VIEWS FROM A START-UP

ALL ABOUT ME

Olly Headey

CTO and co-founder, FreeAgent

FREEAGENT

www.freeagent.com

ALL ABOUT ME

Super League Pro Rugby, 1996

ALL ABOUT ME

Serif 3D Plus 2, 1998

ALL ABOUT ME

95-106 CAPITAL FM
THE UK'S NO.1 HIT MUSIC STATION

aspect capital

ABC
Australian Broadcasting Corporation

RBS
The Royal Bank of Scotland Group

RBC

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THE BUSINESS OF SOFTWARE

THEN

NOW

NOW

@johnciancutti
John Ciancutti

Scary/cool: my car decided it needed service today, so it contacted my dealer, who emailed me the diagnostics and times when the can service

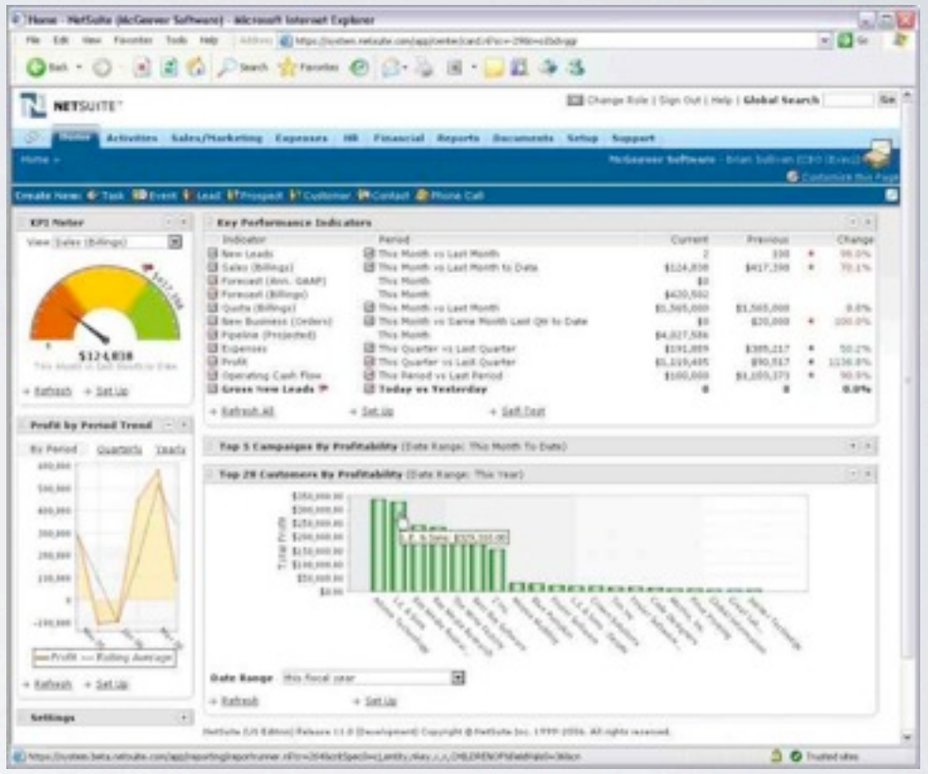
1 minute ago via web ☆ Favorite ↻ Retweet ↩ Reply

NOW

FREEAGENT

- Accounting/Finance
- Customer Service
- Engineering
- Marketing
- Business Development

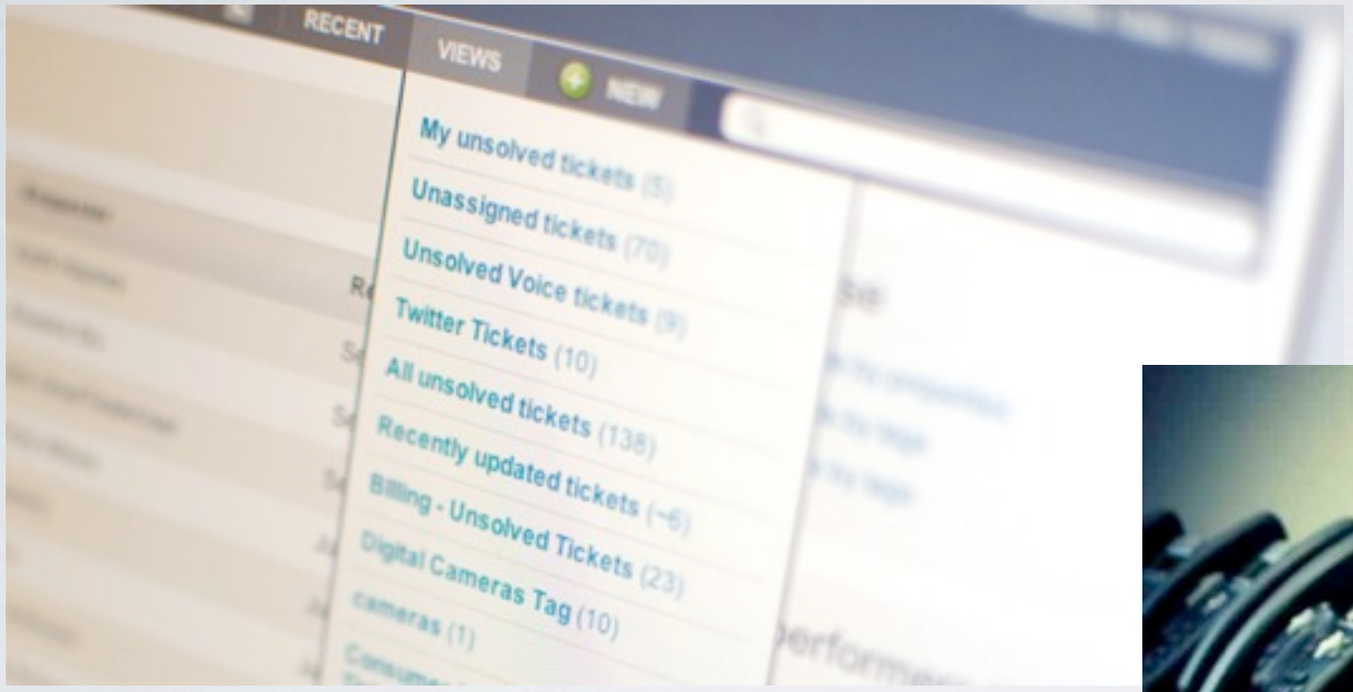
ACCOUNTING



FreeAgent (of course!)

