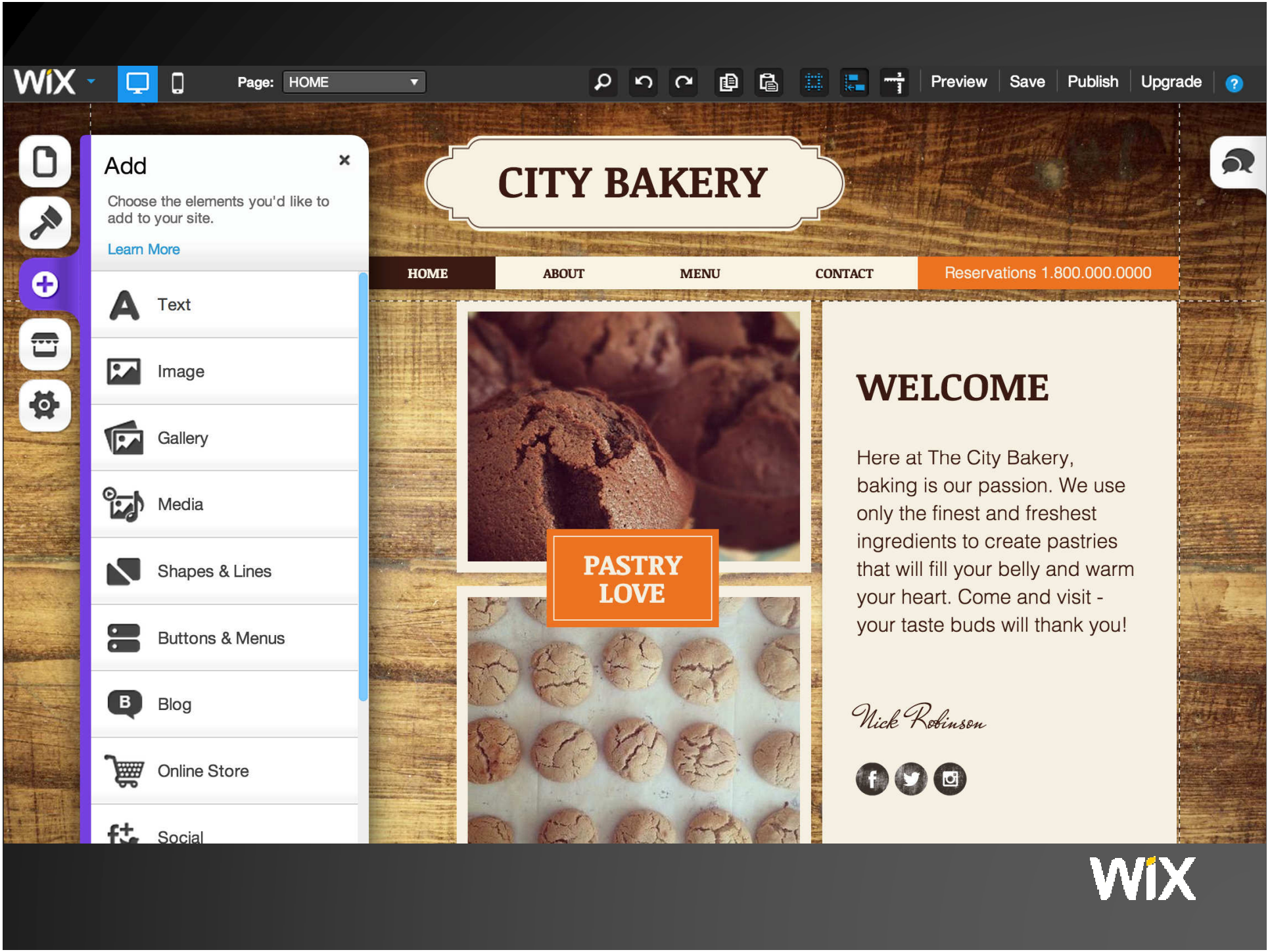
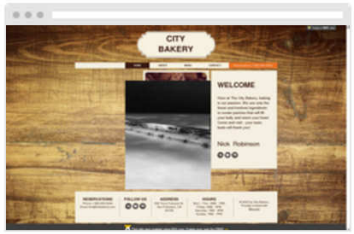

WIX.com
Scaling Wix to over 50M users
Welcome
Bura
Surf House
BACK PACKERS HOSTEL
ÍLHAVO - PORTUGAL
branched out
INSULATION • SOLAR • RENEWABLE
welcome to
branched out
About
Services
Contact
ACT ON CO2
skincare
handmade natural skincare
B.LOVE
B.LOVE STUDIOS
communication through
CHAD LEFKOWITZ-BROWN
SAXOPHONIST // COMPOSER


WiX
My Sites
Templates
Explore
Subscriptions
Support
English
Sign In
Create Your Stunning Website. It's Free
Easy to customize. No coding.
56,275,257 users and growing.
Start Now
WiX


WIX
Page: HOME
Preview
Save
Publish
Upgrade
Add
Choose the elements you'd like to add to your site.
Learn More
Text
Image
Gallery
Media
Shapes & Lines
Buttons & Menus
Blog
Online Store
Social
CITY BAKERY
HOME
ABOUT
MENU
CONTACT
Reservations 1.800.000.0000
PASTRY LOVE
WELCOME
Here at The City Bakery, baking is our passion. We use only the finest and freshest ingredients to create pastries that will fill your belly and warm your heart. Come and visit - your taste buds will thank you!
Nick Robinson
WIX

My Sites | Templates | Explore | Subscriptions | Support | Hi, yoavaa



fdfgfdg

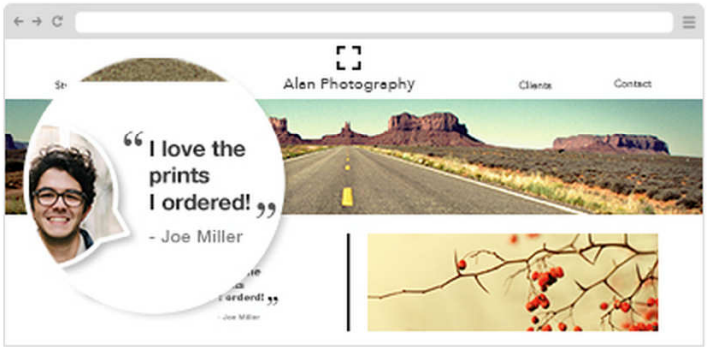
http://yoavaa.wix.com/fdfgfdg

Edit Site | Upgrade

Latest News

Show How Loved You Are with Testimonials

Business Tips From Wix | in a few seconds



Did you know 80% of consumers check testimonials before purchasing a product or service? Add beautifully designed testimonials to your site and show why you should be the top choice for customers.

