Ruby on Rails @ XING

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XING AG

Agenda

- XING
- Engineering @ XING
- Ruby on Rails @ XING
- A sample RoR project - the new Marketplace
- Summary / outlook

XING makes your professional network an active part of your life. Far more than a directory of business contacts, XING enables its members to discover professional people, opportunities and privileges through its unique discovery capability and advanced contact management tools.

With the successful IPO of XING AG as the first Web 2.0 company to go public, XING AG has had a long-term impact on the social networking trend amongst professionals. By focusing on the target group "business people worldwide", the Company is able to offer tailored features, thereby making networking and contact management simpler. Besides Headquarters in Hamburg, XING AG is also represented with offices in Barcelona (XING Spain, Neurona) and Beijing.
XING. Powering Relationships.

Profile page

The professional networking website

- Global presence (16 languages)
- Subscription €5.95 per month[a]
- 325,000 paying Premium Members[b]
- Members from over 190 countries

a) Subject to certain discounts
b) As of September 30, 2007

What we offer to our members

- Find relevant people faster
- Get more business done
- Next generation of contact management
- Digital reputation management

A leading online & offline network

- One of the leading[a] social networks for business people, clear market leadership in Europe and South America
- 4,25 million profiles from business professionals[b]
- In Q3 an increase of 730,000 new members (+21% from Q2/2007)
- Marketplace launch in May 2007
- Marketplace Product launch in October 2007
- Acquisition of Spanish professional network platforms eConozco and Neurona in 2007
- Partnership with Zoom Information Inc. (www.ZoomInfo.com) in June 2007
- Integration of eConozco into XING in October 2007
- Approx. 79 million page impressions per month[c]
- Approx. 2.2 million unique visitors per month[c]
- Approx. 92% of Premium Members log on to the platform each month[d]
- Over 30,000 live events in the first 10 months of 2007

a) Measured by activity and number of paying members
b) As of September 2007
c) Month of November 2007, including the subsidiaries eConozco and Neurona; ComScore, Media Metrix 2.0 Reports
d) Monthly average Q3 2007; Source: XING AG

Their needs ...	... why they pay
❯ "I want to find someone"	✓ Power searches
❯ "I want to get more business done"	✓ Send private messages
❯ "I want to be found"	✓ PremiumWorld
❯ "I need a new job"	✓ Post offers on Marketplace
❯ "I need to hire quality talent"	

Premium Membership: unleashing the power of XING

Basic Member — Premium Member

With Premium Membership, members can:

- Search by organization, position, zip code, state, country, current and former company, university, interests
- Power-search on people who visited profile, changes of company or position, current coworkers, match wants and haves
- Send messages
- Organize public or closed events without limits
- Post within Marketplace
- Take a full advantage of PremiumWorld offers

Rails Team

Perl Team

Front-end Team

Admin Team
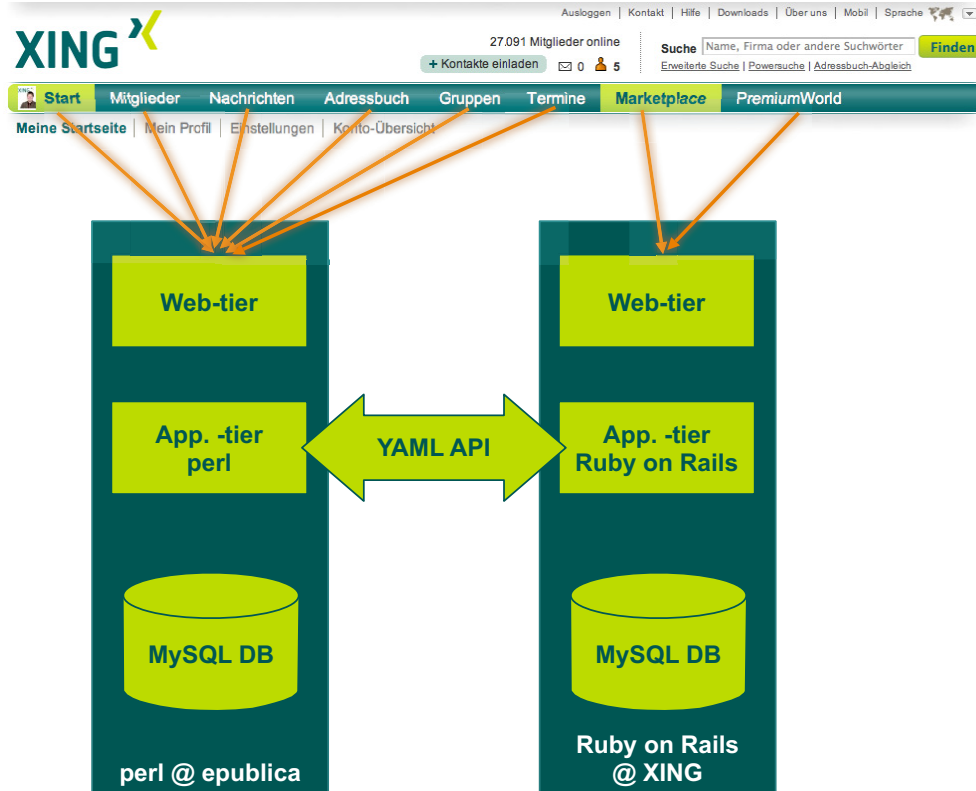
- > 4.000.000 members
- > 35.000 concurrent users at peak times
- Are served by apache web servers (and mongrels)
- Are processed via a perl / Ruby on Rails middle tier
- With data stored in MySQL database
- two data centers
- about 150 Bladeserver