NetSuite

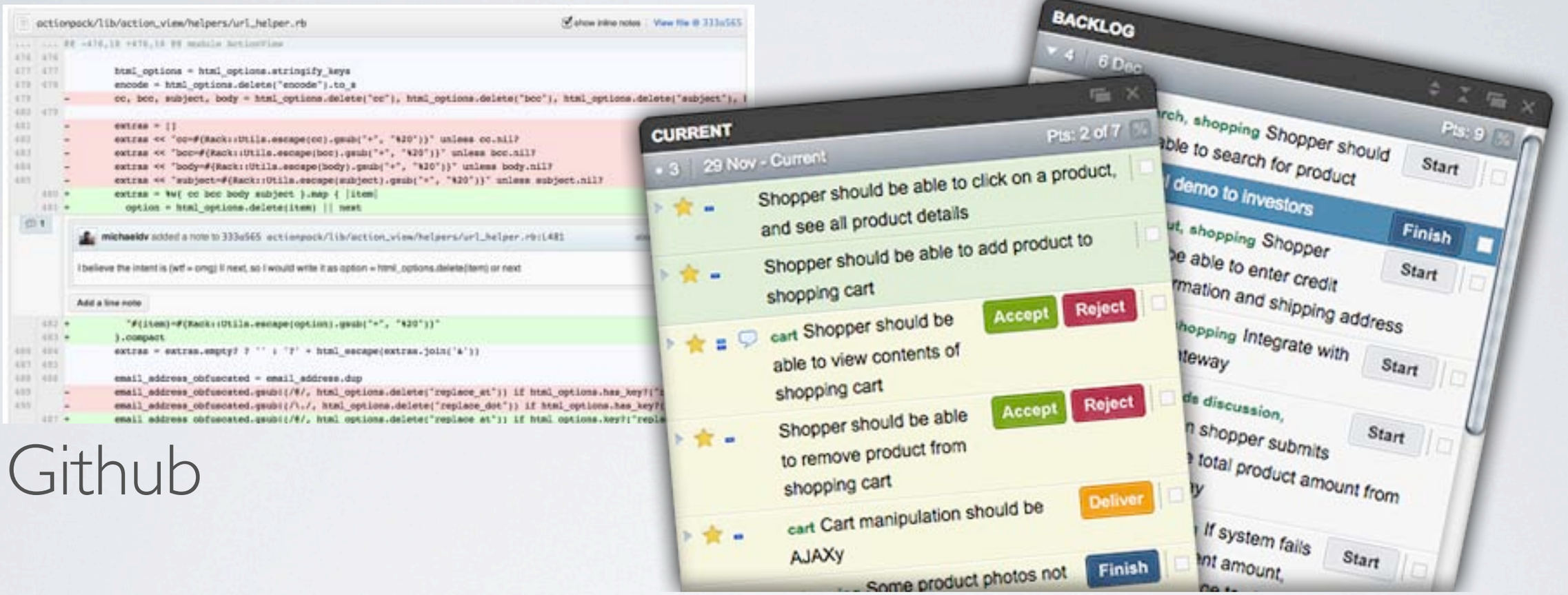
CUSTOMER SERVICE



Zendesk

VOIP phones

ENGINEERING



Github

Pivotal Tracker

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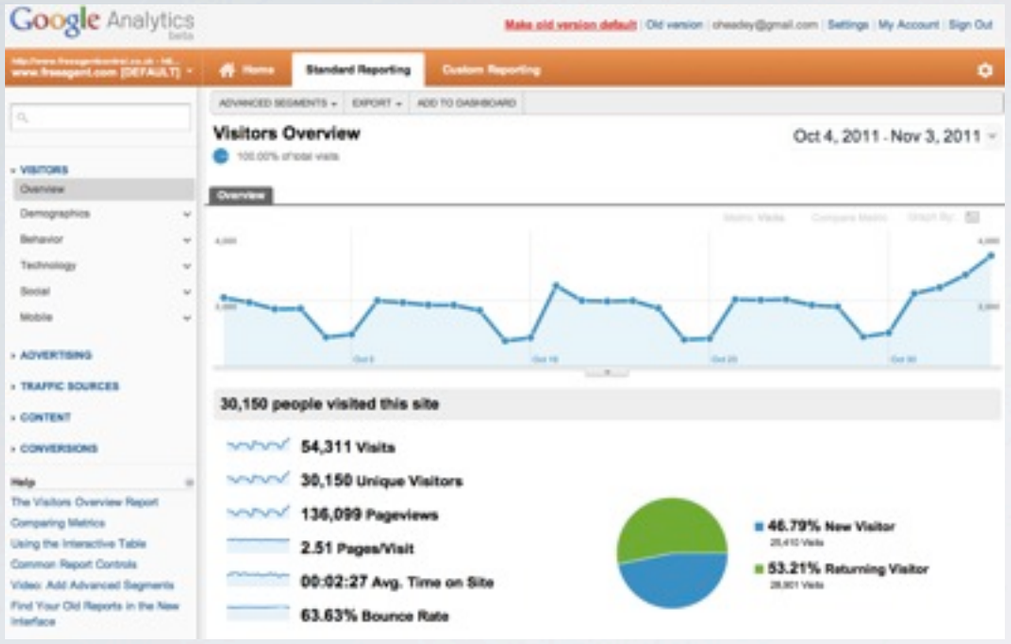
MARKETING / BIZDEV