Popular Shortcuts

Edit Site	View Site	Connect Domain
My Apps	Site History	New Site

Show More

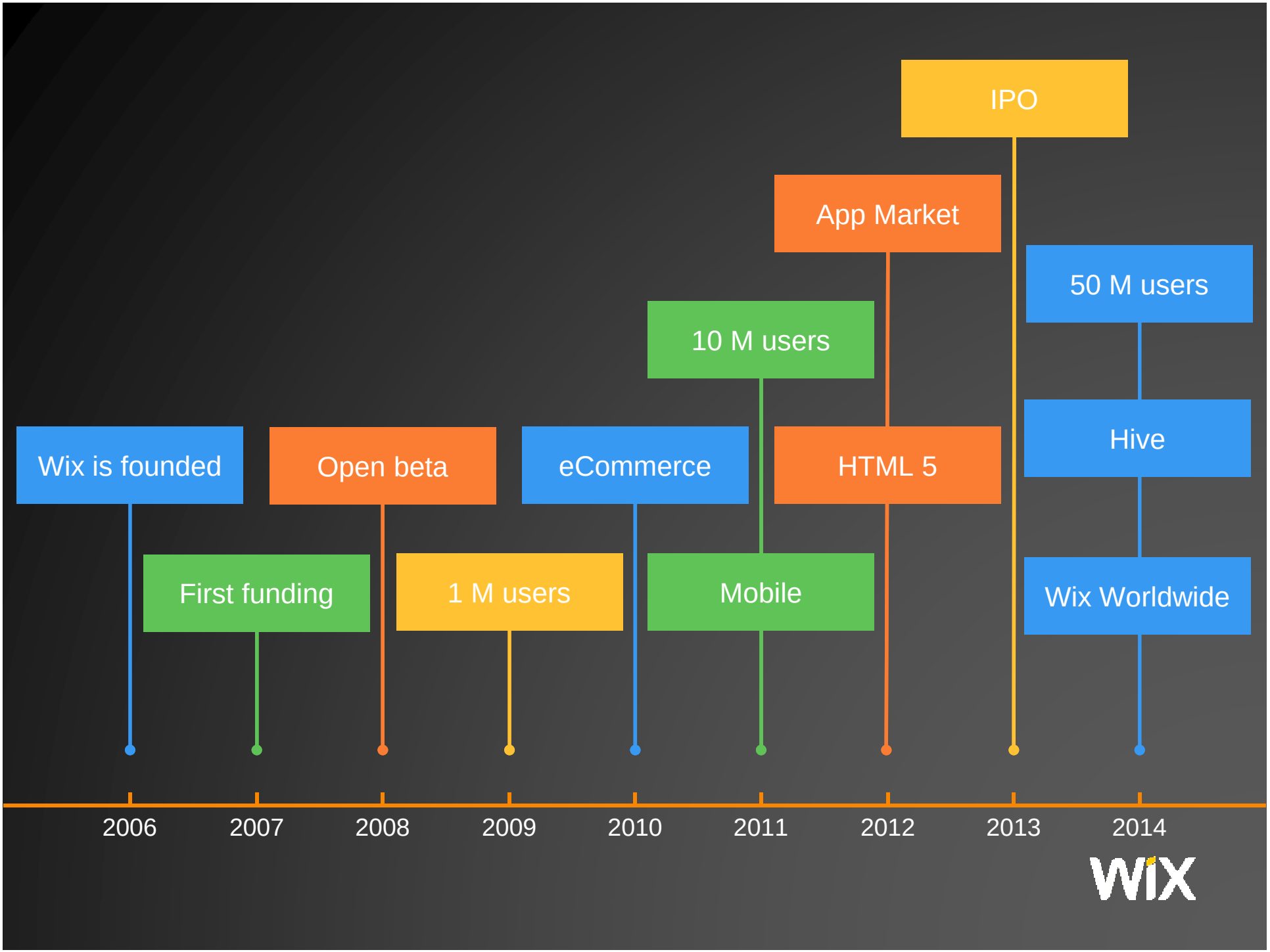


Connect your domain to your website

Connect Domain »

Unlimited

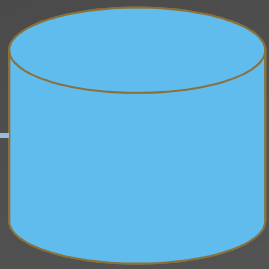
Upgrade to a Yearly Unlimited Plan & Save


IPO
App Market
50 M users
10 M users
Hive
Wix is founded
Open beta
eCommerce
HTML 5
First funding
1 M users
Mobile
Wix Worldwide
2006
2007
2008
2009
2010
2011
2012
2013
2014
WIX

Initial Architecture









Apache
SOFTWARE FOUNDATION

MySQL

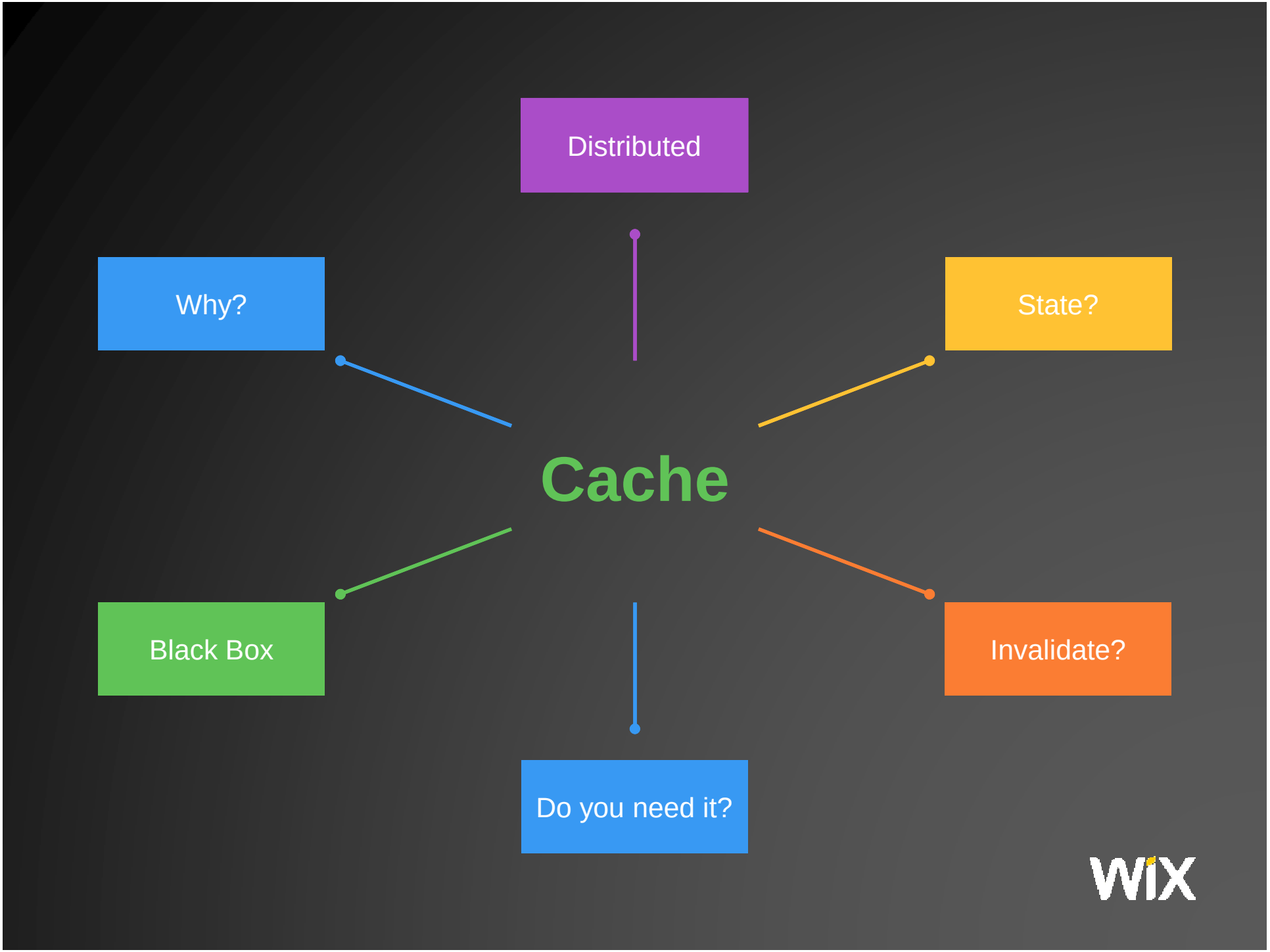
EHCACHE

HIBERNATE

WIX

Plan for gradual rewrite

WIX


Distributed
Why?
State?
Cache
Black Box
Invalidate?
Do you need it?
WIX

Cache

- You don’t need a cache
- Really, you don`t

- Cache is not part of your architecture
  - Introduce it to solve a problem

WIX

First Challenge - 2008

- Server updates imposed downtime
- Two concerns
  - Creating websites
  - Viewing websites
- Different service level needed

