

USE ERLANG AND
MINT YOUR OWN
\$\$\$\$ MONEY \$\$\$\$

HOW TO USE FUNCTIONAL LANGUAGES TO CURE
NIGHT BLINDNESS AND MALE PATTERN BALDNESS

WHO, WHAT, WHY

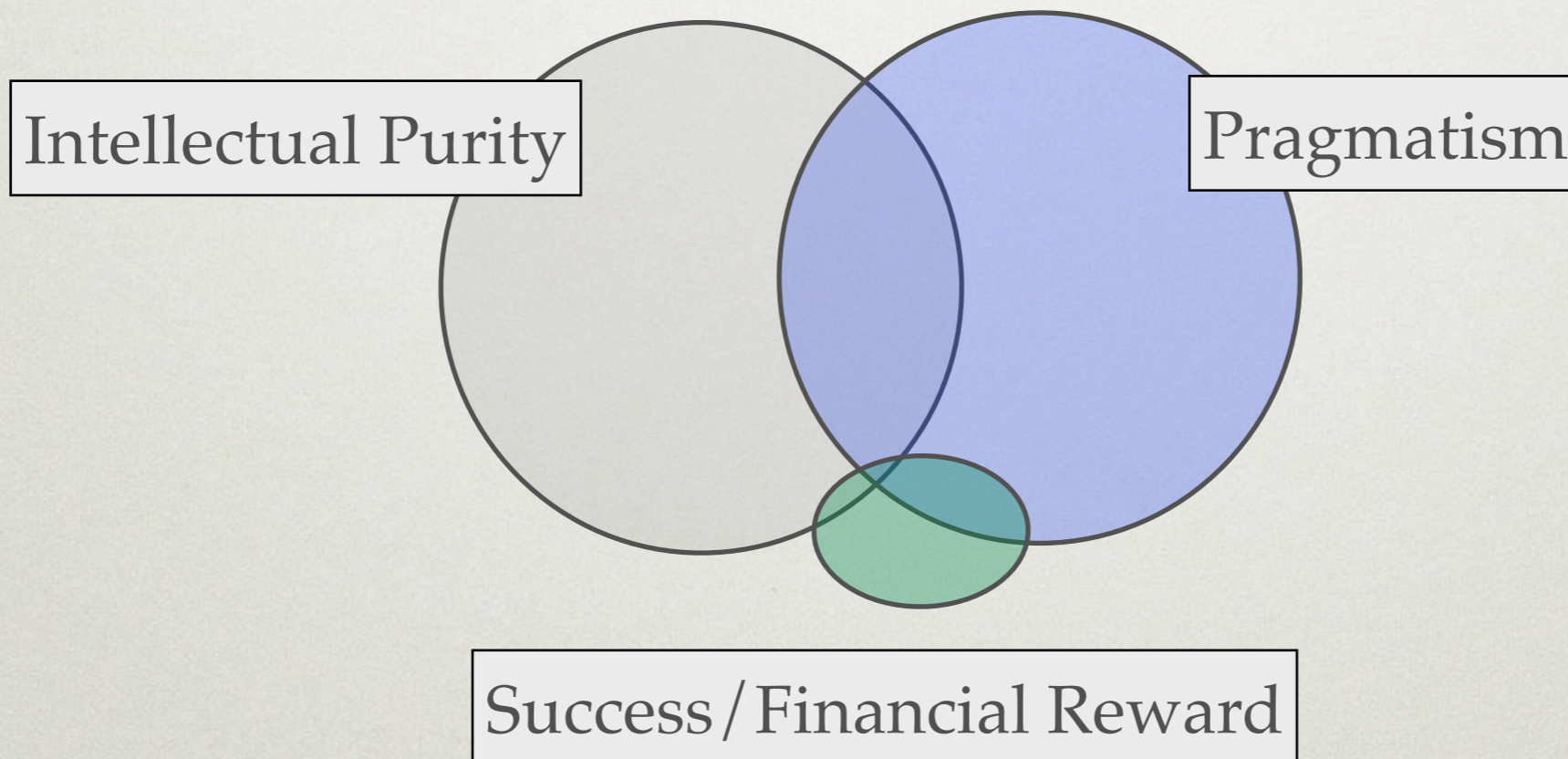
- Who: Tony Falco, Basho COO
- What: A conversation punctuated by anecdotes
- Why: Enlightened self-interest