Analytics

salesforce.com

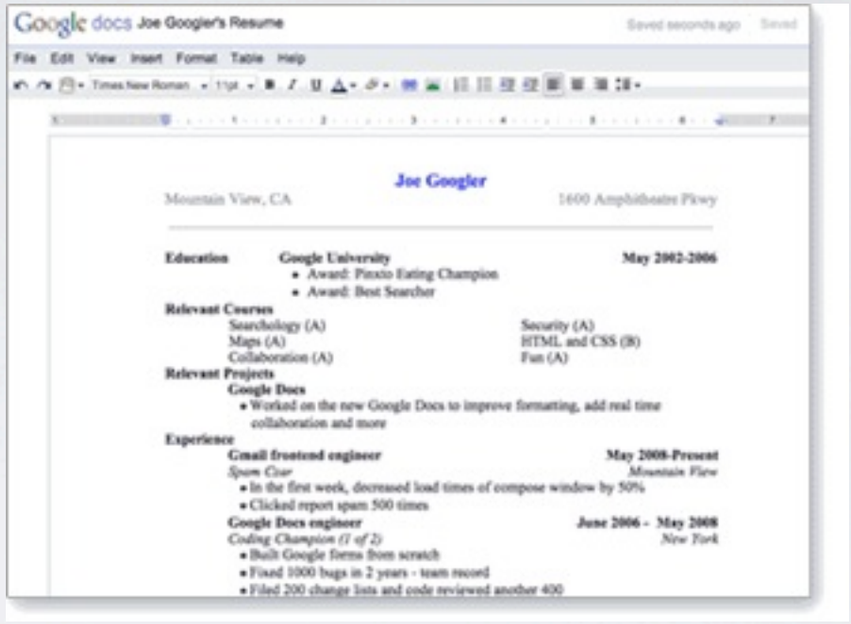
CRM

Social Media

freeAgent

EVERYONE!

