



PHP in the Enterprise

Stories from the Front Line
Paul Reinheimer



Paul Reinheimer

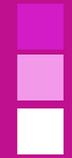
@preinheimer
firstname@preinheimer.com
<http://preinheimer.com>
<http://wonderproxy.com>



Mansef Group

"Enterprise" Stats

- ■ 70 Million Uniques/Day
- ■ Four Major Properties from "tube" sites to dating



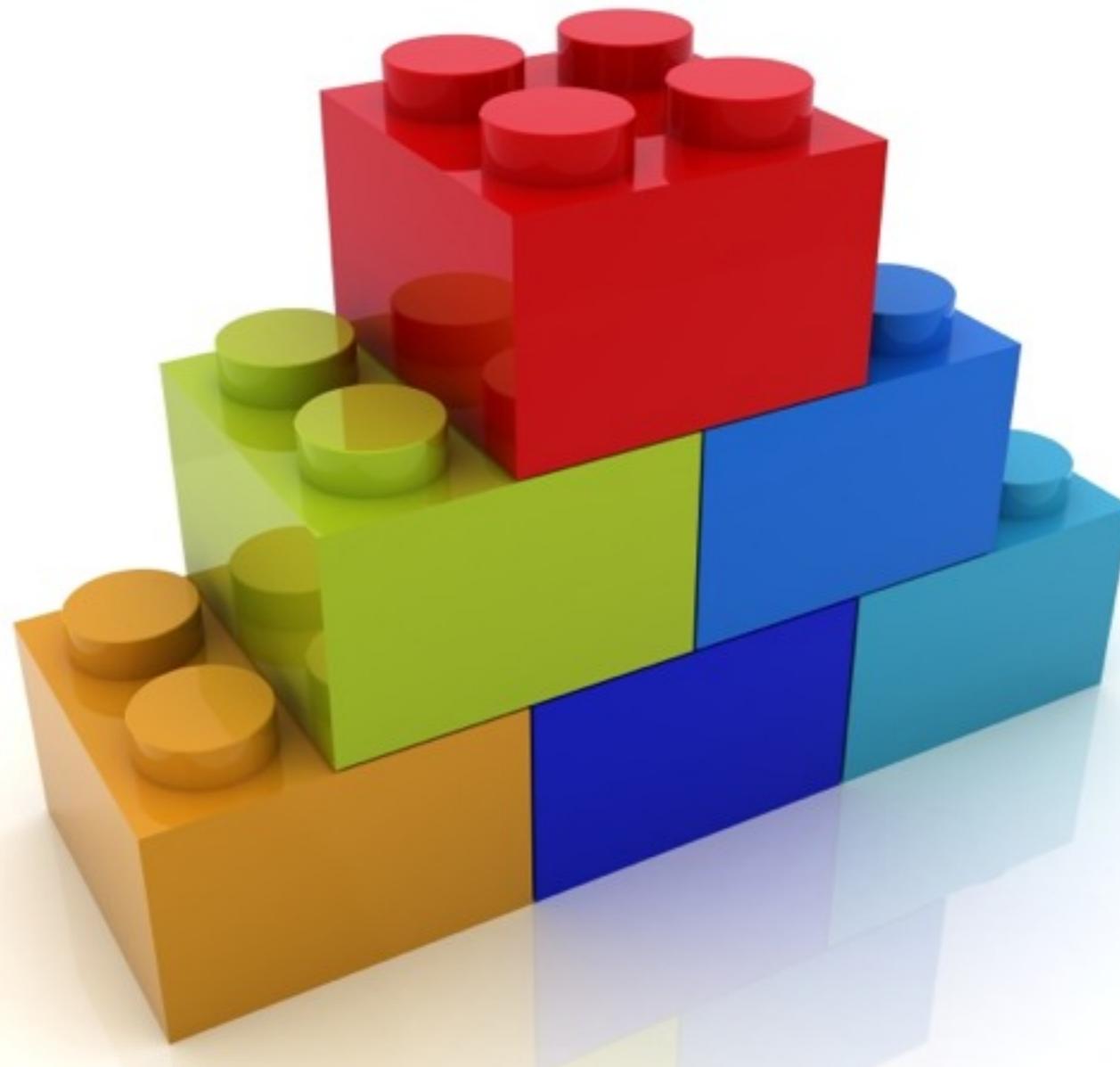


Topics

- ■ Memcached
- ■ Sphinx
- ■ GeolP
- ■ Gomez vs Other
- ■ Frontend Performance
- ■ HipHop
- ■ MySQL
- ■ Circonus
- ■ Mobile Content Protection

Using PHP









Memcached

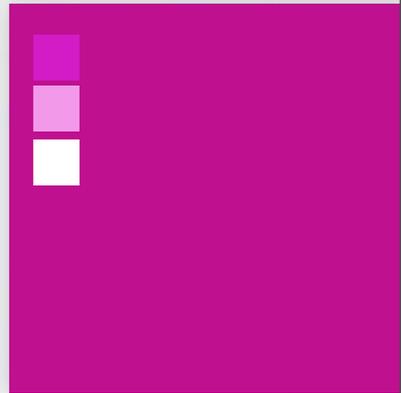
- ■ Data Federation
- ■ Slabs, stores, promises
- ■ Serializer