BASHO

- Thirty-three people, no more than five in any one place
- We make Riak - cloud data management software. A platform, if you please. :)

A BRIEF DIGRESSION

- Cloud - our difficult relationship with the term itself is illustrative

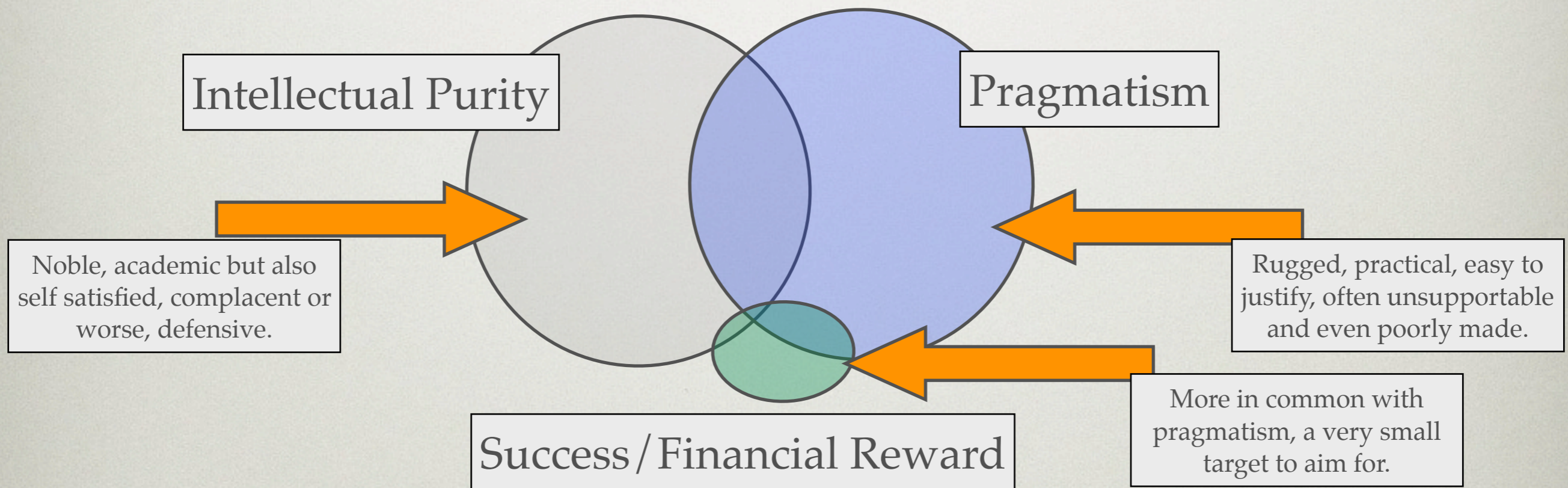


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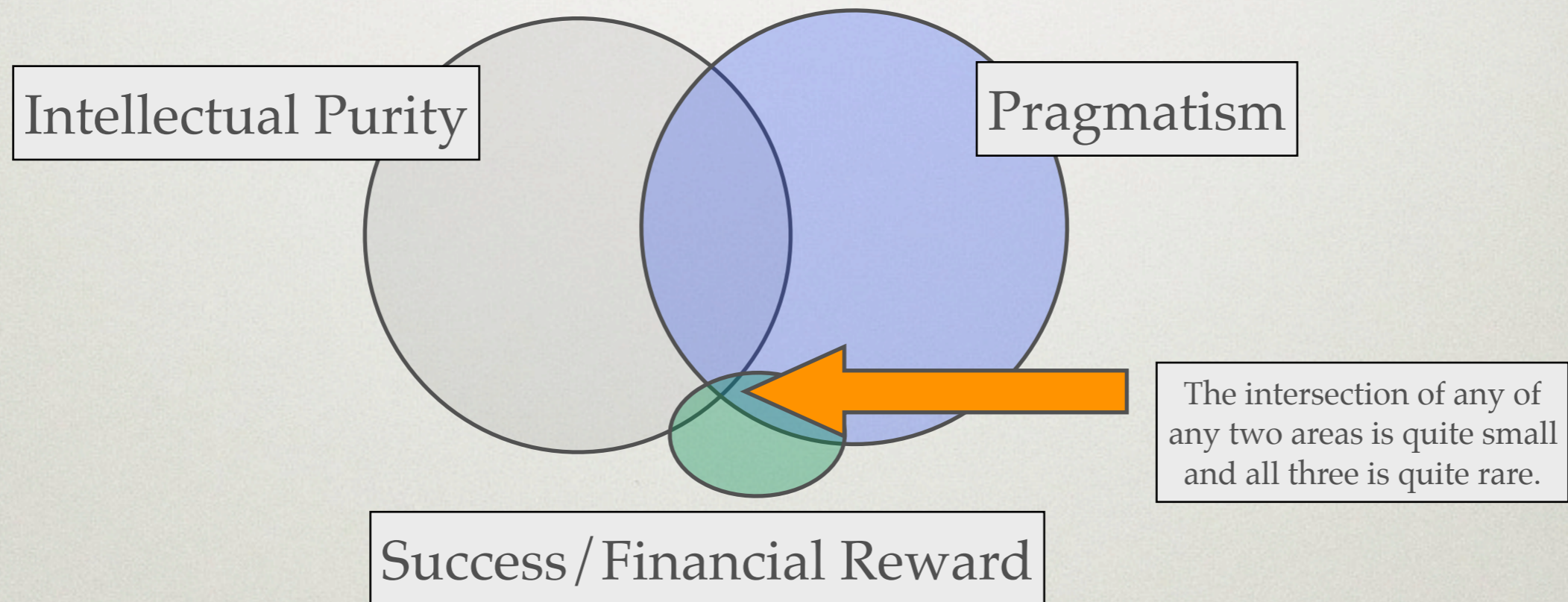


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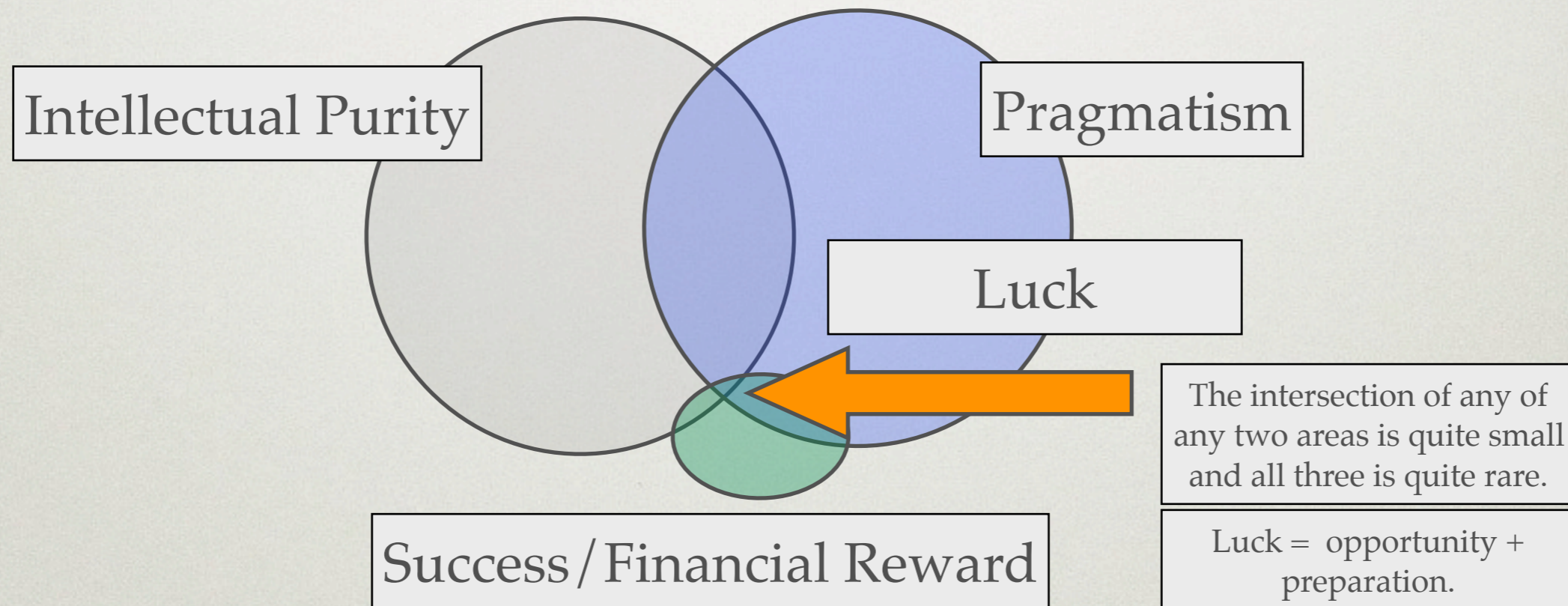