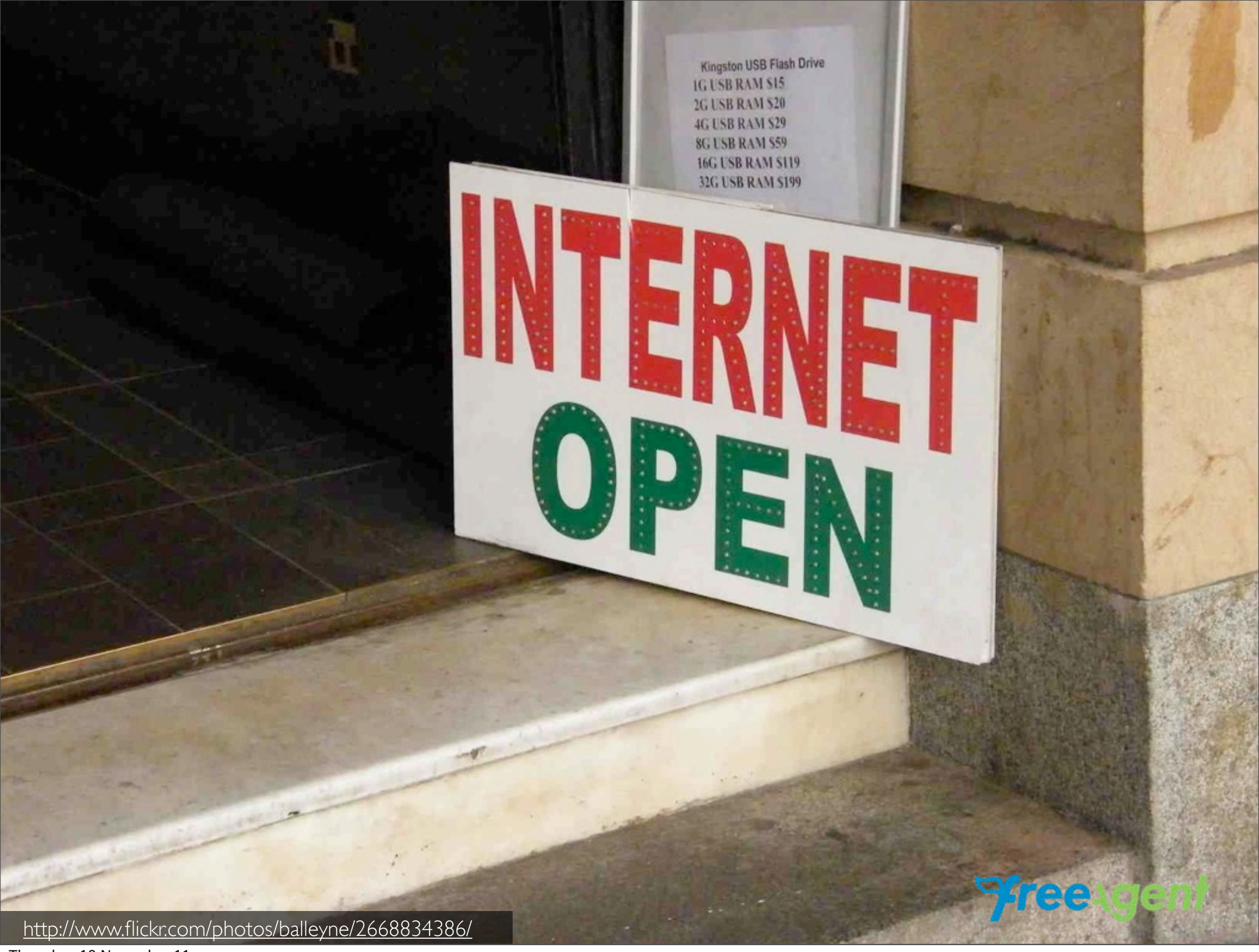
Video conferencing



Google Docs

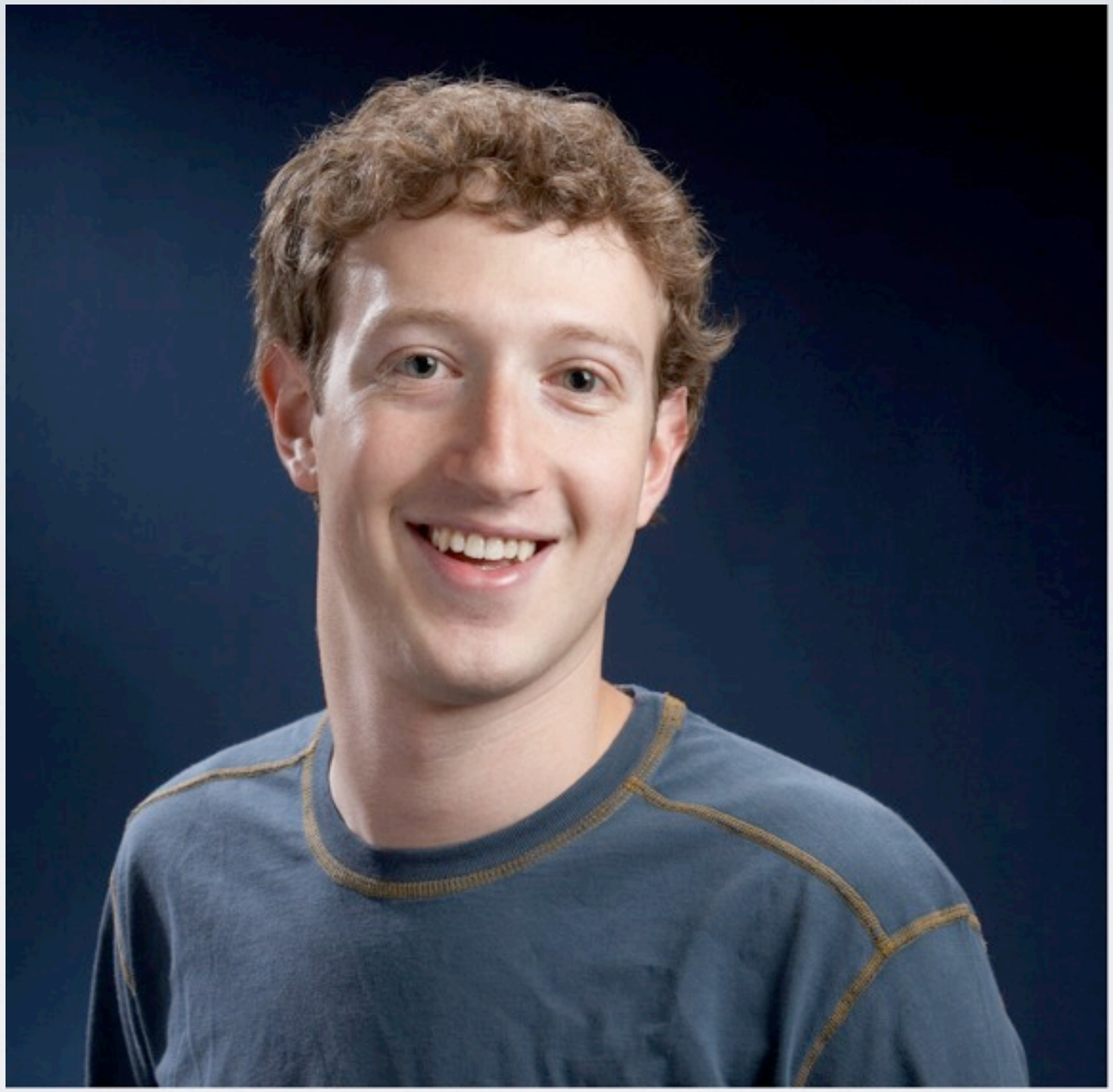
Hiring

Group chat


Kingston USB Flash Drive
1G USB RAM $15
2G USB RAM $20
4G USB RAM $29
8G USB RAM $59
16G USB RAM $119
32G USB RAM $199
INTERNET
OPEN
http://www.flickr.com/photos/balleyne/2668834386/

THE BUSINESS OF SOFTWARE

This is **really exciting**!



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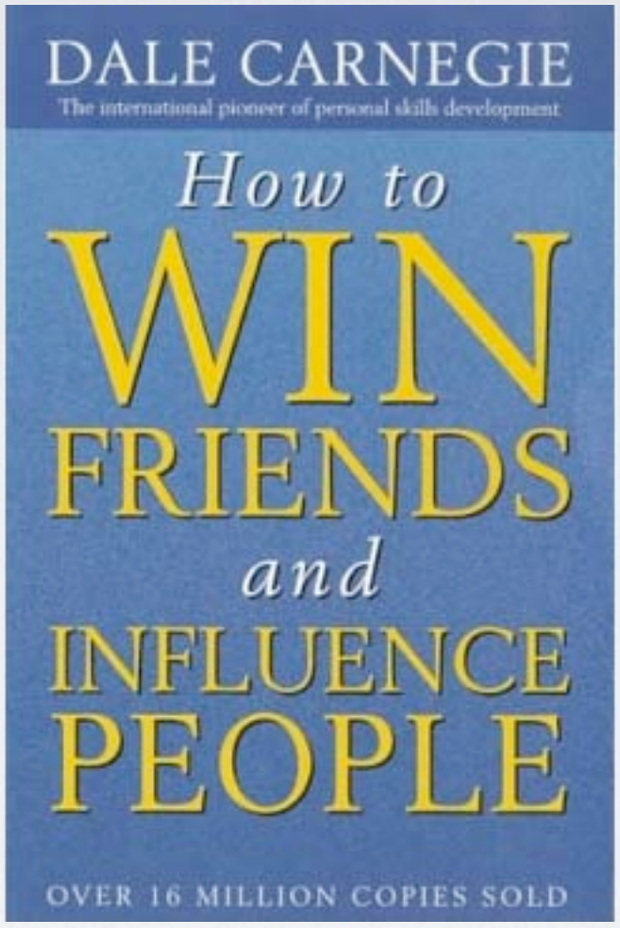
SUMMARY

- Software is everywhere
- Software will continue to be everywhere
- Incredibly low barrier to entry
- Working for yourself is cool

LESSONS LEARNED

Human Factors

1. Communicate



2. Win friends and influence people

3. Be a team player

4. What's the worst that can happen?

5. Think about the future

6. Enjoy it

LESSONS LEARNED

Software Development

1. Solid Foundations

2. Continuous learning

3. Less is more

KISS principle

"Keep it simple, stupid!"

