why we do tech
the way we do tech now
an example
WHAT ARE YOU WORKING ON?

ON MY HASKELL STARTUP
OH, YOU PROVIDE HASKELL?

NO, I'M USING HASKELL
BUT WHAT'S THE STARTUP ABOUT?

LIKE INSTAGRAM, BUT FOR BITCOINS
WHY CALL IT A HASKELL STARTUP?

'CAUSE NEXT'LL BE RUST STARTUP
an example
Netflix OSS'ED Analytics Stuff

Yeah I saw the tweet yesterday
ARE WE USING IT?

NO, THEY TWEETED YESTERDAY
WE NEED IT

MAYBE
Wow, Google just oss'ed theirs

Yeah I saw the tweet just now
MIGHT BE BETTER THAN NETFLIX

...

...
ARE WE ALREADY USING IT?

...

an example
THIS CODE DOESN'T COMPILE

AH, LOOK AT THIS SO THREAD
IT'S THE SAME I COPIED IT FROM

COMMENT STATES THERE'S A TYPO
WOW, YOU'RE A WIZARD!

...
an example
WHAT TECH ARE YOU USING?

RIAK COUCHDB HAZELCAST MONGODB...
HOLY MOLY, WHY ALL THAT?

OPENTSDB REDIS HADOOP SPARK...
WHAT IS THIS ALL FOR?

IT'S AN APP TO MANAGE MY MP3S
so, why do we do tech the way we do tech now?
money doesn’t care about the means
money is mostly about speed and cost
standards are expensive
bored staff is expensive
saving money is expensive
patchworks are cheap
rewrites are cheap
copy/paste is cheap
use is cheap
tools are cheap
learning on the job is cheap
playgrounds
bring money
variety saves money
isolation saves money
advantage through technology is expensive
technology is recursively disruptive
so, really, why do we do tech the way we do tech now?
we have to, but it makes us think we want and can
we want and can, but it makes us think we have to
no, now _really_, why do we do tech the way we do tech now?
because business adapted to technology
and technology adapted to business
best modern business uses technology as much as never before
and we yet didn’t reach the finish line
thank you

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