not to forget:
- 16 languages
- 52 releases per year
- RESTful architecture (sessionless application tier)

XING

Ausloggen | Kontakt | Hilfe | Downloads | Über uns | Mobil | Sprache

27.091 Mitglieder online
+ Kontakte einladen   0   5

Suche Name, Firma oder andere Suchwörter   Finden
Erweiterte Suche | Powersuche | Adressbuch-Abgleich

Start | Mitglieder | Nachrichten | Adressbuch | Gruppen | Termine | Marketplace | PremiumWorld

Meine Startseite | Mein Profil | Einstellungen | Konto-Übersicht

Web-tier

App. -tier
perl

YAML API

Web-tier

App. -tier
Ruby on Rails

MySQL DB

MySQL DB

Ruby on Rails
@ XING

perl @ epublica

Platform development since 2003
- 220.000 lines of perl code
- 50.000 lines of HTML
- 20.000 lines Java, JavaScript
- 360.000.000 fast-CGI-requests per month
  (not counting css, images and javascript requests...)
- **epublica** is our key development partner
  Internet-Technologie

They are at the technical core of XING with their expert knowledge,
their incredible performance and their personal dedication!

JM's comment:
„after working 7 years as IT consultant in various industries I
consider the contractor / client relationship between epublica and
XING rather unusual in terms of mutual trust, engagement and
skill."

- XING decided in Q4/2006 to establish in house engineering
- The architecture of choice was Ruby on Rails
  - Ruby it is a script language
  - Rails is a solid framework from Database --> application tier --> front-end --> client
  - fast development cycles
  - it is open source
  - it is designed for open source architectures

We have a growing team of Ruby on Rails developers

Rails Team

- 10 developers
- 3 large projects in one Rails application:
  – Marketplace
  – Premium World
  – Partner API
- 18.000 LOC, 300 classes, 1.100 methods
- ca. 15% code for Integration
- Code to test ratio 1:0.7

- hardware of choice
- Version control svn
- Issue tracking in jira
- tests before deployment
- deployment mails
- monitoring with munin
- independent stageing compared to perl/epublica
- communication via campfire/skype/foodblog
- kicker...

- give our members access to new cool jobs.

- give employers access to experts.

- earn money with it.

- start in July, launch in October.

- perform this while maintaining weekly releases
- cope with 44 stakeholders from 11 departments
- cope with agile targets (is this what agile development is about?!?)
- ship 521 ressources in 16 languages (oh yes, we almost forgot our translation team)
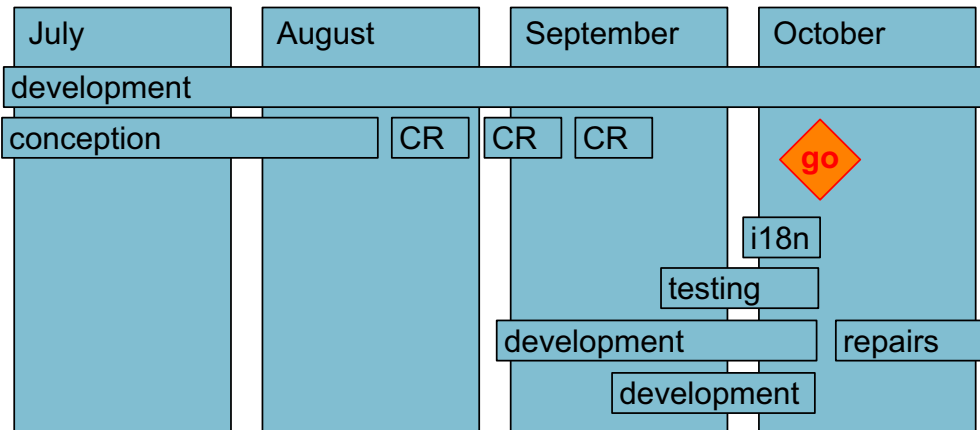
July	August	September	October

development

conception | CR | CR | CR

go

i18n

testing

development | repairs

development

Zeitrahmen

Anfang 2007 – July	04. Juli 2007	12. Oktober 2007
Entwicklung des Pay-Per-Klick Business-Konzept	Kick-off Meeting Production & Engineering	Launch Marketplace Billing

