

Designing for Success: Just In Case...



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The Many Faces of Quality

- Internal Architecture
- Hardware Selection & Infrastructure
- User Interface
- Time to Market
- Infrastructure Management
- Responsiveness



Target Users?

- Special User Group
- General Internal
- External
- Mass Public (eek!)



The Glory of Frameworks

- Hibernate (Java)
- Qcodo (PHP)
- Ruby-on-Rails
- ...

- Other Rapid Development (RAD) trickery



Abstraction & Portability?

- Object Relational Mapping
- Dynamic Query Generators

- JDBC
- ODBC
- Database independence/portability in general



Focus

Your Self-Fulfilling Prophecy

- Future Scaling - Success?
- or Failure?
- Enough time later? Haha! Really... as Dr Phil says:

“What are you thinking !?”



Balance

- Rapid Development - is it worth it?
- Time to Market
- Architectural Shortcuts - won't you get stuck later?
- You could hire me to sort out the db end of the mess (as far as possible in an operational environment!)
But frankly, I much prefer to
 - a. Teach good practises - training days
 - b. Advise during architecture phase
 - c. Assist with tuning healthy infrastructure



Questions?



Thank you!

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