Pareto principle

You Ain't Gonna Need it (YAGNI)

4. Always test first

5. The ninety nine rule

PRINCIPLES

"The first 90 percent of the code accounts for the first 90 percent of the development time. The remaining 10 percent of the code accounts for the other 90 percent of the development time."

- Tom Cargill, Bell Labs

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6. Interview Advice

REAL-WORLD SOFTWARE DELIVERY

Agile Style

FREEAGENT ENGINEERING

- CTO (hello)
- Product Director
- 8 engineers
- Interaction designer x2

RESPONSIBILITIES

- Developing new **features**
- Tracking and fixing **bugs**
- Improving app **performance**
- Building and maintaining app **infrastructure**
- **Scaling** the application
- **Monitoring**
- Dev/Tech **Support**

PROCESS

- Agile software development
- Collaborative, incremental, flexible

"**Individuals and interactions** over processes and tools
Working software over comprehensive documentation
Customer collaboration over contract negotiation
Responding to change over following a plan"

- The Agile Manifesto, 2001

FUNCTIONAL SPECS

Allow users to send HTML Emails for invoices and estimates

Champion: RL

Story

2	As a FreeAgent user I'd like to be able to use selected, whitelisted HTML tags in my emails, and have a plain text version automatically generated so I can send html emails for my invoices and estimates
3	So that I can enhance emails that I send through FreeAgent As a FreeAgent user I would like the option of using a WYSIWYG editor to compose my emails, and for that editor to produce both HTML and plain-text variants for sending to my clients

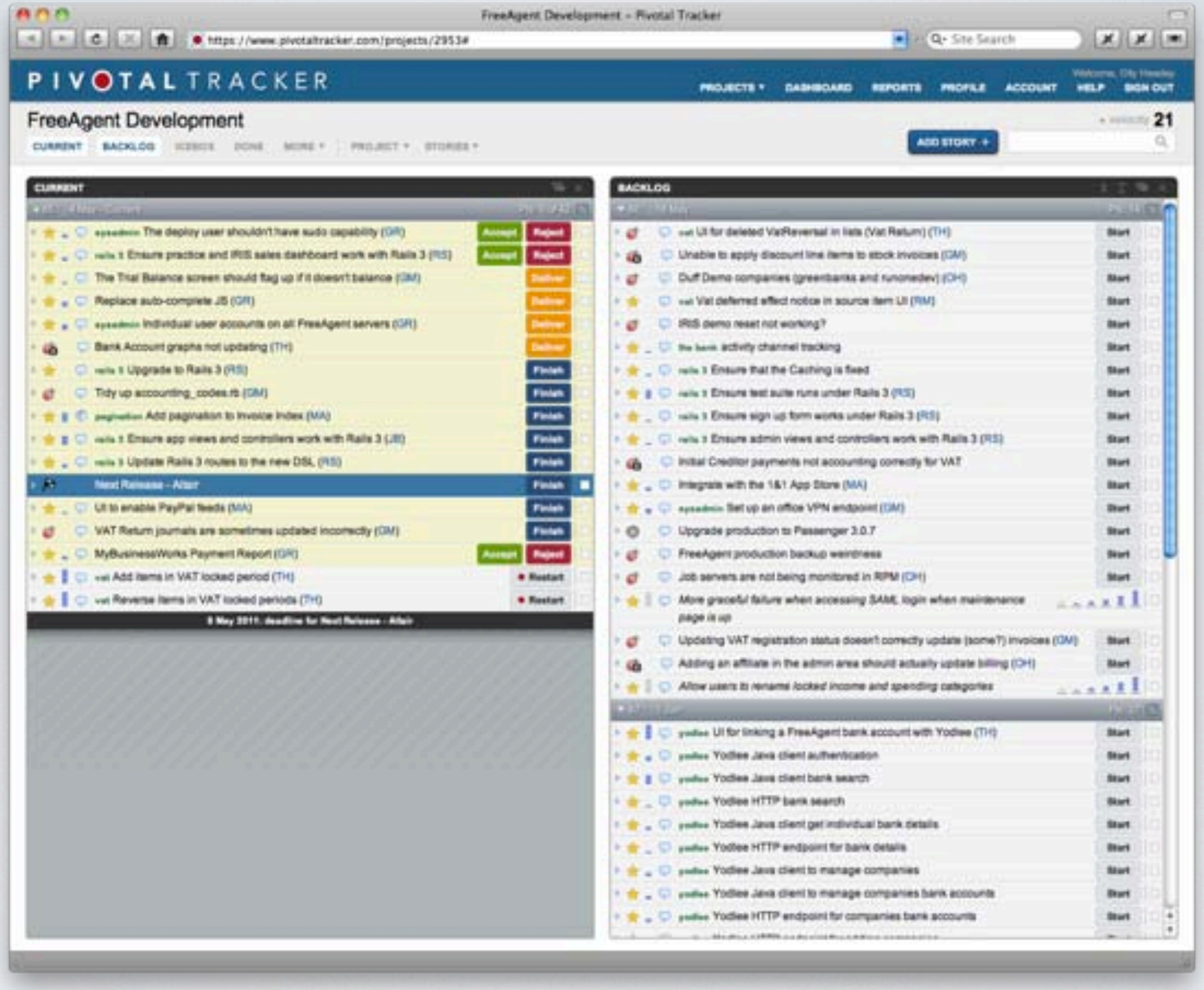
Details

Using a simple WYSIWYG editor which allows switching to HTML edit view would be ideal.