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- The intersection is often confused for “Luck” by the unprepared.

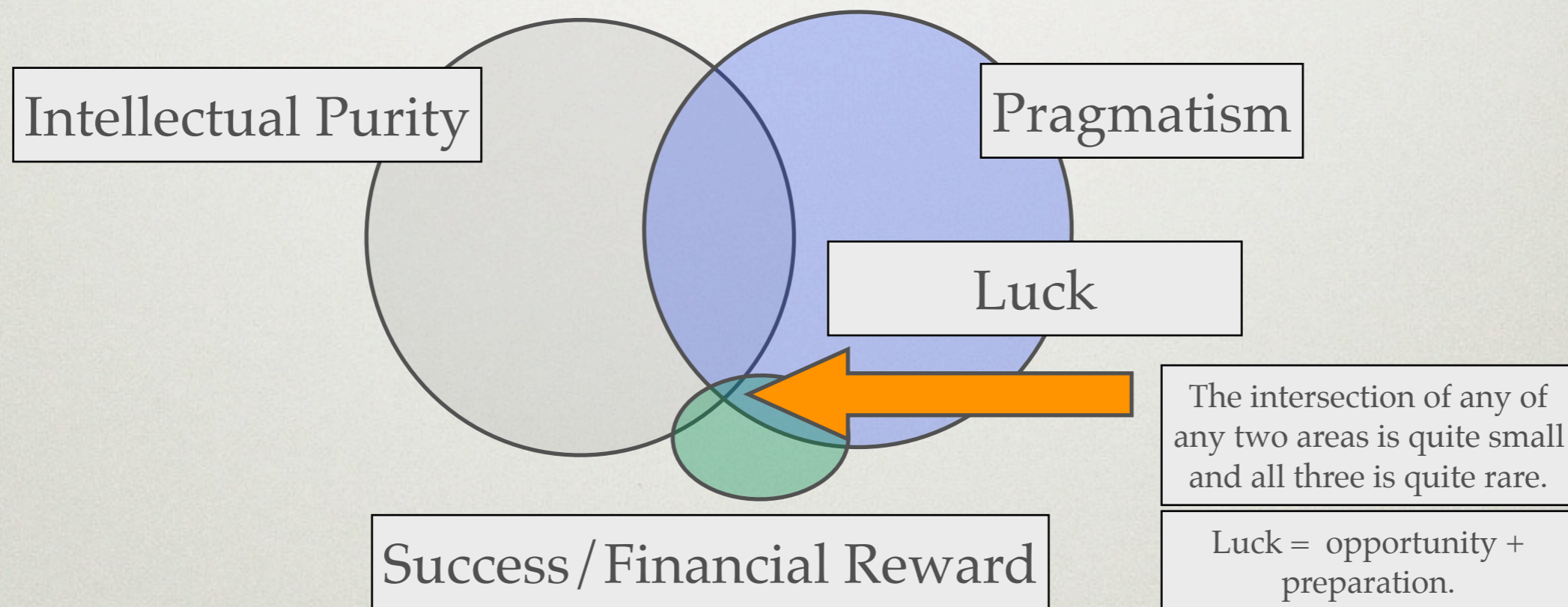


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- Therefore, we no long use "" around cloud. Cloud data management!!!



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- Of course, when asked, we will say this is all part of a master plan.

