



XING 

Ruby on Rails @ XING

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XING AG

Agenda

XING 

- ▶ 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

Lars Hinrichs
 Chairman of the Executive Board, CEO, Founder
 XING AG
 Coerrensand 40, 20254 Hamburg, Germany
 +49-40-41813135
 +49-176-6888893

Personal information

Wants: Help Users for Xing, Ideas for enhancing the XING experience

Haves: good network, Intuition, too new memory, entrepreneurial spirit, social network, Web 2.0, contacts, investments

Interests: Yoga, Wine, Travel, Hamburg, Barcelona, Shanghai, Beijing, Zurich, Networking, Windsurfing, Entrepreneurship, University of Hainke, Web 2.0, Social networking, Private Investments, Entrepreneurs, Angel Investments, Social news feeds

Organizations: CEO, Hamburg Media@Work, Adantik Brackets, I&D

Professional experience

Aug 2003 - present Chairman of the Executive Board, CEO, Founder (Fulltime employee, Senior Executive (CEO), CFO - President)
 XING AG <http://www.xing.com>
Industrie-Internet-Service-Plattform für Unternehmen

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

01 XING platform at a glance

Powerful tools for efficient networking

The screenshot shows the XING website interface with several key features highlighted by orange arrows:

- Advanced Search:** A search form with filters for location, company type, and other criteria.
- Messages:** A list of messages with sender information and timestamps.
- My Contacts:** A grid of contact profiles with names, photos, and contact details.
- Premium Groups:** A list of premium groups with member counts and descriptions.
- Public Events:** A table listing events with details like date, company, and location.
- Search on XING Marketplace (B2B):** A search bar for finding business partners.
- Offers that match my profile:** A list of job offers and business opportunities.

On the right side, there is a section for "Discover a world of premium privileges" featuring logos of partner companies such as Radisson, FT, BMW, HP, IBM, American Express, Sixt, SwissLife, and Deutsche Bank.

02 Engineering @ XING

Introducing the engineering team



Rails Team



Perl Team



Front-end Team



Admin Team



02 Engineering @ XING

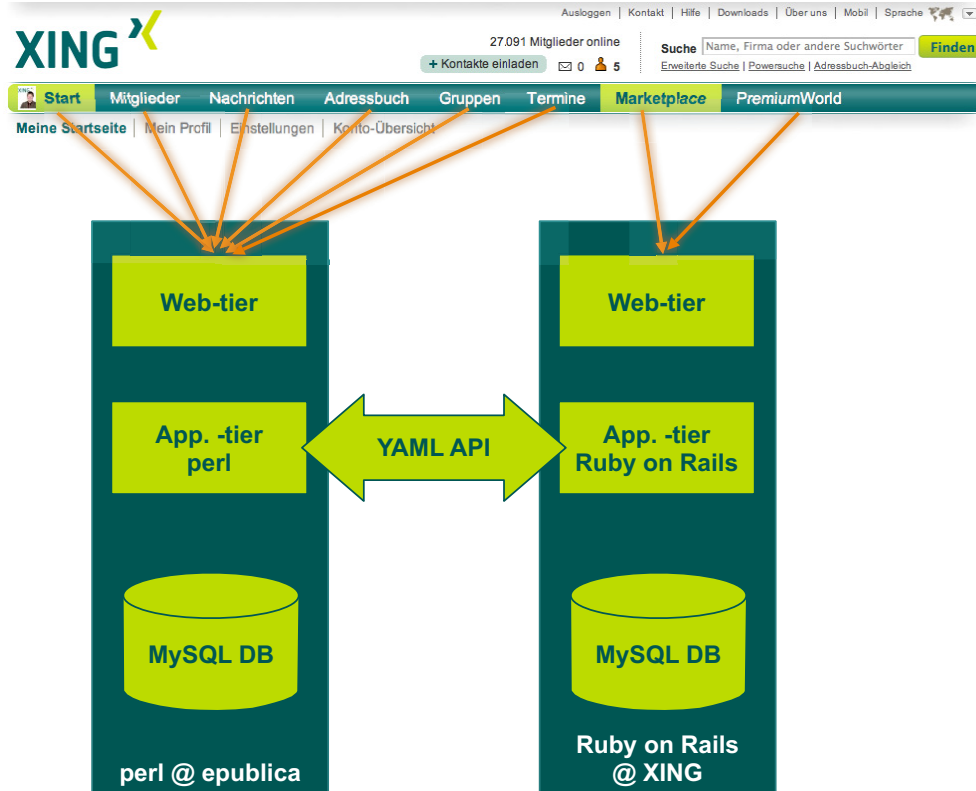
What do we support



- > 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)



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...)
- ▶  is our key development partner

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

03 Engineering @ XING

Ruby on Rails - favorite tools



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



04 RoR project - the new Marketplace

The idea



- ▶ give our members access to new cool jobs.
- ▶ give employers access to experts.
- ▶ earn money with it.
- ▶ start in July, launch in October.