Promises



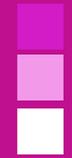
Promises

memcached doesn't lie, it just doesn't
make promises



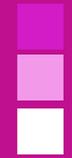
Promises

it makes **a** promise



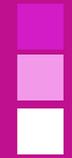
Promises

data will no longer be available after it expires



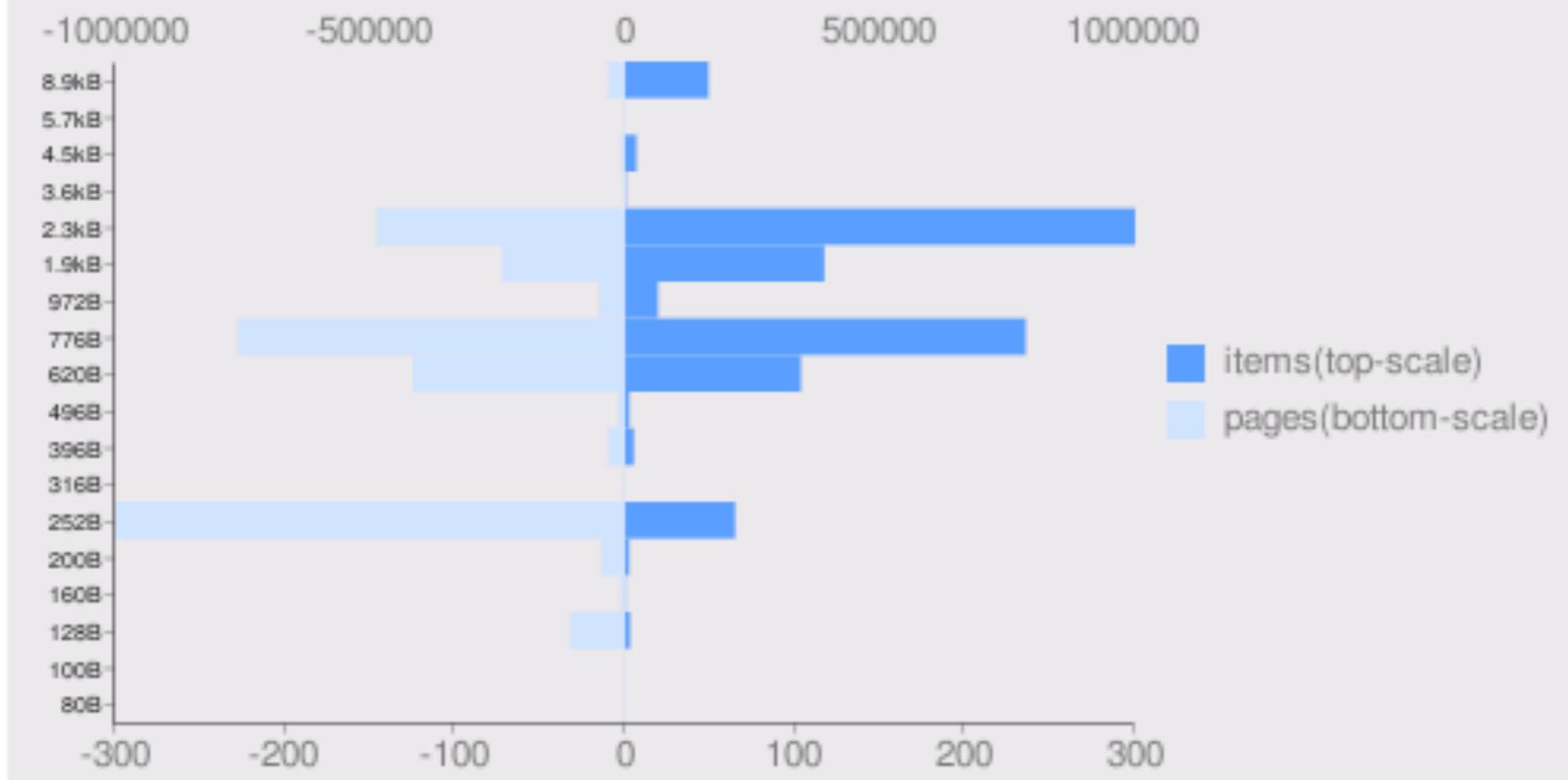
Promises

- ■ When memcached doesn't have the information you need, get it elsewhere.
- ■ Use a read-through caching callback or put it in your caching object.
- ■ memcached is allowed to lose data!



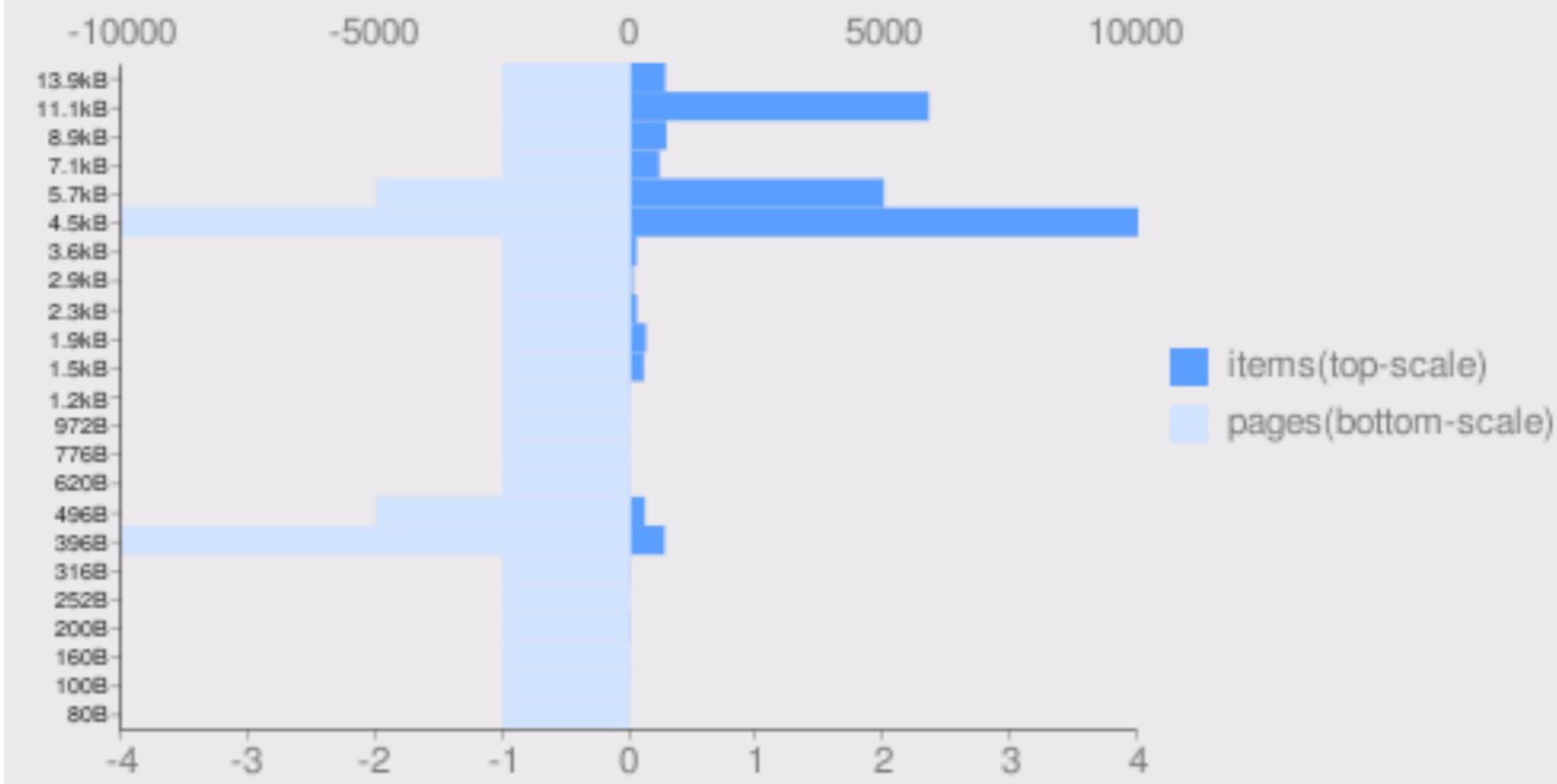
widowmaker.swiftwill.com - memcached_slabs-35827