WIX

Public vs Editor



Public

Public DB

Editor

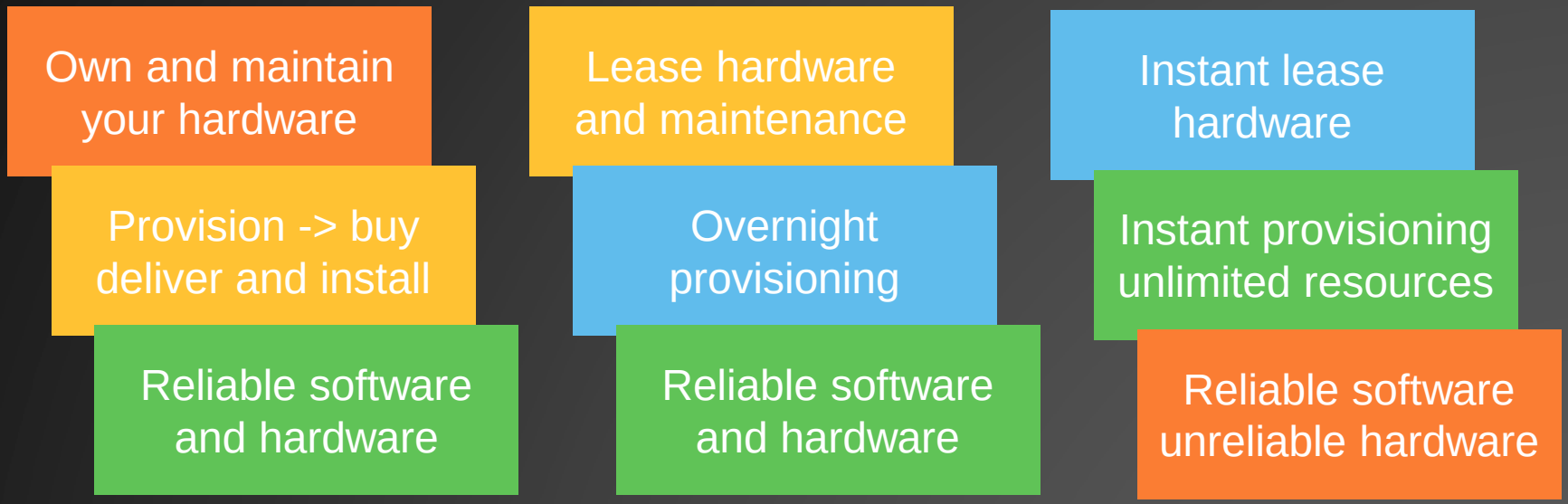
Editor DB

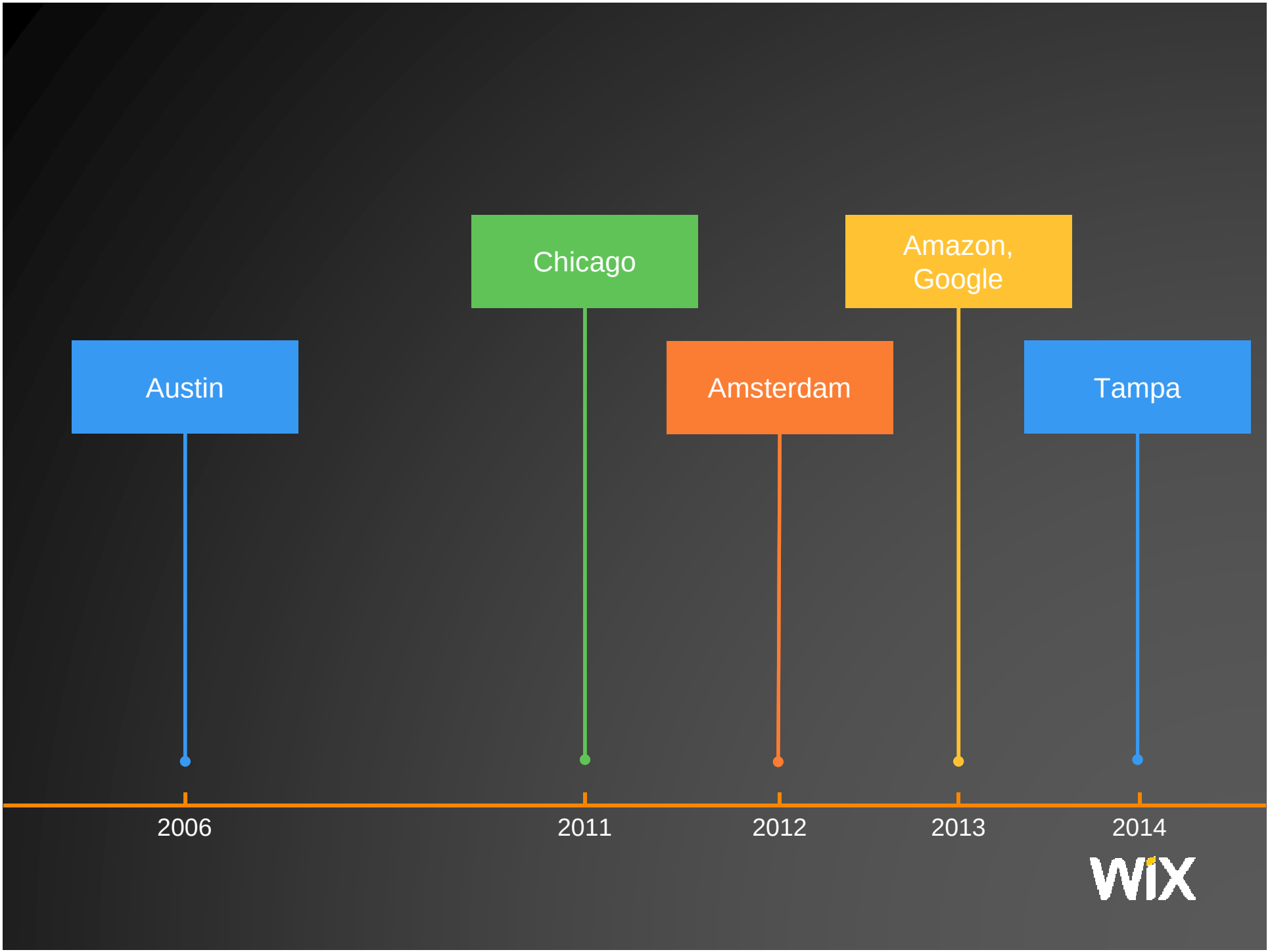
WIX

MySQL is better NoSQL

WIX

Hosting


Own and maintain your hardware
Provision -> buy deliver and install
Reliable software and hardware
Lease hardware and maintenance
Overnight provisioning
Reliable software and hardware
Instant lease hardware
Instant provisioning unlimited resources
Reliable software unreliable hardware
Co-Location
Managed Hosting
Cloud

