Can your app handle an appearance on the front page of TechCrunch? In this talk, we'll compare common design patterns and strategies for building software that can scale to millions of users and beyond, such as concurrency, caching, CDNs, compression, immutability, sharding, partial ordering, and read optimization. We'll discuss why the REST paradigm has become such a natural fit for building web and app backend services, as well as how to test your app for scalability so you can be confident that it will survive an unexpected spike in traffic.

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