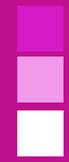
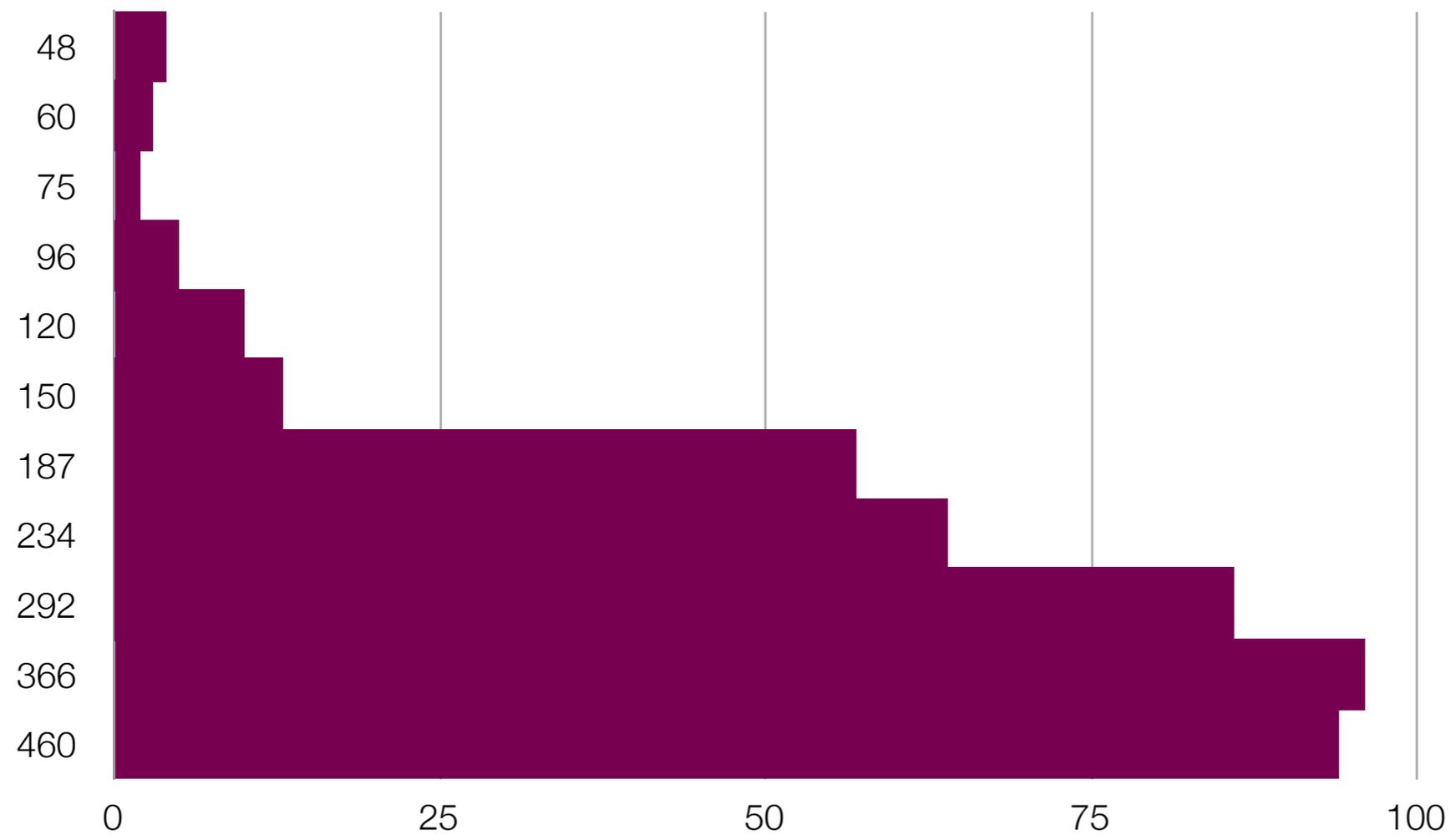
Realtime Memcache Slabs Graph