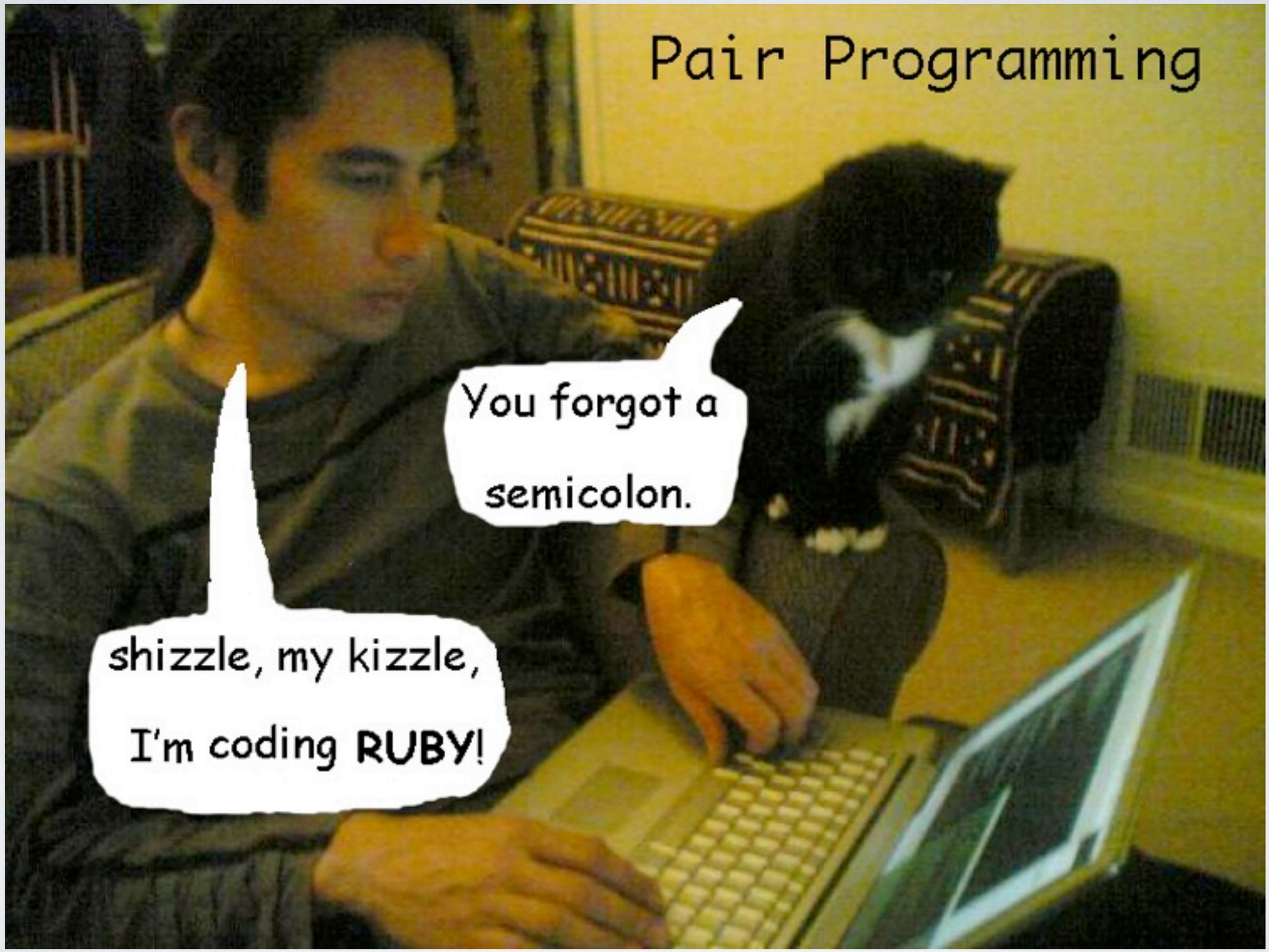
We should be looking to generate plain text versions of the emails templates automatically.

- New invoice emails and template
- Reminder template
- Thank you template
- Statement of Account
- Estimate emails