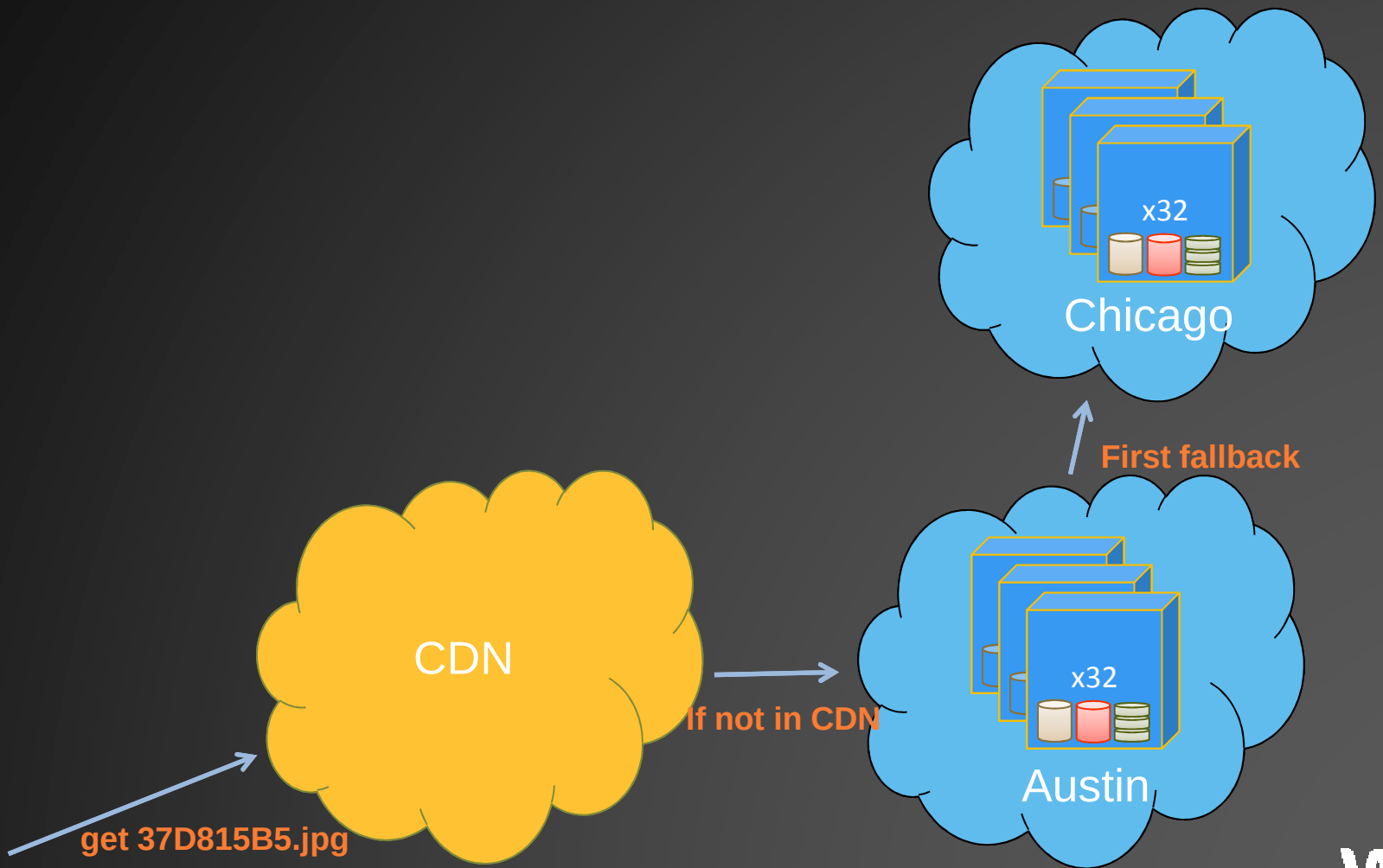

Austin
Chicago
Amsterdam
Amazon,
Google
Tampa
2006
2011
2012
2013
2014
WIX

Wix Media

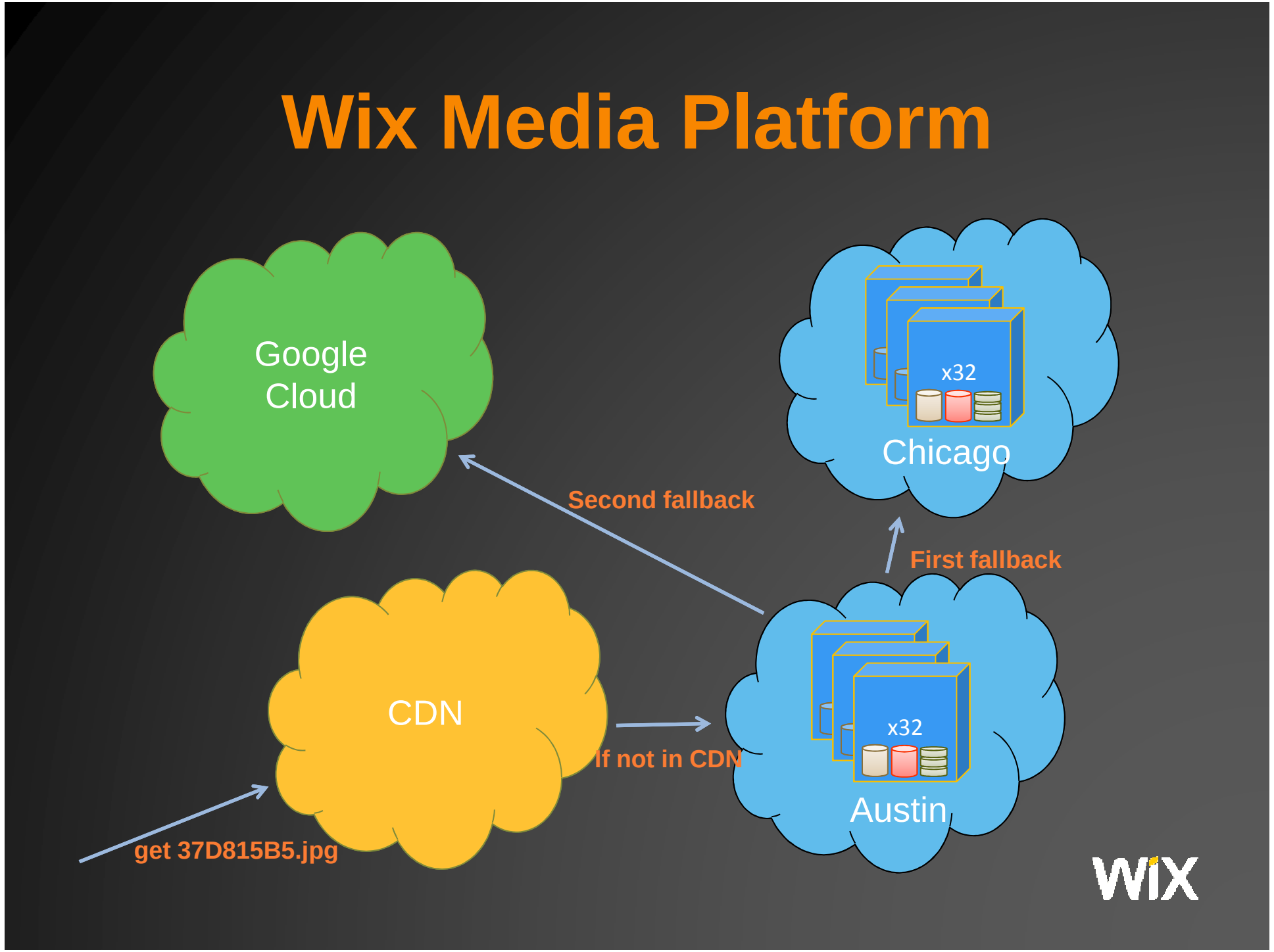
- 500 GByte of small files
  - Hit IO limitations
- Need scalable solution
  - Number of files
  - HTTP connections
- Image manipulations