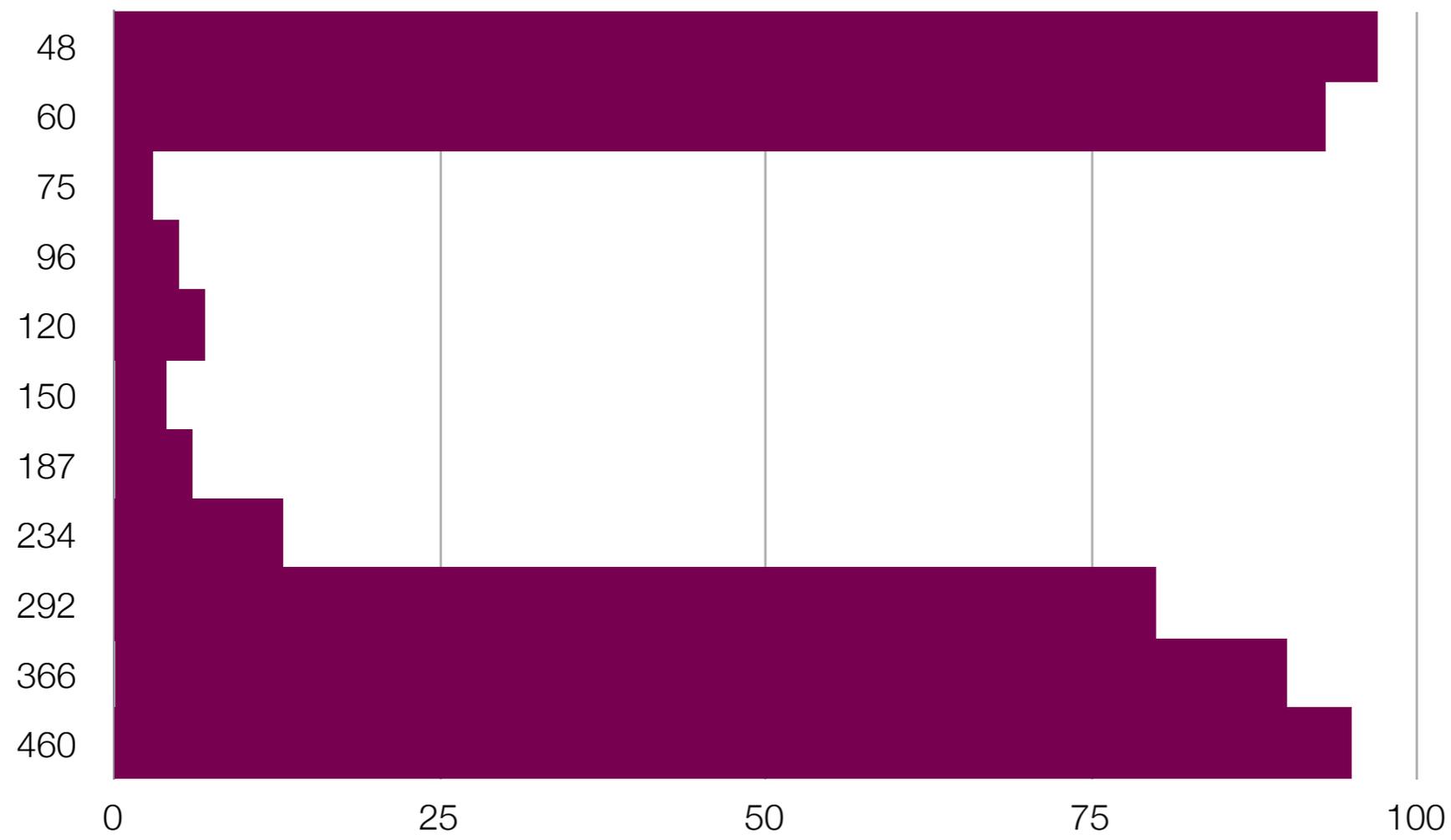


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Realtime Memcache Slabs Graph









Sphinx

- ■ There's another talk, it's good

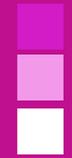


GeoIP

- ■ Big Deal for us
 - ■ Price selection
 - ■ Billing Cascades
 - ■ Internal and External systems
 - ■ QA Nightmare

Challenge

Aid appropriate teams to make dealing with GeolP as trivial as possible without affecting workflow

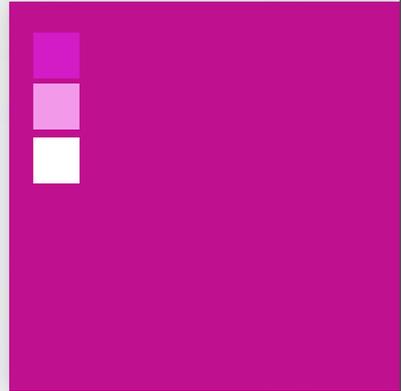


Problem - Proxies Suck

Slow

**Buy
Now**

Problem - Web Proxies Suck



Solution

Find a real Proxy Service



Solution

Create a real Proxy Service



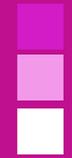


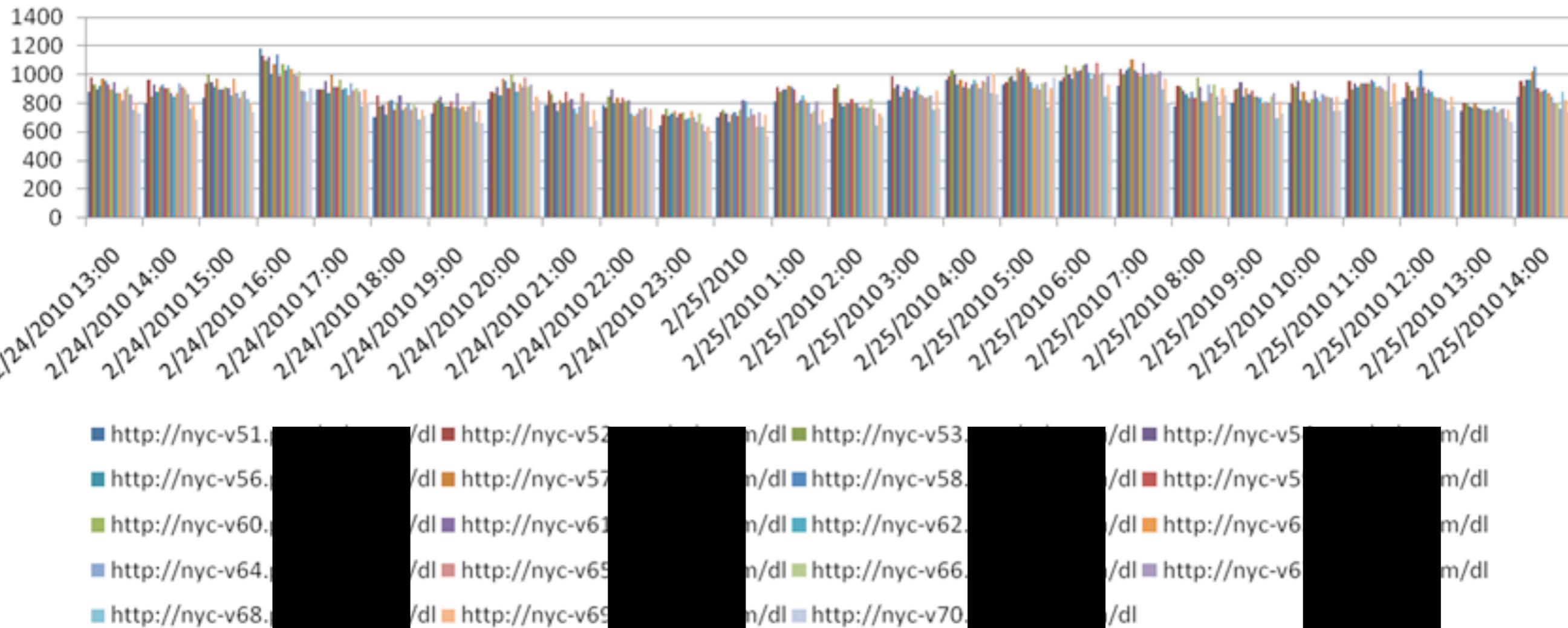
Gomez vs Other?

