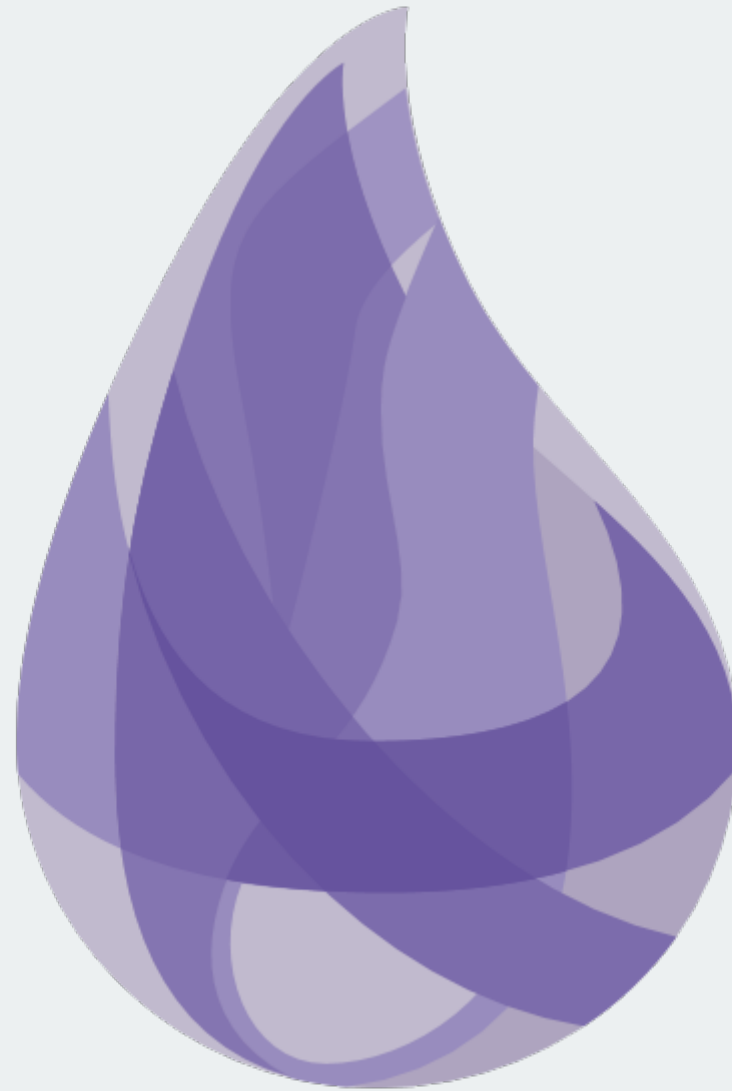# A Case For Elixir
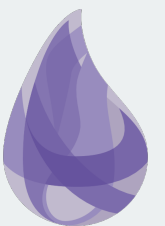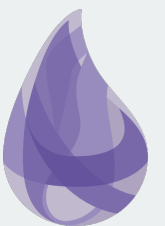
Making a Case

- ✓ **How** are languages chosen today?
- ✓ **Why** should Elixir get chosen?
- ✓ **How** do I get Elixir adopted?
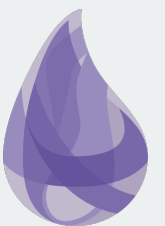
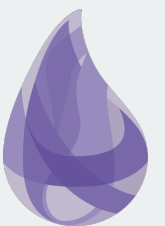# Part 1

How are languages chosen today?

Business Contexts
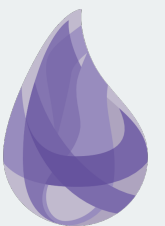
✓ Risk

✓ Hiring

✓ Productivity

✓ Cost

✓ Adoption

Business Contexts: Risk

✓ Language instability

✓ Dependency instability

✓ Learning Curve

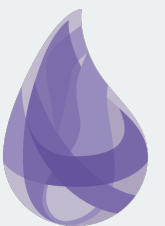✓ Support

✓ Knowledge Silos

Business Contexts: Hiring

✓ Diverse candidate pool

✓ Language specific expertise
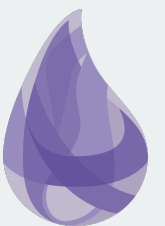
✓ Variety in skill sets and expertise

Business Contexts: Productivity

✓ Maintaining engineer "flow"

✓ Increased delivery of engineering value

✓ Quality and maintainability of software

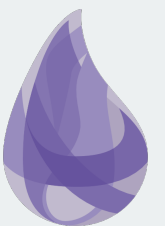**Business Contexts**: Cost

✓ Expenditures for servers
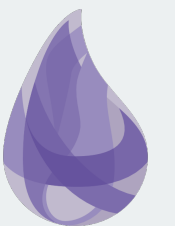
✓ Expenditures for training/learning

✓ Context switches

Business Contexts: Adoption

✓ Community size

✓ Searchability

✓ Dependencies

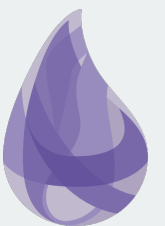✓ Internal interest or competency in language

Part 2

Why should Elixir get chosen?