WIX

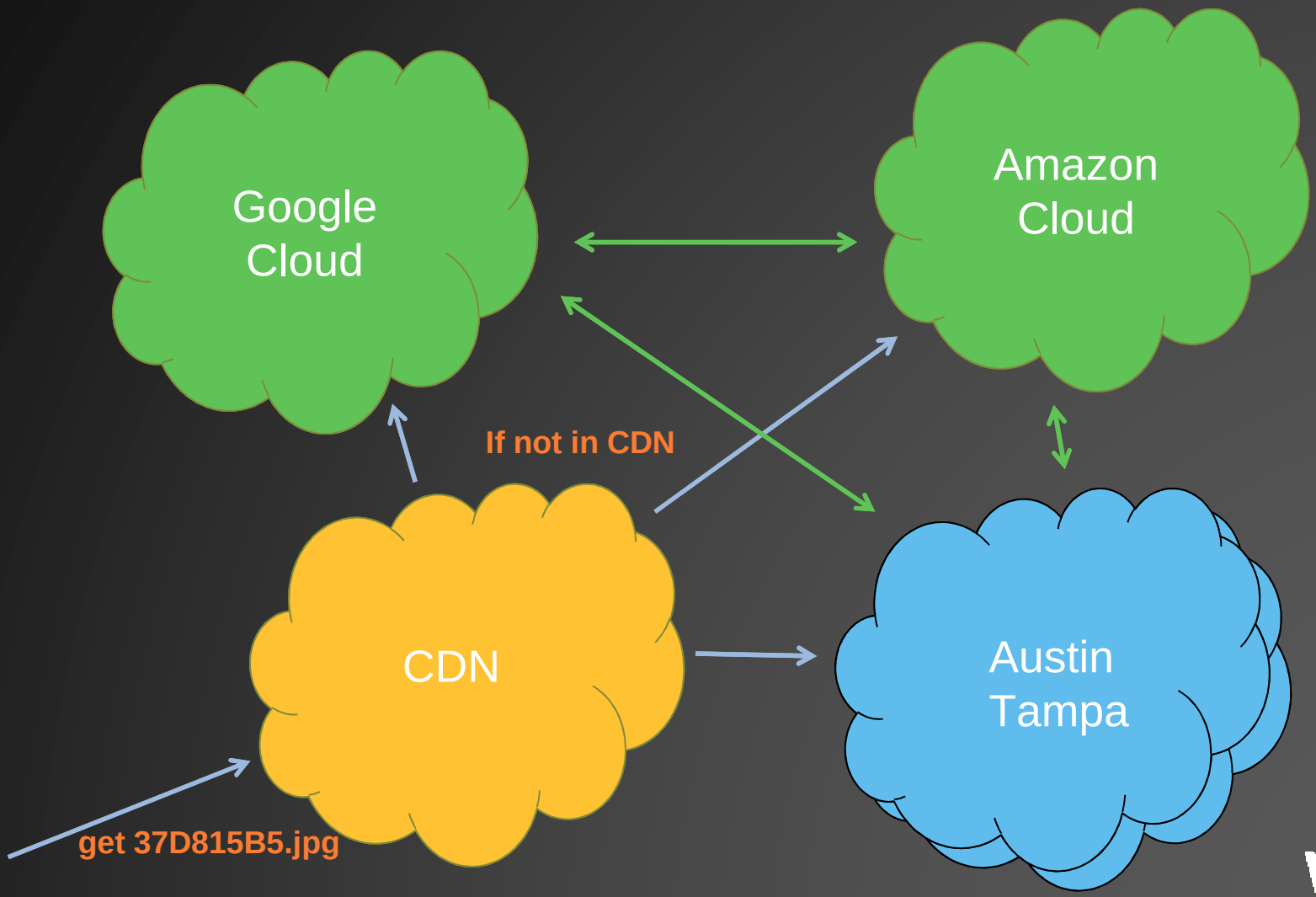
Wix Media Platform



Wix Media Platform



Wix Media Platform



WiX Media Platform beta

Documentation | Support | Upgrade | [redacted] sign out

- Home
- Media Manager
- Playground

Images | Audio | Video

Component:

- Image
- Gallery

Selected image

CRW_6876.jpg

Change image

Dimensions

Width 819

Height 280

Mode Fit

Resize algorithm Auto

JPEG

Quality 75

☑ Progressive

Sharpenning

Amount 0.2

Radius 0.5

Threshold



HTML

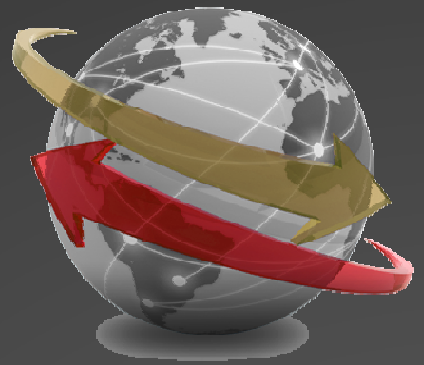
Put this into body tag

```
<img src="http://media.wixapps.net/wix-96fbece8-a8b0-4014-b8d4-bc58f
cf1886a/images/4d0f950ef8854e97aafc64e68a522223/v1/fit/w_819,h_280,q
_75,usm_0.5_0.2_0.0/CRW_6876.jpg" alt=""/>
```

WiX

CDN

- Use a CDN!