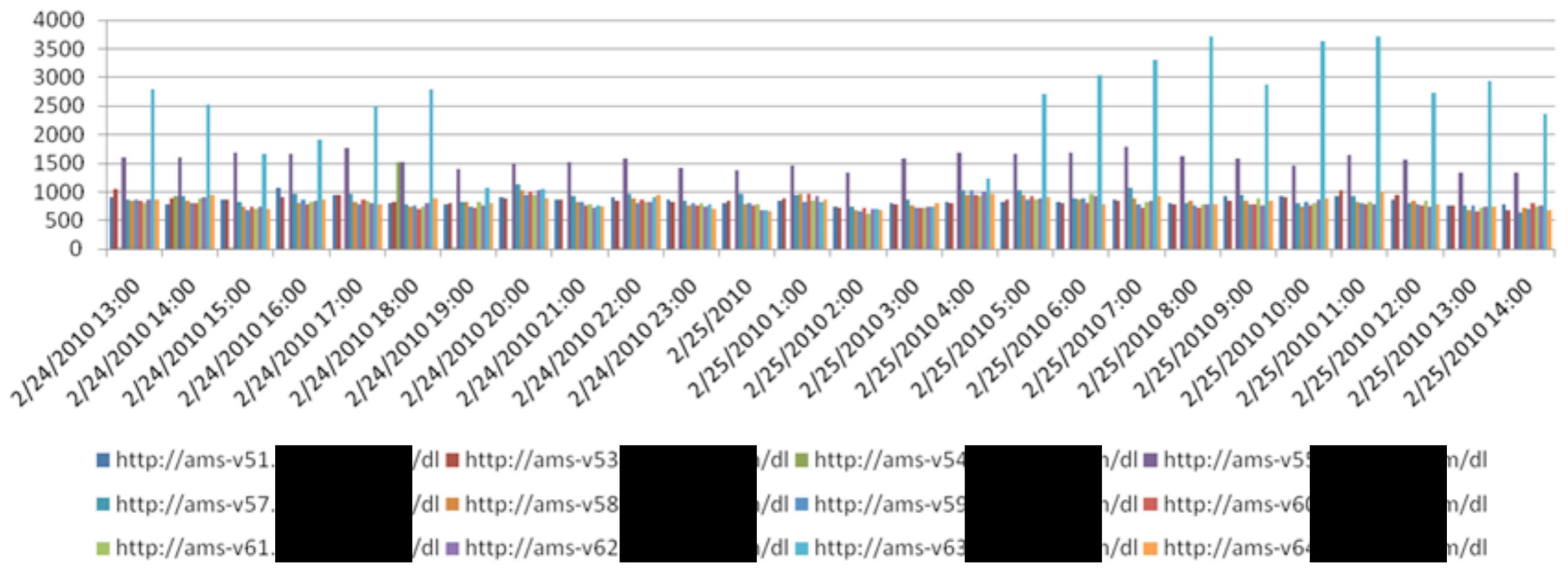
- ■ Download performance from clients
- ■ Use google for **real** client data
- ■ Find bottlenecks

Methodology

- Generate an exact 10KB file
- Place it on all PH web servers
- Place it on the CDN
- Place it on all media servers (NY and NL)
- Write a test script to runs on 0.1% of requests
- Report the time it takes to load that image (in ms) from each server







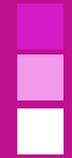


Frontend Performance

- ■ YSlow
- ■ Website Optimizer
- ■ CSS Sprites
- ■ Request Minimization & Compression

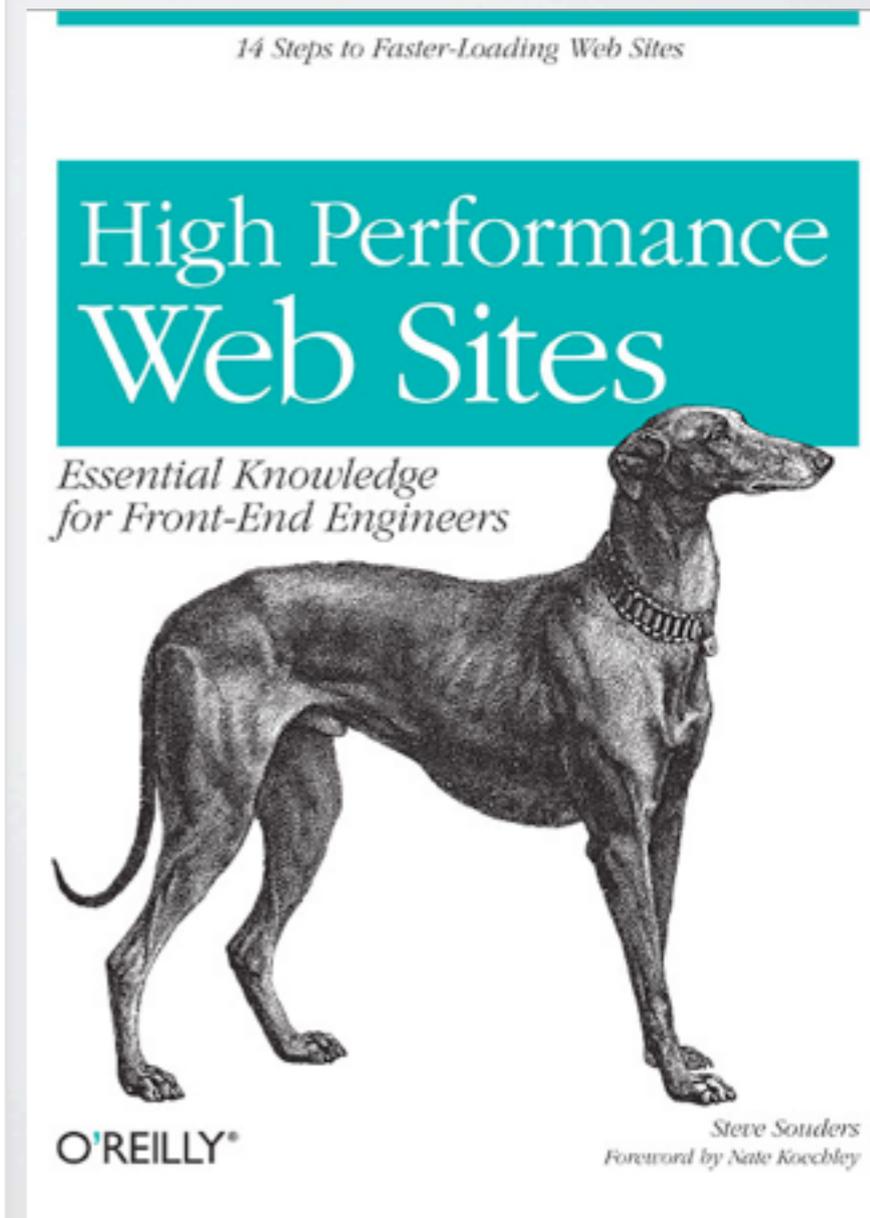
Mandate

- ■ Increase sales
 - ■ Decreasing page load time
- ■ Don't interfere with current work flow
- ■ Leave infrastructure behind for trivial future use