Business Contexts: Elixir Risk

✓ Language stable

✓ Learning curve similar to Ruby

✓ Loads of support (forums, slack, dashbit, github, etc)
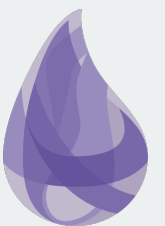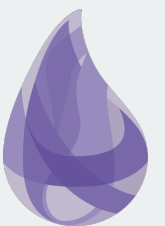
✓ Number of maintained, updated dependencies lacking

Business Contexts: Elixir Risk

✓ Language stable

✓ Learning curve similar to Ruby

✓ Loads of support (forums, slack, dashbit, github, etc)

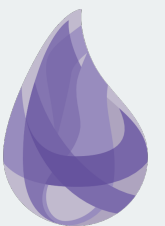✓ Number of maintained, updated dependencies can be lacking, but you have **Erlang**!

Business Contexts: Elixir Hiring

✓ Increase in applications for job postings mentioning Elixir

✓ Large presence on slack (~25,000 users)

✓ Wide array of professionals and expertise available

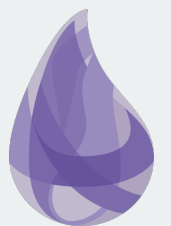**Business Contexts**: Elixir Productivity

✓ Language ergonomics best in class

✓ Community standards on formatting, documentation

✓ Compile times not too long

Business Contexts: Elixir Productivity

Pinterest Case Study[1]

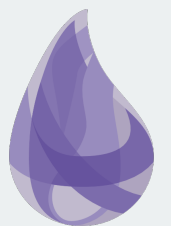[1] Click here for more details on the Pinterest case study.

Business Context: Elixir Productivity

Pinterest Case Study[1]

✓ Notification system rewrite from Java to Elixir

[1] Click here for more details on the Pinterest case study.

Business Context: Elixir Productivity

Pinterest Case Study[1]

✓ Notification system rewrite from Java to Elixir

✓ Reduced infrastructure costs by 2x (30 servers to 15 servers)

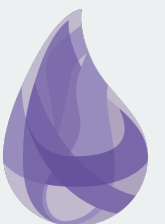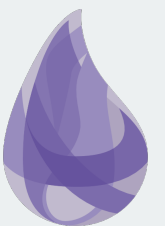[1] Click here for more details on the Pinterest case study.

Business Context: Elixir Productivity

Pinterest Case Study[1]

✓ Notification system rewrite from Java to Elixir

✓ Reduced infrastructure costs by 2x (30 servers to 15 servers)

✓ Reduce amount of code by tenfold

[1] Click here for more details on the Pinterest case study.
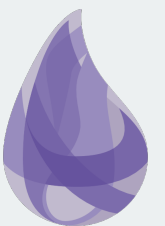
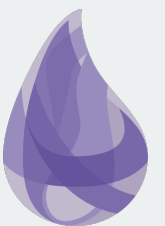# **Business Context**: Elixir Productivity

Pinterest Case Study[1]

✓ Notification system rewrite from Java to Elixir

✓ Reduced infrastructure costs by 2x (30 servers to 15 servers)

✓ Reduce amount of code by tenfold

✓ Huge success, want…moar…Elixir

[1] Click here for more details on the Pinterest case study.

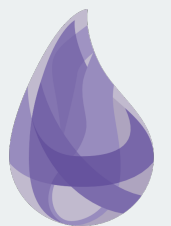**Business Contexts**: Elixir Cost

✓ Small learning curve, similar to Ruby

✓ Staying in context with fast test suite, CL tools, native documentation and more

Business Context: Elixir Cost

Bleacher Report Case Study[2]

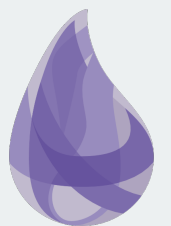[2] Click here for more details on the Bleacher Report case study.