- Cache killer pattern
  - http://static.wix.com/client/**1.3.2**/css/viewer.css

WIX

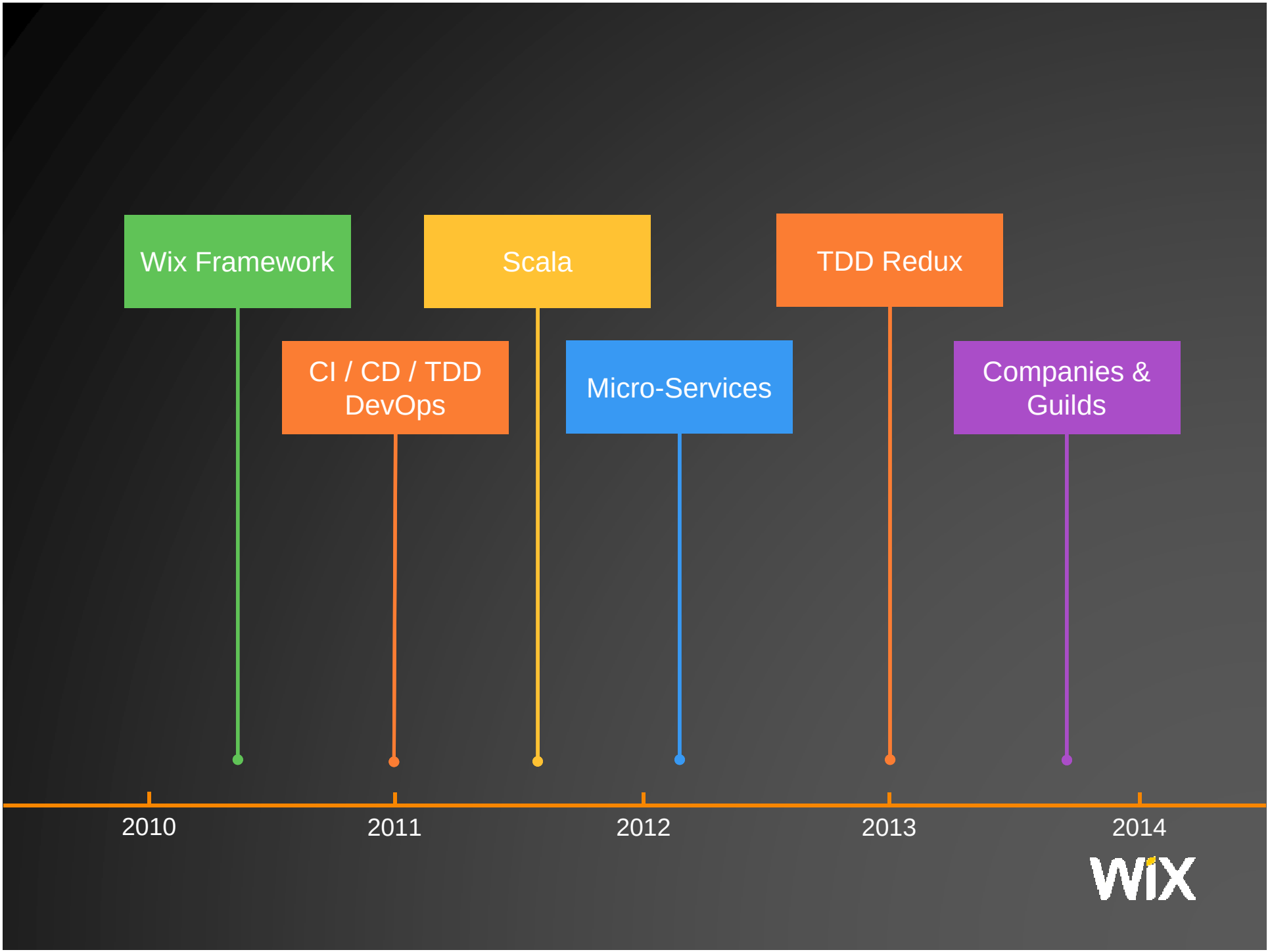
Development Velocity - 2010

- Large and entangled codebase
- Hard feature rollout

- While at the same time, the iPad was released

- We needed to enable Wix to move fast

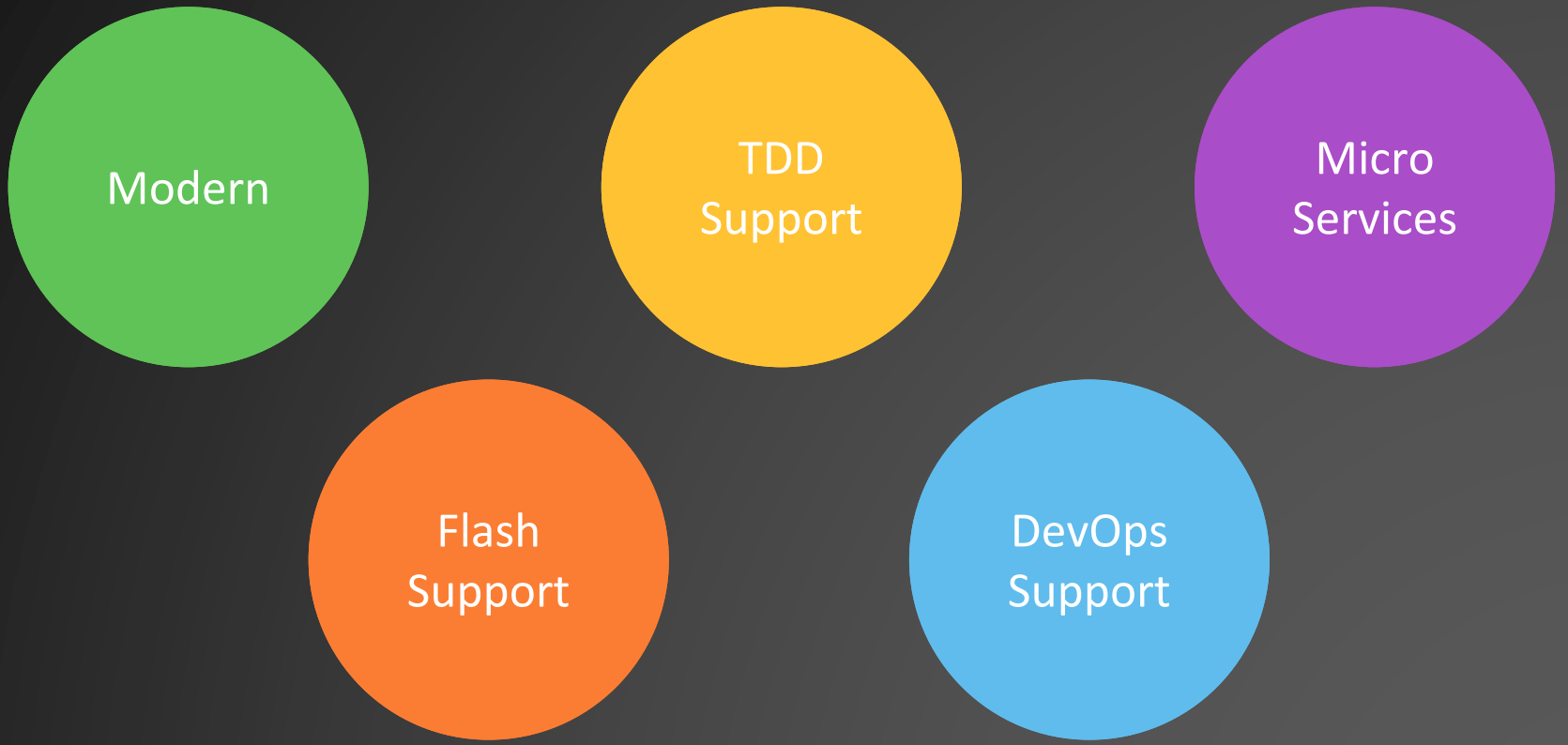
WIX


Wix Framework
Scala
TDD Redux
CI / CD / TDD
DevOps
Micro-Services
Companies &
Guilds
2010
2011
2012
2013
2014
WIX

People are the key



Wix Framework



WIX

Why CI / CD / TDD / DevOps?

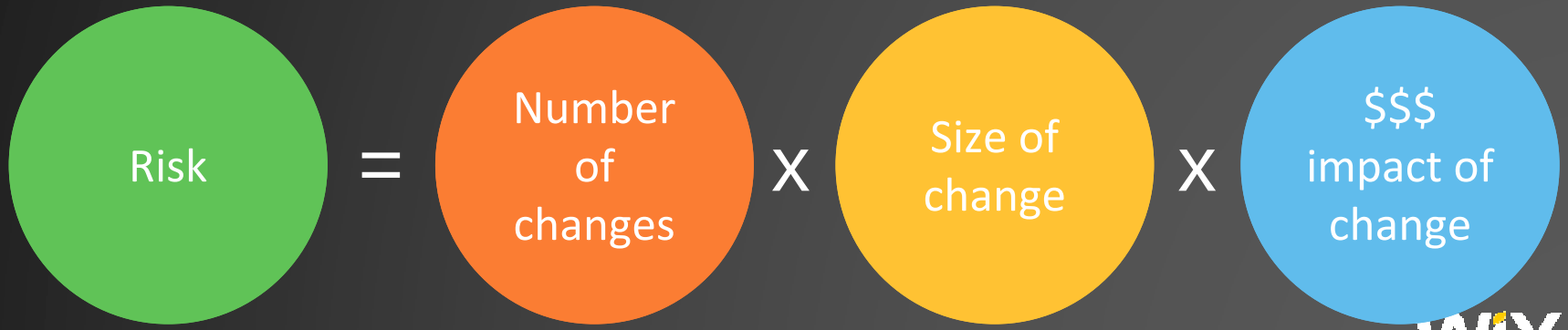
- Fear of change
- Low quality
- Slow product development
- 3 months from dev to GA