4.249 Mitglieder online

Konstante einladet

Suche (Name, Firma oder andere Suchwörter) Erweiterte Suche | Dienstleistungen | Adressbuch | Statistik

Start Mitglieder Nachrichten Adressbuch Gruppen Termine Marketplace PremiumWorld

Home | Angebote suchen | Angebot erstellen | Meine Angebote

XING Marketplace
 Suchen Sie nach interessanten Stellenangeboten, erfahren Sie mehr über den Anbieter und knüpfen Sie direkt Kontakt.
 Jobs | Dienstleistungen | Immobilien
 z.B. Bilanzbuchhalter, Werbefachmann
 Finden

Auf XING Marketplace anbieten
 Ihr Stellenangebot an Millionen qualifizierte Fach- und Führungskräfte aus allen Branchen und Regionen. Erstellen Sie Ihre Stellenanzeige in wenigen Schritten und stellen Sie sie sofort online.
 Auf Marketplace anbieten

Marketplace-Angebote, die zu Ihrem Profil passen

Angebot, Tags	Firma	Position	Standort	Ansprechpartner
Art Director art.director, webdesign, internet, e-commerce	dmc digital media center GmbH	Art Director	Stuttgart	Yvonika Dausse dmc digital media center GmbH
Director Project Manager (m/w) project, sales, business, internet, e-commerce	dmc digital media center GmbH	Director Project Manager (m/w)	Stuttgart	Yvonika Dausse dmc digital media center GmbH
Senior Position in Corporate Sales (m/f/a) sales, Vertrieb, b2b, sales.manager, corporate	XING AG	Senior Position in Corporate Sales (m/f)	Hamburg	Sönke Martens XING AG
Business & Corporate Development Manager corporate.development, business.development	XING AG	Business & Corporate Development Manager	Hamburg	Johannes Haus XING AG
Art Director Online (w/m) Sales/ing art.director, foto, webdesign, internet, e-commerce	elements at New Media Solutions GmbH	Art Director	Salzburg	Martin Zehentner elements at New Media Solutions ...
International Brand Manager Computer & games, product.manager, brand, marketing	dtp-entertainment AG	International Brand Manager Computer...	Hamburg	Claudia Brty dtp entertainment AG
Trainer, Coaches und Berater für alle Pers... unternehmensberatung, consulting, consultants	Berber + Partner Unternehmensberatung	Consultant / Senior Consultant	Hamburg	Dr. Gerdian Philipp Berber + Partner Unternehmensber...

Tags, die zu Ihrem Profil passen

art_director beratung business_development consulting director e-commerce frontend-technologien führung führungsstaff grafik internet internet_marketing it kundenkontakt online_marketing projektkoordination projektliedler projektmanagement projektmanager projektplanung schnittstellenposition strategy usability vertrieb vertriebsmanager webdesign

Neueste Angebote

Angebot	Datum
Finanzberater, Teamleiter	17.01.2008
CRM Consultant / Senior (m/w)	17.01.2008
Software-Entwickler(in) Java und .net (C#)	17.01.2008
Kundenberater(in) für Online-Marketing	17.01.2008
Sales Manager / Kundenberatung (m/w)	17.01.2008
Senior Account Executive (m/w/d) Non	17.01.2008
Senior Consultant - IT	17.01.2008

Aktive Firmen

Firma	Anzahl
VSM Personal Management Group	21
Realix & Cie. GmbH	17
DIS AG	15
Kaiser Stiller Rekrutierungsberatung	15
dmc digital media center GmbH	13
Szyzyg Deutschland GmbH	12
Job AG	12

