Serverless is about what's next

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Software doesn't Sell itself

What we talk about
When we talk about
Faas & Serverless

- Autoscaling and high availability
- Use cool languages like js and go
- Something about kubernetes
- Sns, sqs, api gateway, dynamodb, etc

My serverless journey:
The last 25 years

"1993 facts"

- Intel introduced the Pentium family of 32-bit microprocessors.
- The Top Song was "Dreamlover" by Mariah Carey.
- Popular movies include Jurassic Park, Schindler's List, Sleepless in Seattle and Free Willy.
- The Most Famous Person in America was probably.

My serverless journey:
The technology

1993 Pre-graphical web
1998 html, css, flash
2003 c++, php, mysql
2008 ruby, rails, js, pg
2013 Go, node, riak, aws
2018 Static site + faas

My serverless journey:
The "career"

1993 Rude teen
1998 Wasted college kid
2003 Grad student
2008 Startup hacker
2013 Space architect
2018 consultant

My serverless journey: Attitudes toward "biz"

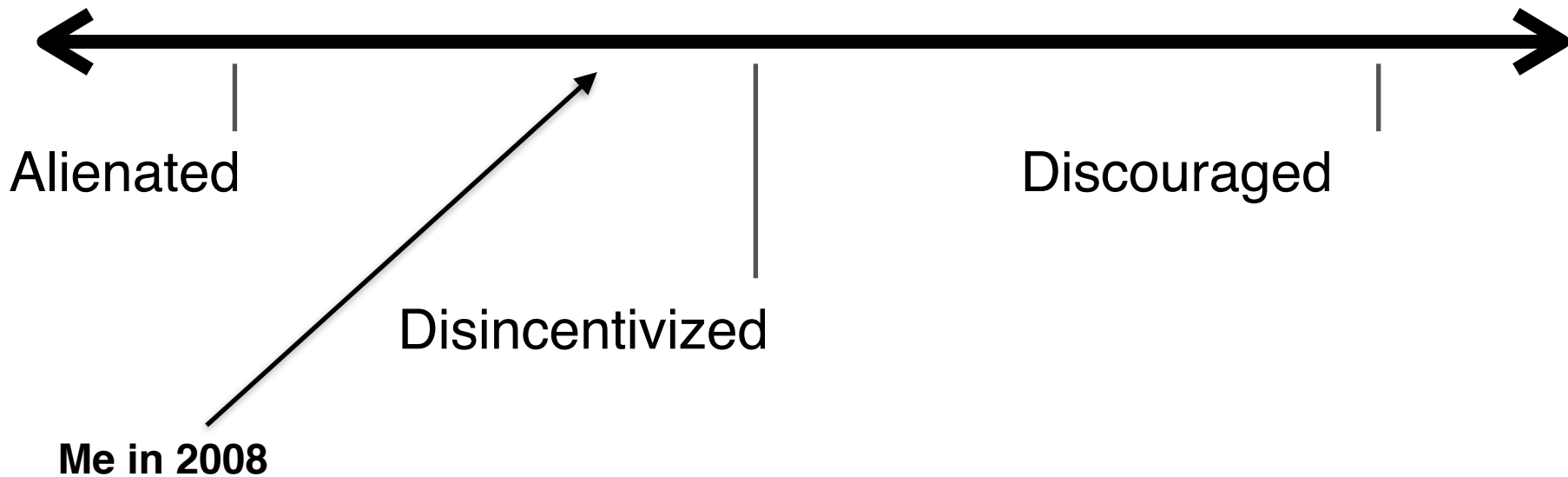**1993** Mom can I have $10
1998 Burn all money!
2003 Omg so broke
2008 Just let me hack
2013 ~~~enlightenment~~~
2018 More interesting than the technology

Developers and Business

Alienated

Disincentivized

Discouraged

Me in 2008

My serverless journey: Attitudes toward "biz"

1993 Mom can I have $10
1998 Burn all money!
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2018 More interesting than the technology

Software doesn't Sell itself

So what?

"The Conversation Begins"

"Serverless!"

"There's a server there."

"Serverless!"

"There's a server there."

"I know."

"My current needs would not
be met by Serverless."

"I know."

"My current needs would not be met by Serverless."

1510

"I know."

1510

"There's a server there."

1510

1510

"I know."

"There's a server there."

"Serverless!"

"…"

Yeah but servers are pain and this does not use any

Therefore it is superior

Whyyyyyyyyyy?

Serverless is
About what's next

Web Events

Website back-end services (e.g., form post handlers, authentication, tracking, and logging)

APIs to back-end data services for mobile and web apps (e.g., GraphQL)

Webhook handlers

Continuous integration/continuous delivery (CI/CD) automation

Chat integrations

Digital assistant services (e.g., Alexa skills)

Event-Based Integration

Scheduled tasks, ETL

File processing (e.g., images and videos)

Security scanning

Complex event processing and change data capture (e.g., monitoring, notifications, and alerting)

Custom authorization (e.g., via API gateway)

Large-Scale Streaming Data

Bulk processing

IoT streams

Log ingestion

Machine learning

Stateful stream processing

What Vs. Why?

The "why"
serves the "Who"

Developers need to care more about business and less about technology

Improve your app with a few clicks

Add-ons for AWS, GitHub and Heroku that make development cheaper, faster and more secure.

BIOS

Verify every GitHub push with a script
that sets commit statuses

Install on GitHub

Learn More >

Edge

Accelerate Heroku apps with a global
Content Delivery Network

Install on Heroku

Learn More >

ICE

Encrypt, decrypt and audit access to
sensitive data on Heroku

Install on Heroku

Learn More >

Extend your site with dynamic tools

Give your site as much flexibility as it needs with Netlify add-ons. Get started for free and automatically upgrade tiers as your usage grows.

Functions

Identity

Forms

Teams

Split Testing
Beta

Prerendering
Beta

What's next

The future: What will it look like?

What we talk about
When we talk about
Faas & Serverless

- Business over tech
- Domain expertise over infrastructure
- Platforms over Frameworks
- And no more damned cloudformation files

thanks!

Maya miller, Brian doll, Camille fournier, Rick branson, "λ" Joe damato, noah zoschke, glen gillen, Geeta schmidt, and you!

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