Business Context: Elixir Cost

Bleacher Report Case Study[2]

✓ Reduced infrastructure needs (150 servers -> 5 servers)

[2] Click here for more details on the Bleacher Report case study.
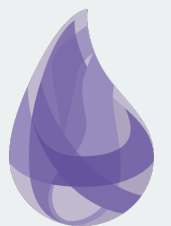
Business Context: Elixir Cost

Bleacher Report Case Study[2]

✓ Reduced infrastructure needs (150 servers -> 5 servers)
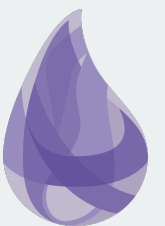
✓ Ease of training due to Ruby familiarity[3]

[2] Click here for more details on the Bleacher Report case study.

[3] Click here for more details on Ben Marx's views on Ruby to Elixir learning curve.
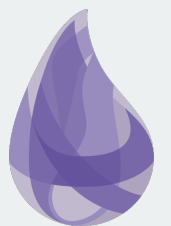
Business Contexts: Elixir Adoption

✓ Large community on slack (~ 25,000 users)

✓ Consultancies specialize in Elixir (Dockyard, Dashbit)

✓ Google searches yield helpful results

✓ Fantastic tools for IoT (nerves) and web (phoenix)

Business Contexts: Elixir Adoption

Mixpanel Case Study[4]

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[4] [Click here](#) for more details on Mixpanel's change from Erlang to Python.
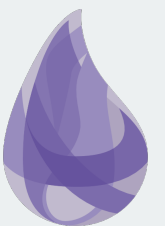
Business Contexts: Elixir Adoption

Mixpanel Case Study[4]

✓ One service in Mixpanel using Erlang (deemed business critical).

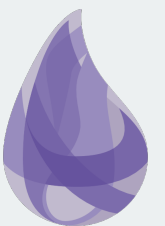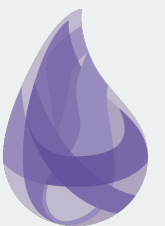[4] Click here for more details on Mixpanel's change from Erlang to Python.

Business Contexts: Elixir Adoption

Mixpanel Case Study[4]

✓ One service in Mixpanel using Erlang (deemed business critical).

✓ Rewritten because no internal Erlang expert.

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[4] Click here for more details on Mixpanel's change from Erlang to Python.

Business Contexts: Elixir Adoption
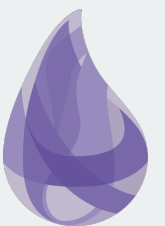
Mixpanel Case Study[4]

✓ One service in Mixpanel using Erlang (deemed business critical).

✓ Rewritten because no internal Erlang expert.

✓ Moved to Python due to internal competencies.

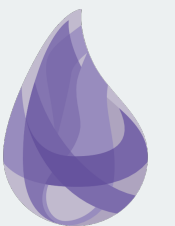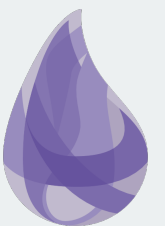[4] Click here for more details on Mixpanel's change from Erlang to Python.
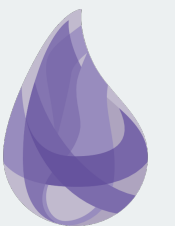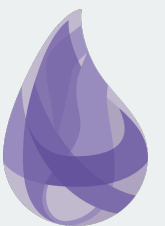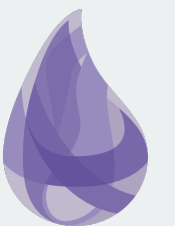
Part 3

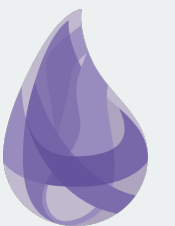**How** do I get Elixir adopted?

Start Small

Expect Resistance

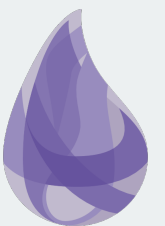# Leverage the Community

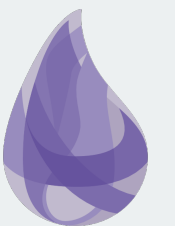# Experimentation Time Box
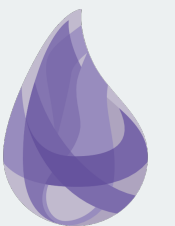
Strength in Numbers

Leverage Opportunity

```elixir
defp allocate_engineers(%{conference: false}), do: :elixir
defp allocate_engineers(%{conference: true}),  do: :conference
```

Leverage Proven Processes

Define Success

Thank you

You can find me online!

phereford

phereford

Sterling Woods

full_stackory

phereford