PROJECT MANAGEMENT

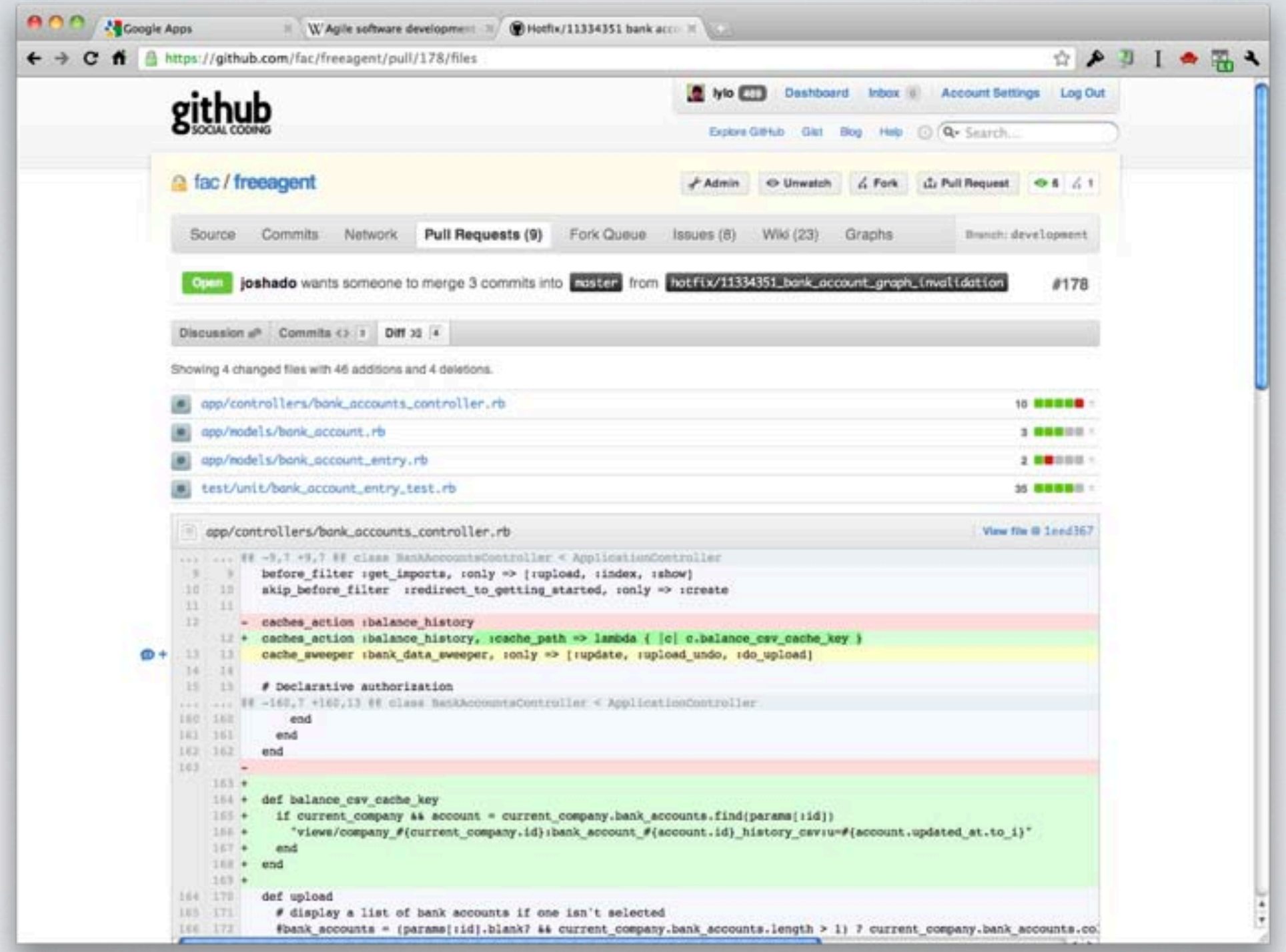


PAIRING


Pair Programming
You forgot a semicolon.
shizzle, my kizzle, I'm coding RUBY!

TESTING

PEER REVIEW



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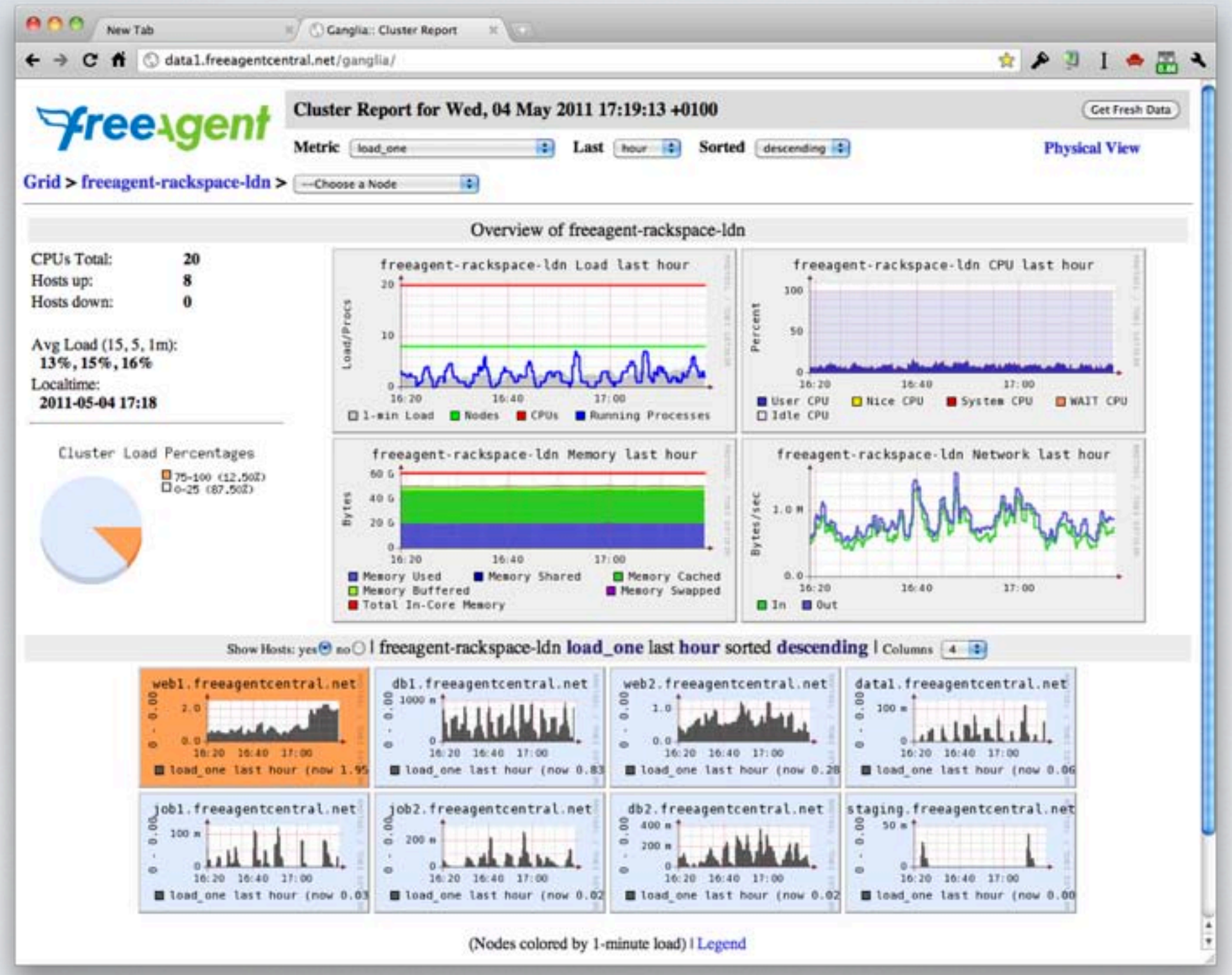
CI