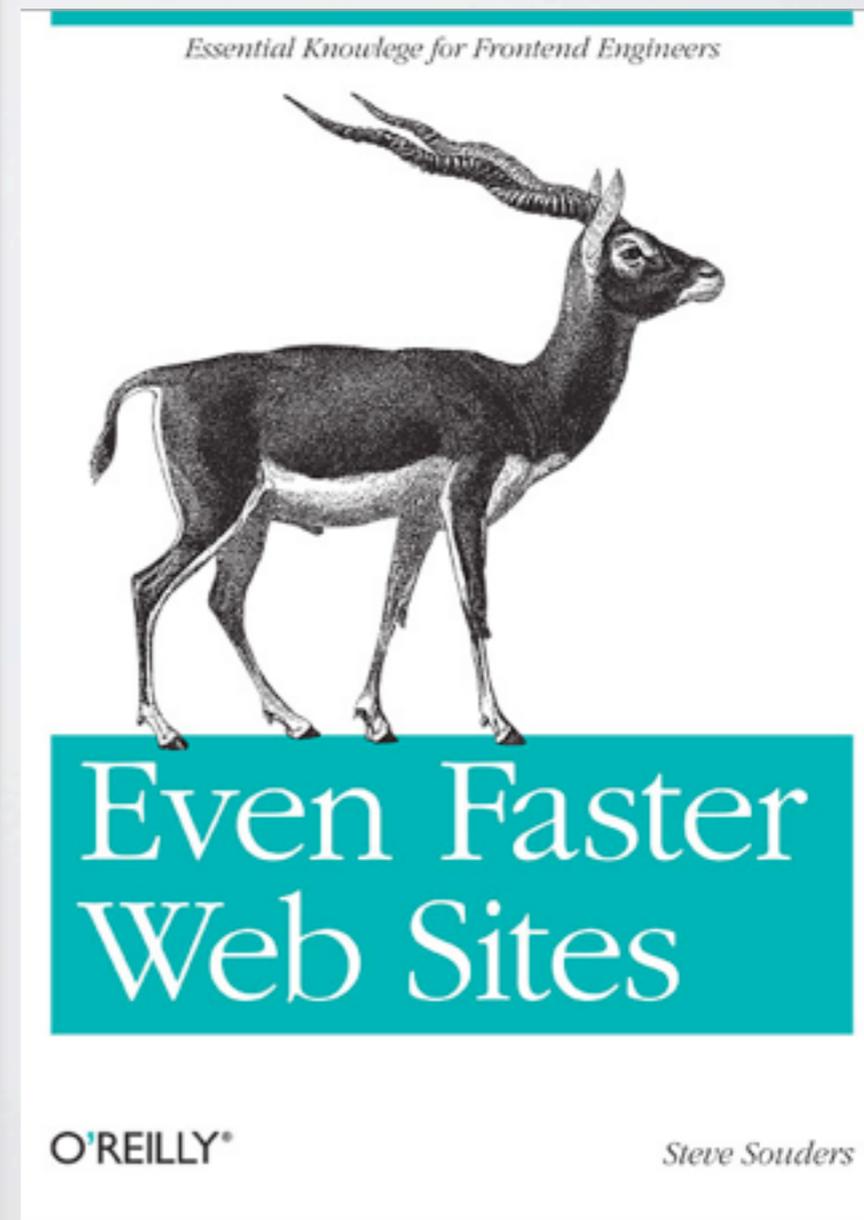


Read





Read Moar



Stats



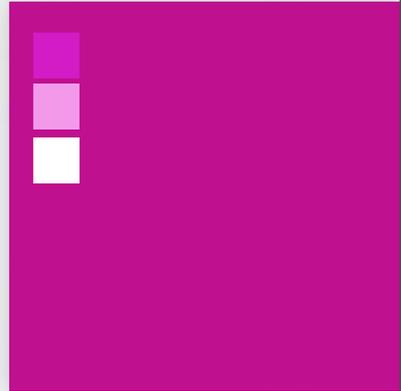
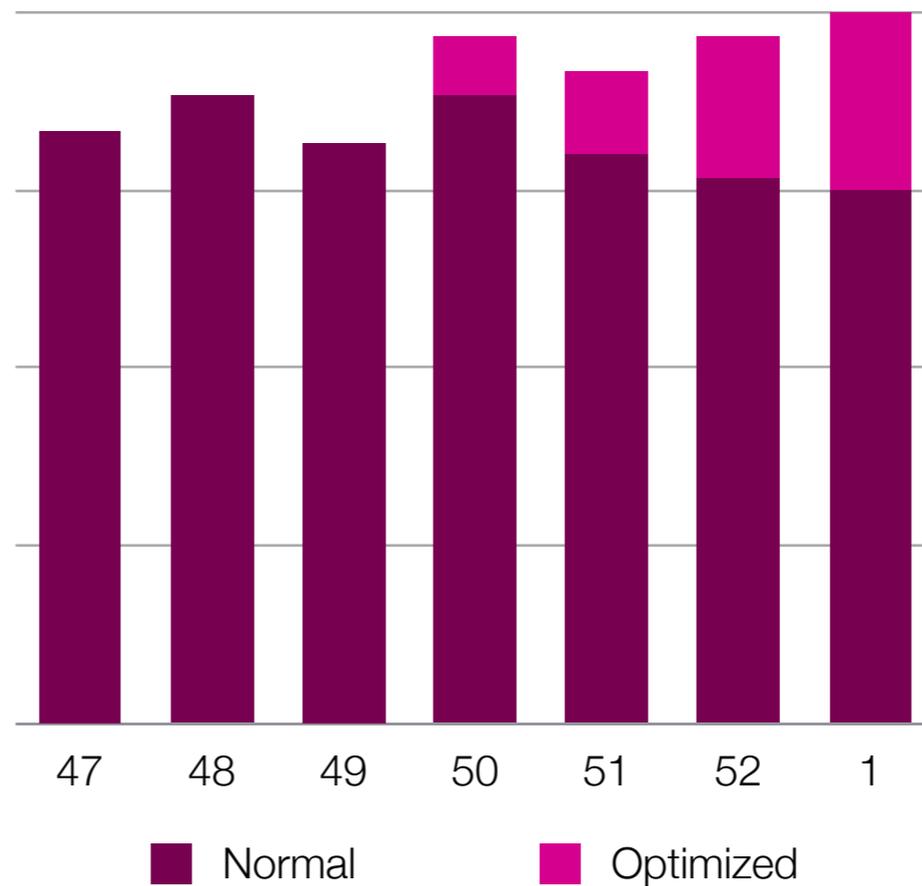
Stats



