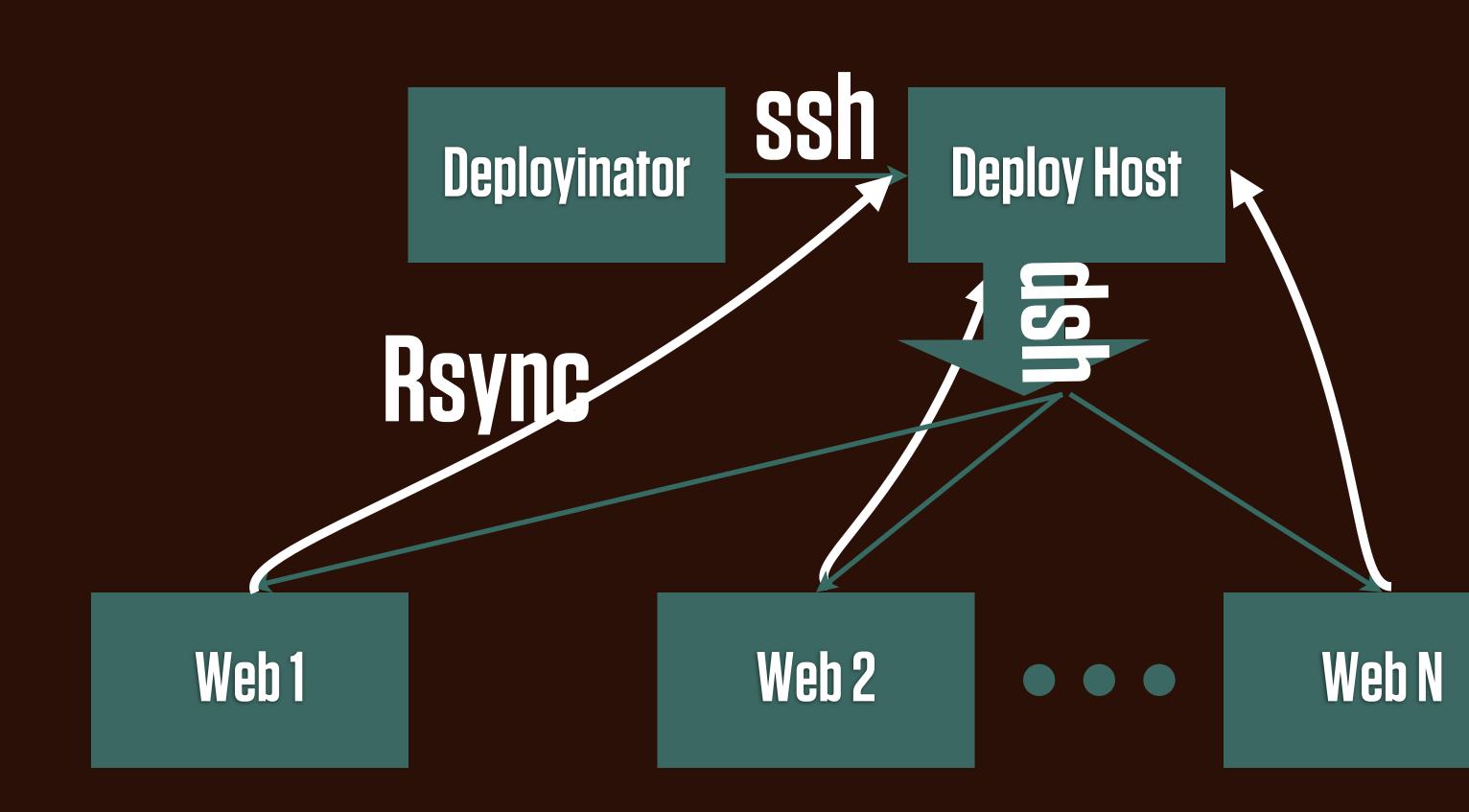


Deploy Host









What's Stopping You?

Know what you're optmzng for

Deployinator is Open Source Software!

Deployinator is Upen Source Source http://github.com/etsy/deployinator

Deployinator is Open Source Source http://github.com/etsy/deployinator (right after this talk)

Thank you



Thank you

http://github.com/etsy/deployinator