WIX

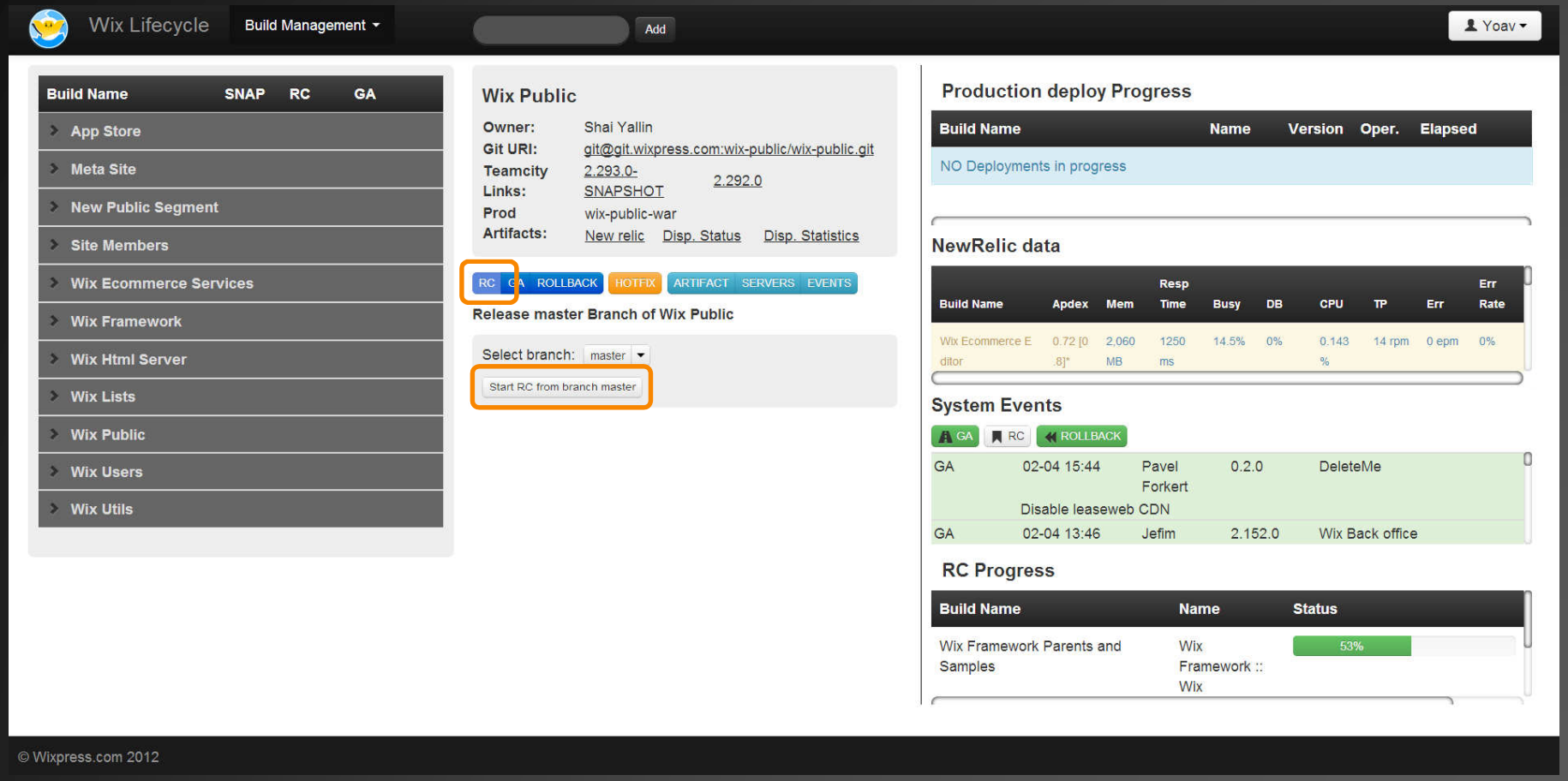
CI / CD / TDD / DevOps

- Small and fast changes
- Empower the developer
- Automate!!!
- Measure!!!