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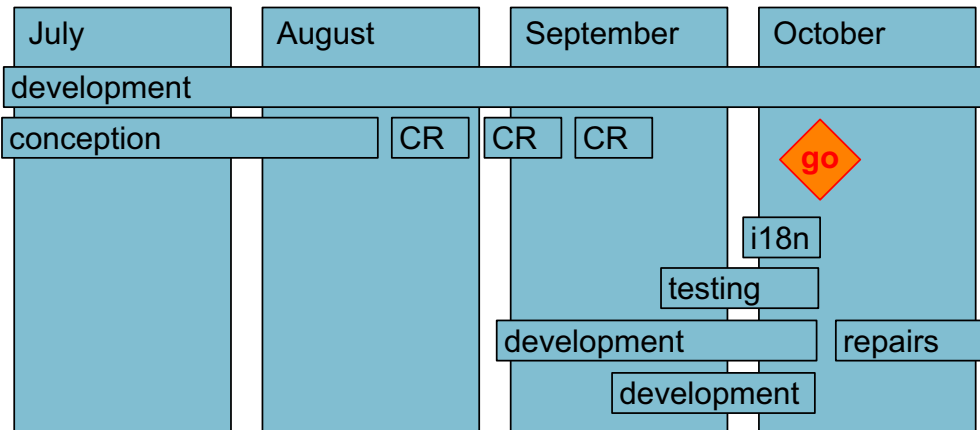
Start: Mein Profil, Meine Suche, Mein Profil, Erweiterungen, Konto-Options
 Mitglieder: Erweiteren Suche, Poweruche, Suchgruppen
 Nachrichten: Posteingang, Nachrichten senden, Einstellungen zur Privatsphäre
 Adressbuch: Einladen, Nachrichten senden, Adressbuch-Anfragen
 Gruppen: Meine Gruppen, Alle Gruppen, Abmelden
 Termine: Meine Termine, Öffentliche Termine, Neue Termine
 Marketplace: Angebote suchen, Angebot erstellen, Meine Angebote
 PremiumWorld: Home

04 RoR project - the new Marketplace

The challenge



- ▶ 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 resources in 16 languages (oh yes, we almost forgot our translation team)



04 RoR project - the new Marketplace

The result - images from the feedback workshop



04 RoR project - the new Marketplace

The result - images from the feedback workshop



Zeitraahmen



Dauer von Spezifikation und Implementierung:

- ca. 3 Monate
- 72 Arbeitstage

The old



versus

the new

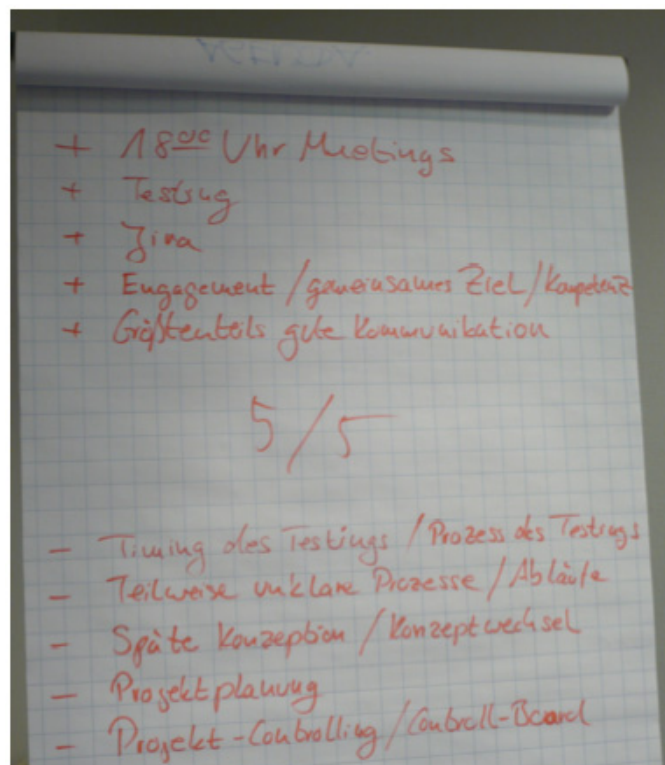


04 RoR project - the new Marketplace

The result - images from the feedback workshop



- + 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!

Große traditionelle Unternehmen nutzen tendenziell altbewährte ERP Software und passen sie in langen und aufwändigen Projekten an ihre Prozesse an. Die Business-Networking-Plattform XING bewegt sich in einem rasant entwickelnden globalen Markt, der eine höhere Umsetzungsgeschwindigkeit erfordert. Iterative Vorgehensweisen, innovative Technologien und flexibles Projektmanagement werden bei XING erfolgreich kombiniert, um diesen Ansprüchen gerecht zu werden. Zielpublikum: IT Architekten, CIOs, Management, Projektleiter
Schwierigkeitsgrad: einfach

Why Ruby on Rails

- is simple
- It is structured
- It is solid
- Development is fast
- RoR developers are real geeks