Stats

10-20% Increase in Sales

40% Decrease in Bounce Rate







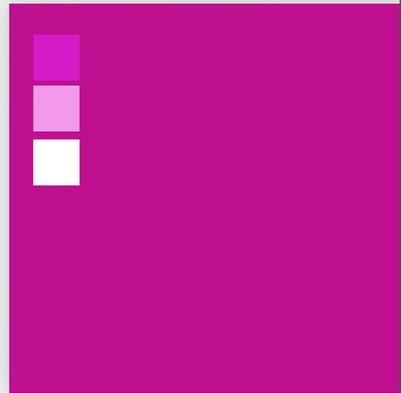
HipHop for PHP

- ■ Twice as fast
- ■ Not yet using it in production



MySQL

Data Federation



Data Federation - Functional Partitions



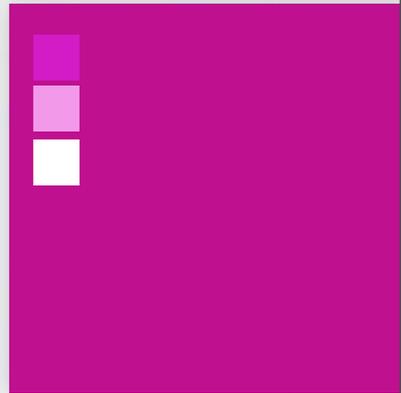
Users



Content



Website



Data Federation - Functional Partitions



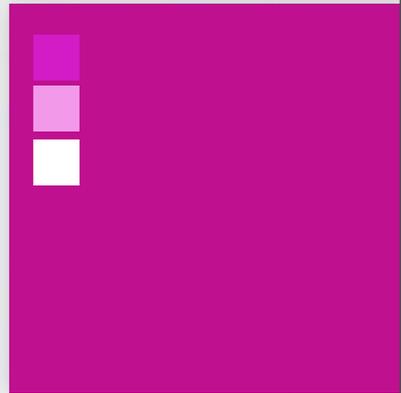
Users



Content



Website





Circonus

- ■ Systems Monitoring Demo

Mobile Content Protection



Challenge

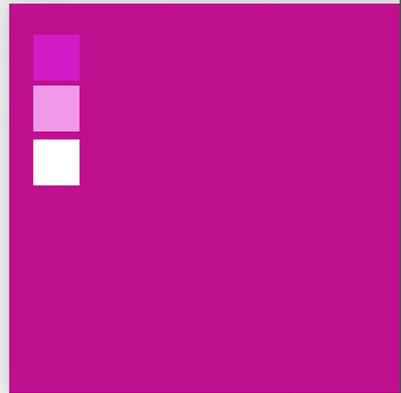
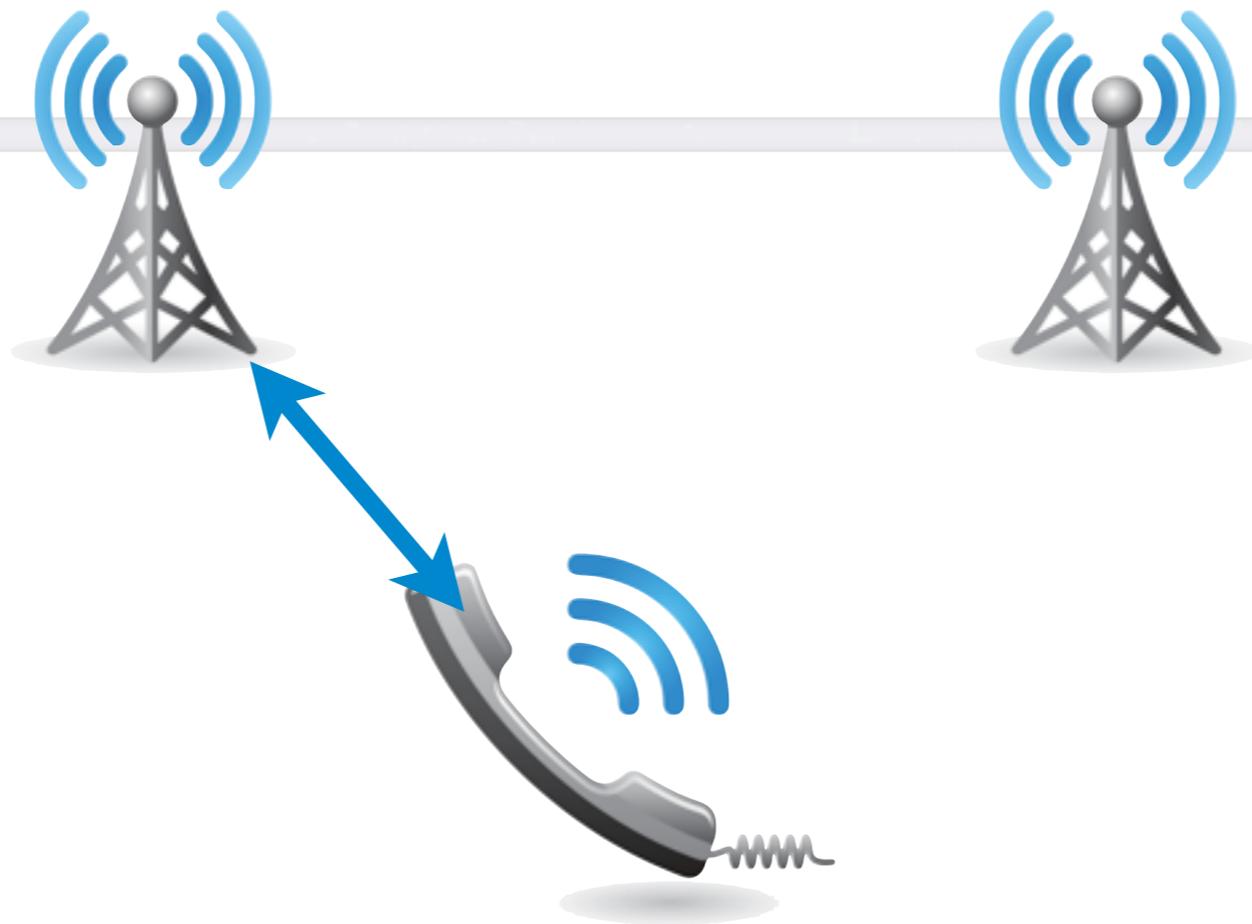


```
$key = magicSauce($ip);
```