Dauer von Spezifikation und Implementierung:
→ ca. 3 Monate
→ 72 Arbeitstage

The old

the new

versus

- **Marketing**
  ✓ Pay-Per-Klick-Konzept
  ✓ Info-Seite
  ✓ Marketing...
- **Translation**
  ✓ Übersetzung
- **Member Relations**
  ✓ FAQs
  ✓ Member Service
  ✓ Community Management
- **XING Engineering**
  User interface
  Klick-Modell
- **Corpor. Developmer**
  ✓ Business-Konzept
  ✓ Konditione
  ✓ Umsätze
- **Finance**
  ✓ Umsatz-abgrenzung
- **BI**
  ✓ Auswertungen zum Klickpreis
  ✓ Erfolgs-kontrolle
- **Product Manageme**
  ✓ Spezifika-tion
- **arvato**
- **Epublica**
  ✓ Bezahlprozess
  ✓ Rechnungs-erstellung
- **Legal**
  Marketplace AGB
  ✓ arvato-Verträge
- **Corporate Communi-cations**
  ✓ Press release
  ✓ FAQs
- **Analysis**
  ✓ Test Cases and preparation
  ✓ Testing

+ 18:00h meetings
+ testing
+ jira
+ engagement/alignment
+ competence
+ communication

– late tests
– missing processes
– late conception
– project management
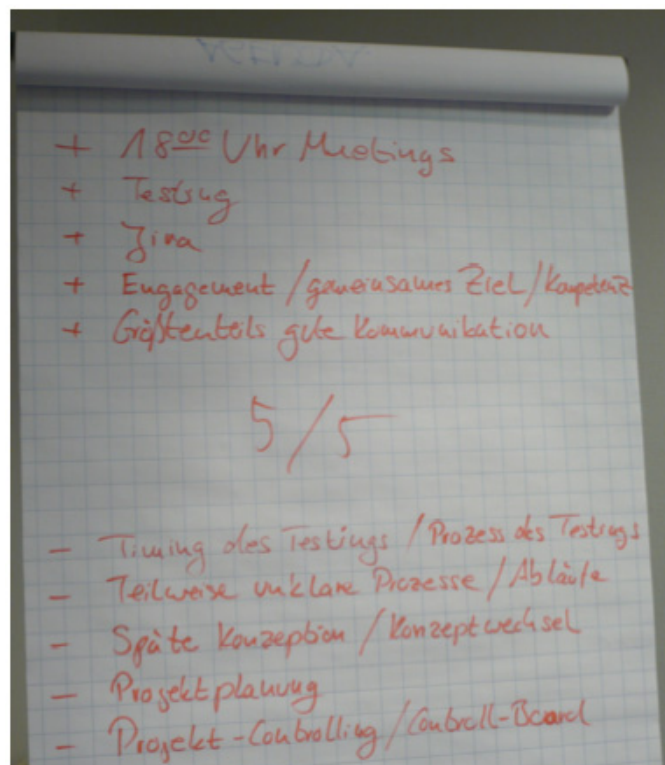
- ▸ Ruby on Rails is great
- ▸ we are currently one of Germany's largest Ruby on Rails sites
- ▸ it scales and it works fine

but...
- ▸ having more Ruby on Rails experts on board would be great
- ▸ having more senior project managers on board would be fantastic
- ▸ having more concept wizards would help greatly

our aims
- ▸ our aim for 2008 in XING engineering is
  to perform more than twice as good as in 2007.
- ▸ to grow while maintaining our spirit of expertise, helpfulness and commitment
- ▸ to sell or old kicker table at top price and donate the proceeds...

Thank you
for your kind attention!

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Abstract und Notizen

Gro₮e traditionelle Unternehmen nutzen tendenziell altbew撹rte ERP
Software und passen sie in langen und aufw穫digen Projekten an
ihre Prozesse an. Die Business-Networking-Plattform XING bewegt sich in einem rasant entwickelnden globalen Markt, der eine h here Umsetzungsgeschwindigkeit erfordert. Iterative Vorgehensweisen, innovative Technologien und flexibles Projektmanagement werden bei XING erfolgreich kombiniert, um diesen Anspr歓hen gerecht zu werden.Zielpublikum: IT Architekten, CIOs, Management, Projektleiter
Schwierigkeitsgrad: einfach

Why Ruby on Rails
- is simple
- I is structured
- It is solid
- Development is fast
- RoR developers are real geeks