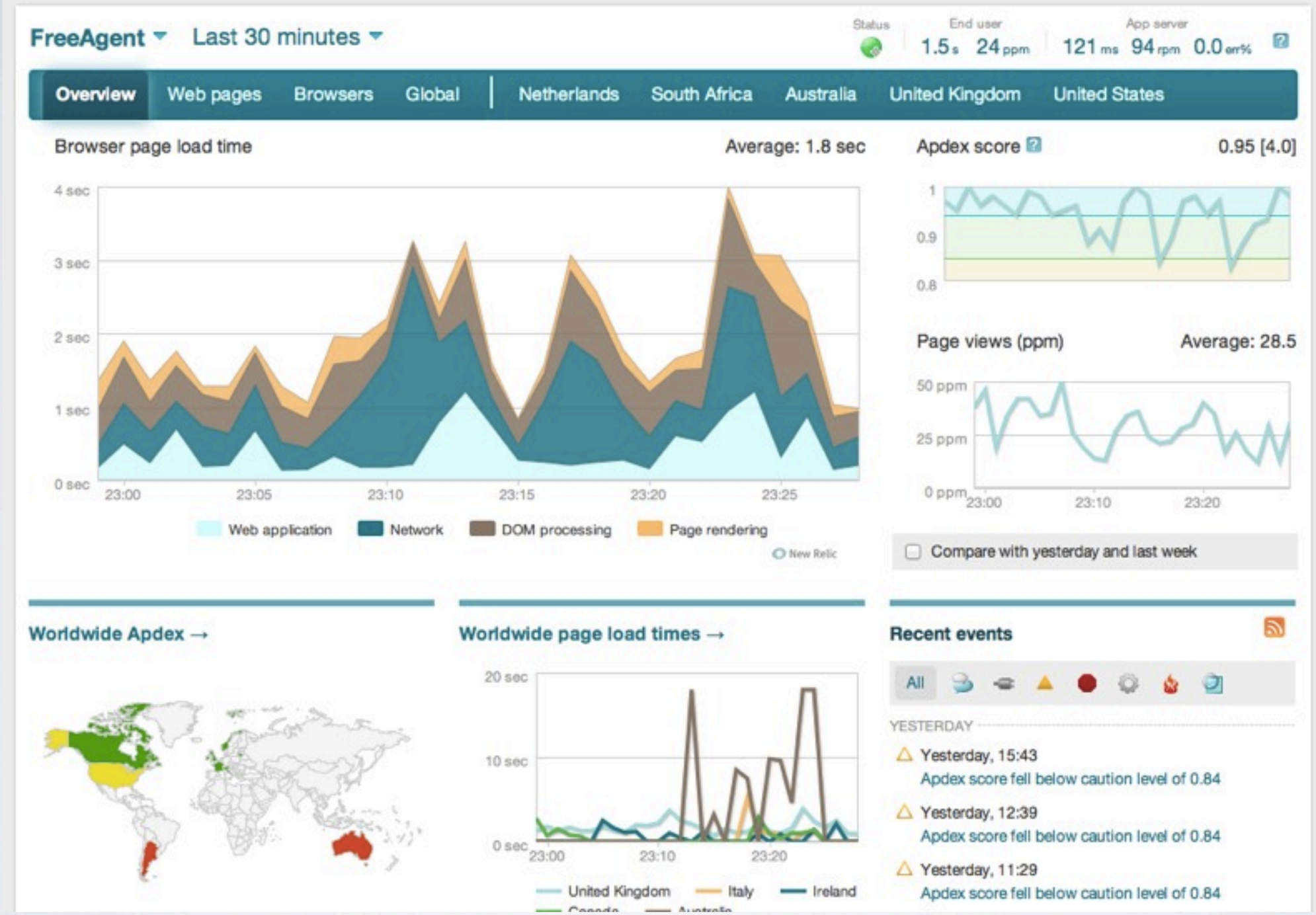
Jenkins

http://jenkins-ci.org/

SCALING


New Tab
Ganglia:: Cluster Report
data1.freeagentcentral.net/ganglia/
freeagent
Cluster Report for Wed, 04 May 2011 17:19:13 +0100
Get Fresh Data
Metric load_one
Last hour
Sorted descending
Physical View
Grid > freeagent-rackspace-ldn > --Choose a Node
Overview of freeagent-rackspace-ldn
CPUs Total: 20
Hosts up: 8
Hosts down: 0
Avg Load (15, 5, 1m):
13%, 15%, 16%
Localtime:
2011-05-04 17:18
Cluster Load Percentages
75-100 (12.50%)
0-25 (87.50%)
freeagent-rackspace-ldn Load last hour
Load/Procs
1-min Load
Nodes
CPUs
Running Processes
freeagent-rackspace-ldn CPU last hour
Percent
User CPU
Nice CPU
System CPU
WAIT CPU
Idle CPU
freeagent-rackspace-ldn Memory last hour
Bytes
Memory Used
Memory Shared
Memory Cached
Memory Buffered
Memory Swapped
Total In-Core Memory
freeagent-rackspace-ldn Network last hour
Bytes/sec
In
Out
Show Hosts: yes no | freeagent-rackspace-ldn load_one last hour sorted descending | Columns 4
web1.freeagentcentral.net
db1.freeagentcentral.net
web2.freeagentcentral.net
data1.freeagentcentral.net
job1.freeagentcentral.net
job2.freeagentcentral.net
db2.freeagentcentral.net
staging.freeagentcentral.net
(Nodes colored by 1-minute load) | Legend

SCALING


FreeAgent
Last 30 minutes
Status
End user
1.5 s 24 ppm
App server
121 ms 94 rpm 0.0 err%
Overview
Web pages
Browsers
Global
Netherlands
South Africa
Australia
United Kingdom
United States
Browser page load time
Average: 1.8 sec
4 sec
3 sec
2 sec
1 sec
0 sec
23:00
23:05
23:10
23:15
23:20
23:25
Web application
Network
DOM processing
Page rendering
New Relic
Apdex score
0.95 [4.0]
1
0.9
0.8
Page views (ppm)
Average: 28.5
50 ppm
25 ppm
0 ppm
23:00
23:10
23:20
Compare with yesterday and last week
Worldwide Apdex →
Worldwide page load times →
20 sec
10 sec
0 sec
23:00
23:10
23:20
United Kingdom
Italy
Ireland
Recent events
All
YESTERDAY
Yesterday, 15:43
Apdex score fell below caution level of 0.84
Yesterday, 12:39
Apdex score fell below caution level of 0.84
Yesterday, 11:29
Apdex score fell below caution level of 0.84

QA

How can I help you?

Q and A

Questions?