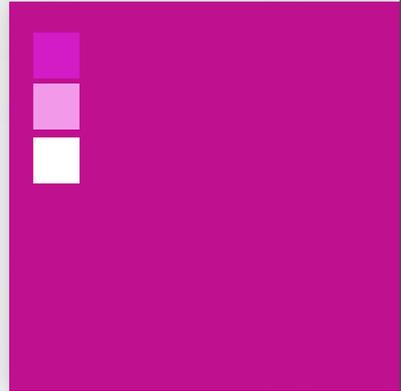
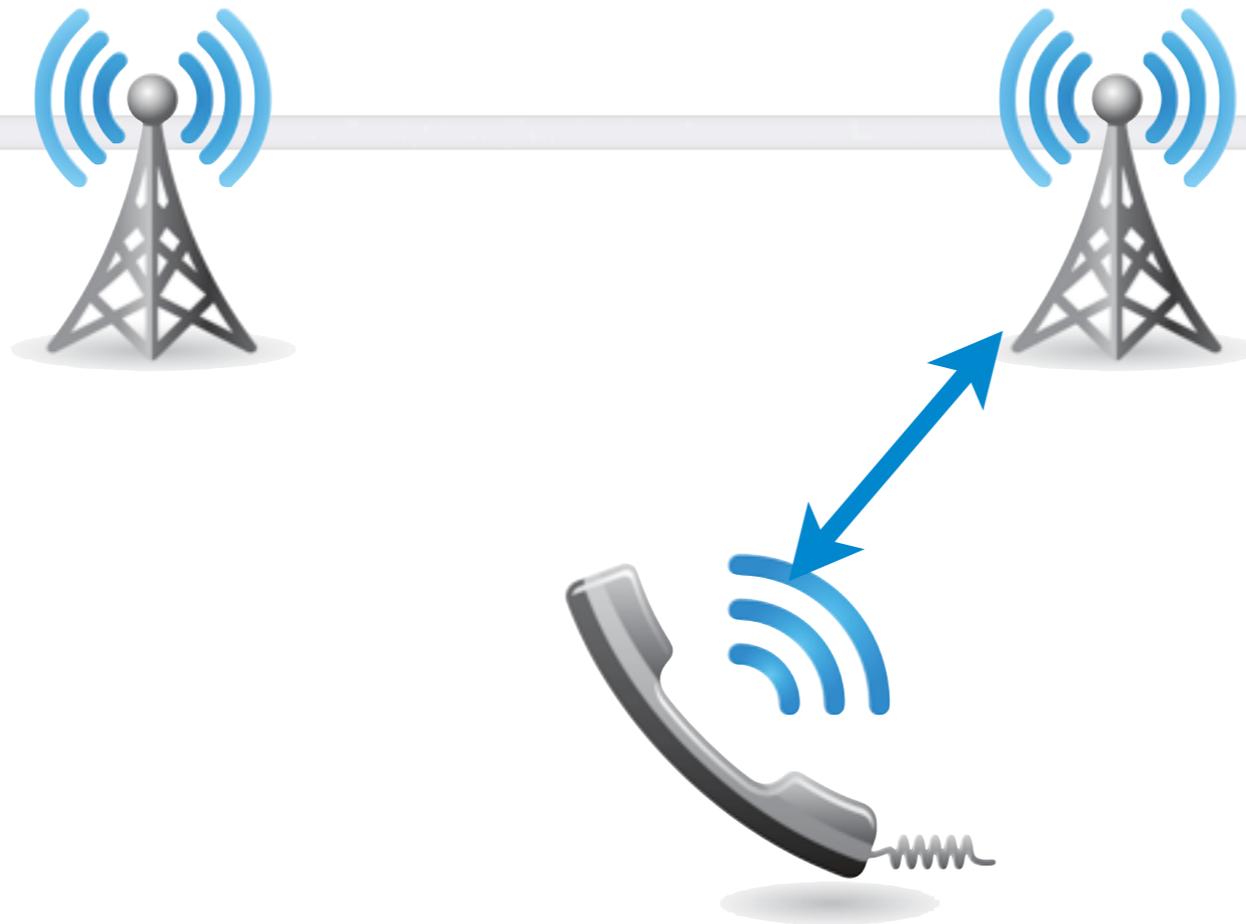
Problem



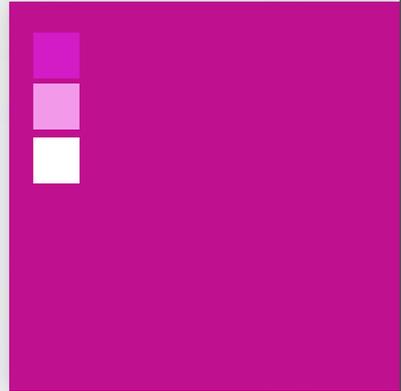
Problem



Problem



Problem



Problem



Solution

```
$session['ip'] = $_SERVER  
  ['REMOTE_ADDR'];
```



```
if ( $SERVER[ 'REMOTE_ADDR' ] ) !=
$session[ 'ip' ] )
{
    $key = magicSauce( FALSE );
} else
{
    $session[ 'ip' ] = $_SERVER
    [ 'REMOTE_ADDR' ];
}
```





Thank You

■ ■ We're Hiring!

- ■ Intermediate & Senior front end integrators
- ■ Intermediate & Senior back end (PHP) developers