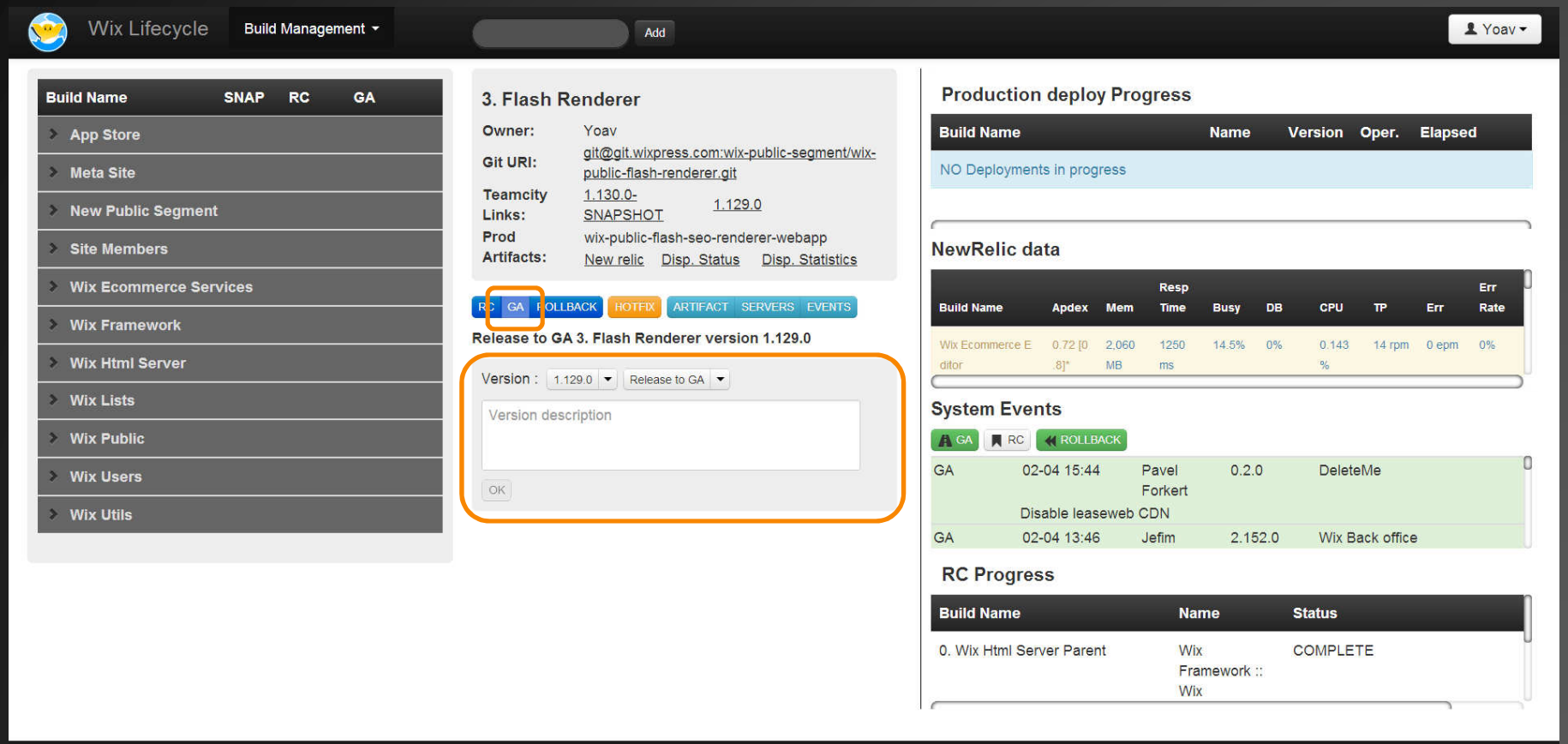
WIX

Prepare Release



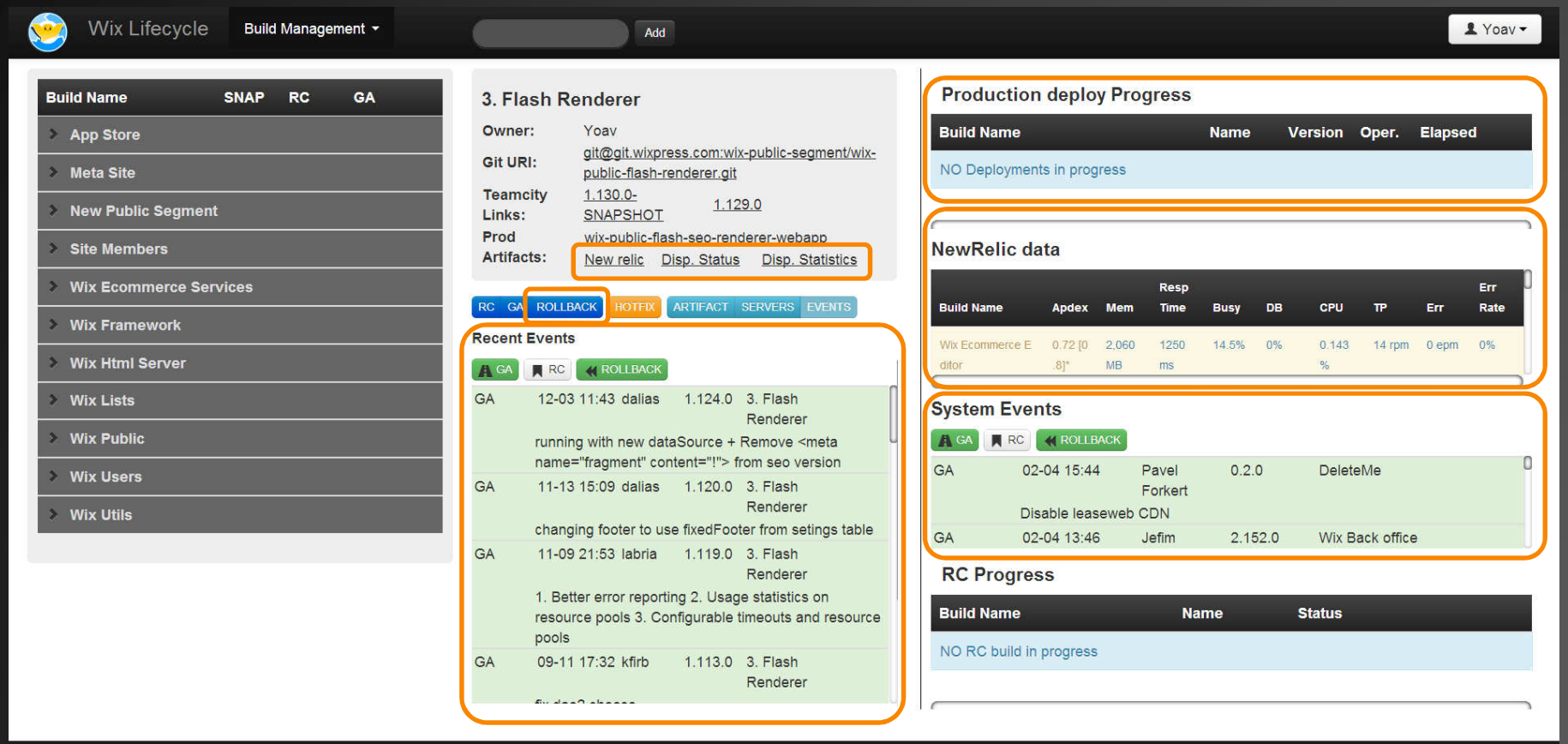
© Wixpress.com 2012

Deploy



© Wixpress.com 2012

Monitor



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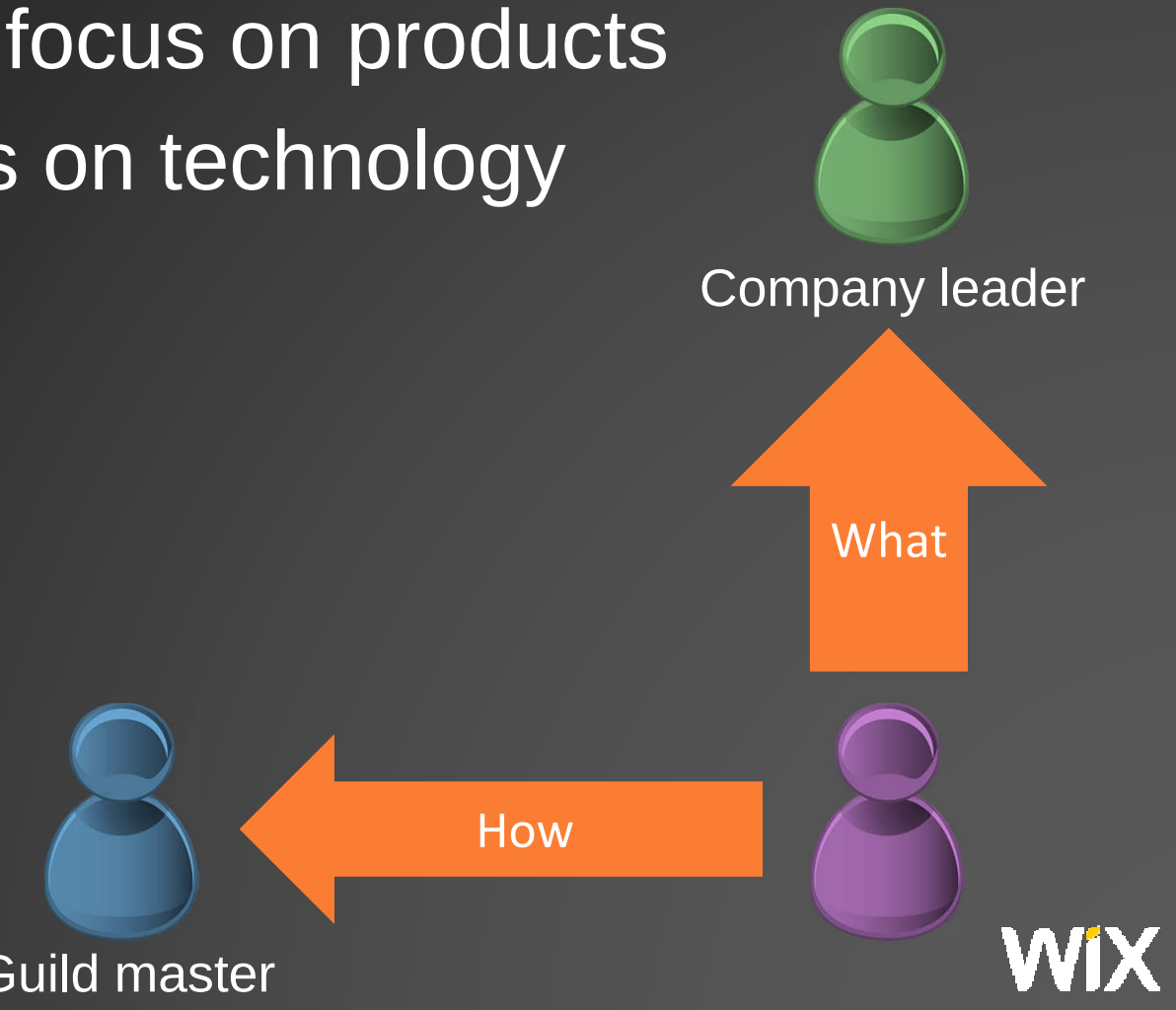
Micro-Services

- Over 100 micro-services at Wix
- Each service is a process
- Independent development & deployment
- Risk mitigation
- Increases % of network failures
- Back / Forward compatibility
- Size of a service – as large as the team

WIX

Companies & Guilds

- Companies focus on products
- Guilds focus on technology



Questions?

