



The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise

By Martin L. Abbott, Michael T. Fisher



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A Comprehensive, Proven Approach to IT Scalability from Two Veteran Software, Technology, and Business Executives

In *The Art of Scalability*, AKF Partners cofounders Martin L. Abbott and Michael T. Fisher cover everything IT and business leaders must know to build technology infrastructures that can scale smoothly to meet any business requirement. Drawing on their unparalleled experience managing some of the world's highest-transaction-volume Web sites, the authors provide detailed models and best-practice approaches available in no other book.

Unlike previous books on scalability, *The Art of Scalability* doesn't limit its coverage to technology. Writing for both technical and nontechnical decision-makers, this book covers everything that impacts scalability, including architecture, processes, people, and organizations.

Throughout, the authors address a broad spectrum of real-world challenges, from performance testing to IT governance. Using their tools and guidance, organizations can systematically overcome obstacles to scalability and achieve unprecedented levels of technical and business performance.

Coverage includes

- Staffing the scalable organization: essential organizational, management, and leadership skills for technical leaders
- Building processes for scale: process lessons from hyper-growth companies, from technical issue resolution to crisis management
- Making better “build versus buy” decisions
- Architecting scalable solutions: powerful proprietary models for identifying scalability needs and choosing the best approaches to meet them
- Optimizing performance through caching, application and database splitting, and asynchronous design
- Scalability techniques for emerging technologies, including clouds and grids
- Planning for rapid data growth and new data centers

- Evolving monitoring strategies to tightly align with customer requirements

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Editorial Review

Review

“This book is much more than you may think it is. Scale is not just about designing Web sites that don’t crash when lots of users show up. It is about designing your company so that it doesn’t crash when your business needs to grow. These guys have been there on the front lines of some of the most successful Internet companies of our time, and they share the good, the bad, and the ugly about how to not just survive, but thrive.”

–Marty Cagan, Founder, Silicon Valley Product Group

“A must read for anyone building a Web service for the mass market.”

–Dana Stalder, General Partner, Matrix Partners

“Abbott and Fisher have deep experiences with scale in both large and small enterprises. What’s unique about their approach to scalability is they start by focusing on the true foundation: people and process, without which true scalability cannot be built. Abbott and Fisher leverage their years of experience in a very accessible and practical approach to scalability that has been proven over time with their significant success.”

–Geoffrey Weber, VP of Internet Operations/IT, Shutterfly

“If I wanted the best diagnoses for my health I would go to the Mayo Clinic. If I wanted the best diagnoses for my portfolio companies’ performance and scalability I would call Martin and Michael. They have recommended solutions to performance and scalability issues that have saved some of my companies from a total rewrite of the system.”

–Warren M. Weiss, General Partner, Foundation Capital

“As a manager who worked under Michael Fisher and Marty Abbott during my time at PayPal/eBay, the opportunity to directly absorb the lessons and experiences presented in this book are invaluable to me now working at Facebook.”

–Yishan Wong, Director of Engineering, Facebook

“The Art of Scalability is by far the best book on scalability on the market today. The authors tackle the issues of scalability from processes, to people, to performance, to the highly technical. Whether your organization is just starting out and is defining processes as you go, or you are a mature organization, this is the ideal book to help you deal with scalability issues before, during, or after an incident. Having built several projects, programs, and companies from small to significant scale, I can honestly say I wish I had this book one, five, and ten years ago.”

–Jeremy Wright, CEO, b5media, Inc.

“Only a handful of people in the world have experienced the kind of growth-related challenges that Fisher and Abbott have seen at eBay, PayPal, and the other companies they’ve helped to build. Fewer still have successfully overcome such challenges. *The Art of Scalability* provides a great summary of lessons learned while scaling two of the largest internet companies in the history of the space, and it’s a must-read for any executive at a hyper-growth company. What’s more, it’s well-written and highly entertaining. I couldn’t put

it down.”

–Kevin Fortuna, Partner, AKF Consulting

“Marty and Mike’s book covers all the bases, from understanding how to build a scalable organization to the processes and technology necessary to run a highly scalable architecture. They have packed in a ton of great practical solutions from real world experiences. This book is a must-read for anyone having difficulty managing the scale of a hyper-growth company or a startup hoping to achieve hyper growth.”

–Tom Keeven, Partner, AKF Consulting

“*The Art of Scalability* is remarkable in its wealth of information and clarity; the authors provide novel, practical, and demystifying approaches to identify, predict, and resolve scalability problems before they surface. Marty Abbott and Michael Fisher use their rich experience and vision, providing unique and groundbreaking tools to assist small and hyper-growth organizations as they maneuver in today’s demanding technological environments.”

–Joseph M. Potenza, Attorney, Banner & Witcoff, Ltd.

From the Back Cover

A Comprehensive, Proven Approach to IT Scalability from Two Veteran Software, Technology, and Business Executives In "The Art of Scalability," AKF Partners cofounders Martin L. Abbott and Michael T. Fisher cover everything IT and business leaders must know to build technology infrastructures that can scale smoothly to meet any business requirement. Drawing on their unparalleled experience managing some of the world's highest-transaction-volume Web sites, the authors provide detailed models and best-practice approaches available in no other book. Unlike previous books on scalability, "The Art of Scalability" doesn't limit its coverage to technology. Writing for both technical and nontechnical decision-makers, this book covers everything that impacts scalability, including architecture, processes, people, and organizations. Throughout, the authors address a broad spectrum of real-world challenges, from performance testing to IT governance. Using their tools and guidance, organizations can systematically overcome obstacles to scalability and achieve unprecedented levels of technical and business performance. Coverage includes

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About the Author

Martin L. Abbott and **Michael T. Fisher** are founding partners of AKF Partners, where they advise companies on scaling technology platforms, organizations, leadership, and processes. Previously, Marty was COO of the advertising technology startup Quigo, where he was responsible for product strategy and management, technology, and client services. Marty also spent nearly six years at eBay, most recently as SVP of Technology and CTO. Mike spent two years as CTO of Quigo, serving as President during the transition following its acquisition by AOL. Prior to that, Mike led a development organization of more than two-hundred engineers as Paypal’s VP of Engineering and Architecture.

Users Review

From reader reviews:

Elvia Wirtz:

Do you considered one of people who can't read pleasant if the sentence chained from the straightway, hold on guys this aren't like that. This The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise book is readable by simply you who hate the perfect word style. You will find the information here are arrange for enjoyable looking at experience without leaving also decrease the knowledge that want to supply to you. The writer regarding The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise content conveys the idea easily to understand by most people. The printed and e-book are not different in the content material but it just different in the form of it. So , do you still thinking The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise is not loveable to be your top list reading book?

Teresa Powers:

The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise can be one of your nice books that are good idea. We all recommend that straight away because this publication has good vocabulary that may increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The author giving his/her effort to set every word into satisfaction arrangement in writing The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise but doesn't forget the main position, giving the reader the hottest along with based confirm resource information that maybe you can be one of it. This great information could drawn you into fresh stage of crucial pondering.

Betty Neal:

In this age globalization it is important to someone to receive information. The information will make someone to understand the condition of the world. The condition of the world makes the information quicker to share. You can find a lot of references to get information example: internet, paper, book, and soon. You can view that now, a lot of publisher in which print many kinds of book. Often the book that recommended to your account is The Art of Scalability: Scalable Web Architecture, Processes, and Organizations for the Modern Enterprise this book consist a lot of the information in the condition of this world now. This kind of book was represented how can the world has grown up. The terminology styles that writer require to explain it is easy to understand. The particular writer made some study when he makes this book. Here is why this book suitable all of you.

Alice Hille:

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