THE REAL BLACK FRIDAY

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Practices
DISCLAIMER

PRODUCTION SYSTEM THAT SERVES REAL CUSTOMERS

NO BLAMING

NO SILVER BULLET
EMAILS
B2C MARKETING AUTOMATION SOFTWARE ENABLING TRUE 1-TO-1 COMMUNICATION
EMAILS
BLACK FRIDAY
SMART INSIGHT
THE PROBLEM
THE HOTFIX
WHAT WOULD YOU DO?
WHAT WOULD YOU DO?
AUTOMATION CENTER
UNIQUE CONSTRAINT
TAKEAWAYS
WHAT IS CRITICAL?
HAVE A PLAN!
THE INFRA
THE TWELVE-FACTOR APP
II. DEPENDENCIES
IT WAS A FRIEND OF A FRIEND OF MINE
THE CODE
Practices
THANK YOU!

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