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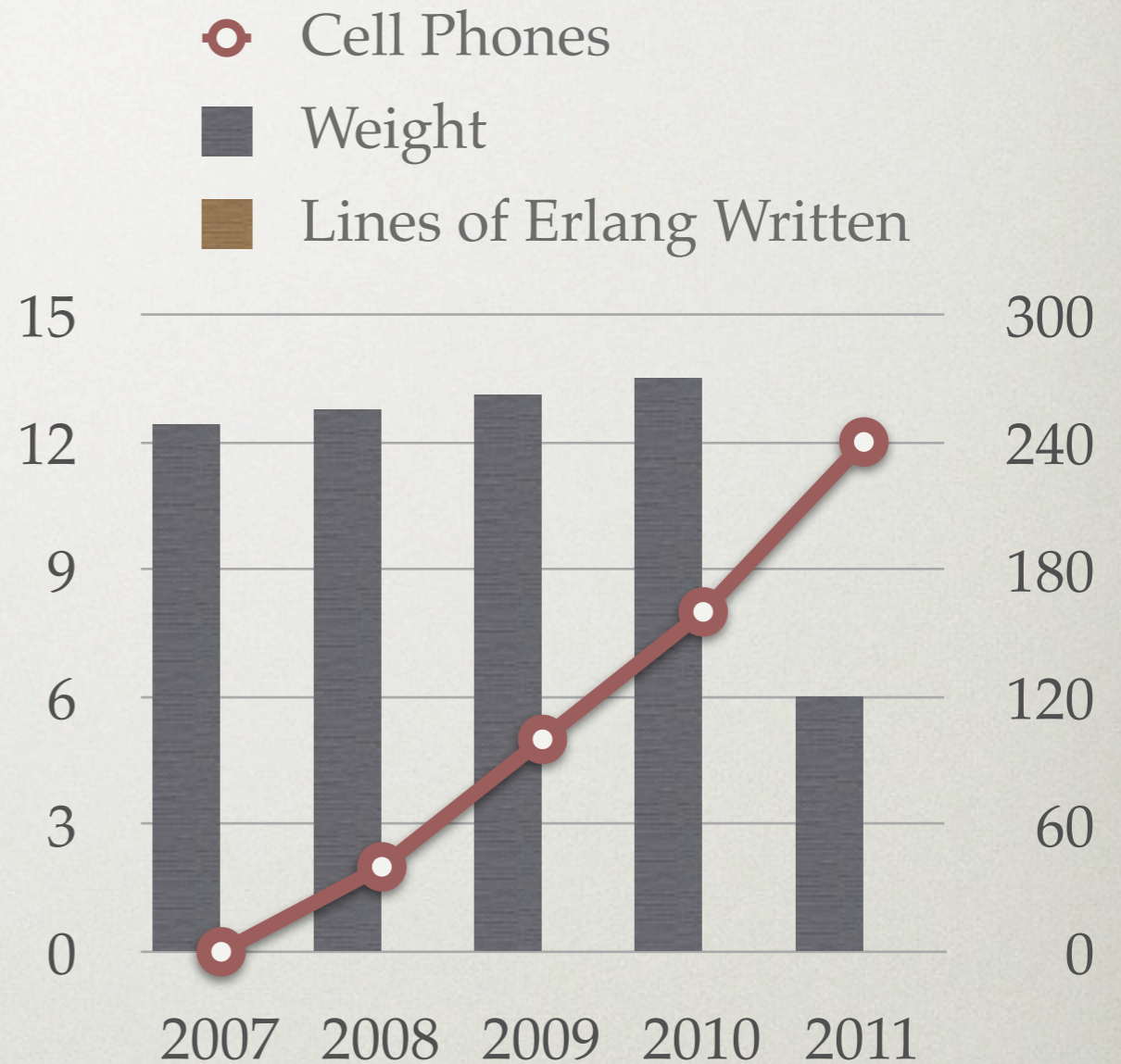
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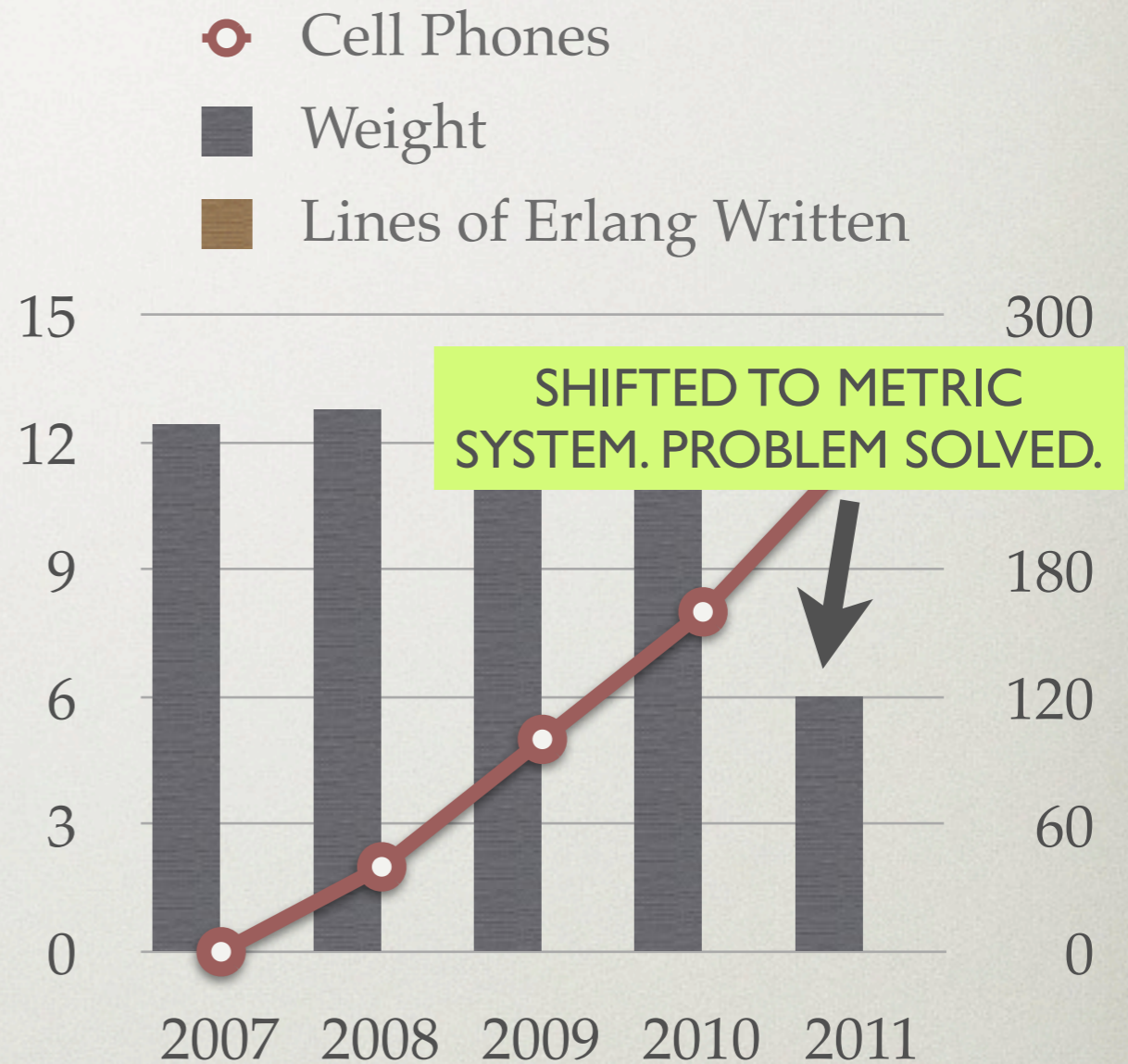
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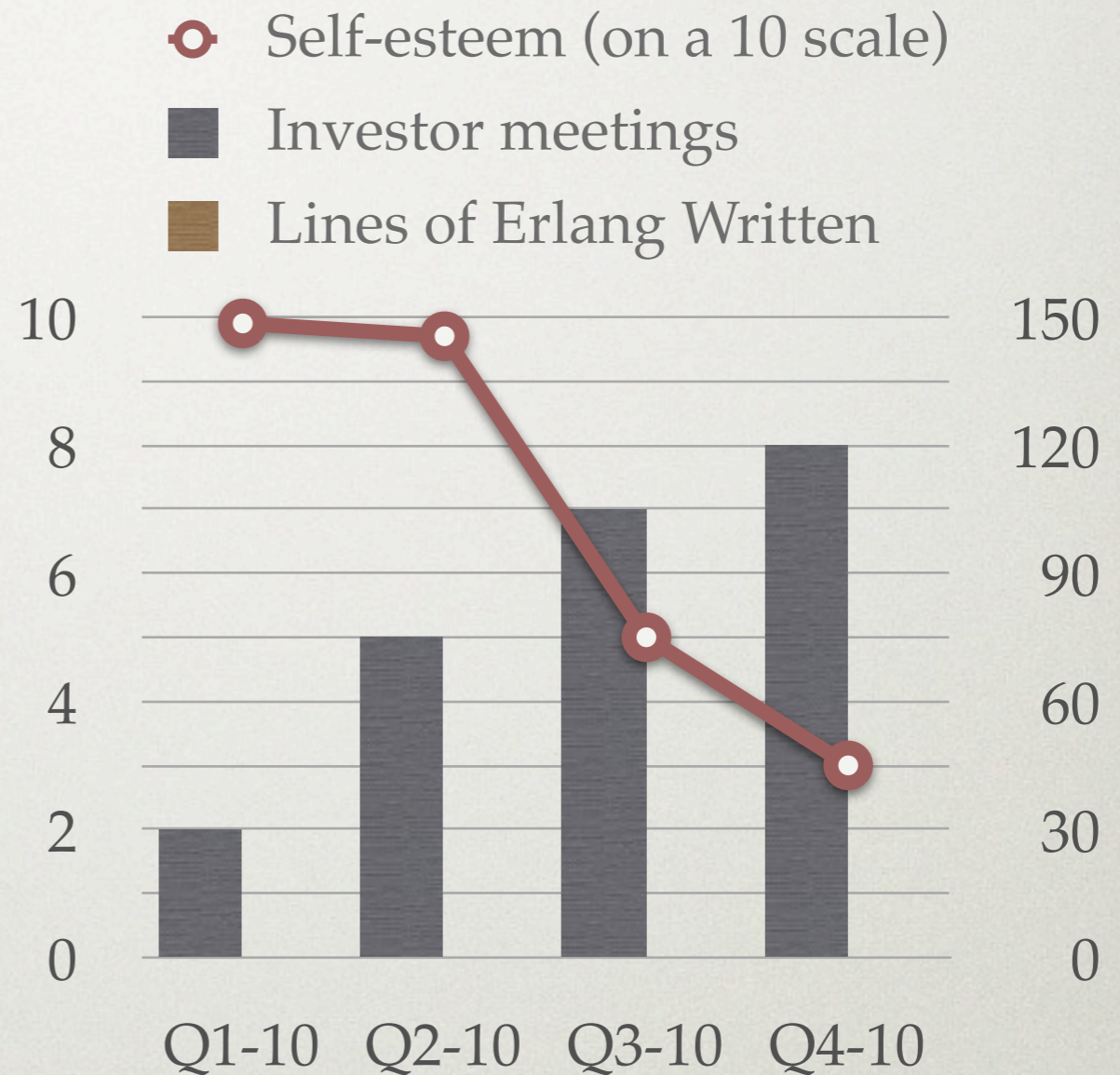
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Gratuitous Infographic II

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MYTHS AND FACTS ABOUT ERLANG AND STARTUPS

MYTH #1: POPULARITY EQUALS UTILITY

- “Erlang, Java, C, F#, Scala - for cloud projects, each language has some advantages and any will do. In fact, more popular languages are more popular for a reason.”
- FACT: Bullshit.
- Erlang is demonstrably better for building the distributed systems the world economy demands. PERIOD.
- FACT: The Tiobe rankings are not a technical specification. Popularity does not equal utility.
- FACT: We have an enormous opportunity here to shift the debate. Facts shift the debate but not facts alone.

MYTH #2: ERLANG IS YOUR “SECRET SAUCE.”

- “Since Erlang is demonstrably better for building the distributed systems the world economy demands, you must agree it is our competitive advantage.”
- FACT: Never ever ever ever mention Erlang to:
 - Investors
 - Early adopters you suspect are kindred spirits in a moment of closeness.
 - Any other time you are not explicitly asked unless you must lie to avoid saying the word.
- FACT: We can change this.

MYTH #3: HIRING

- “[You | Your clients] will never be able to hire anyone.”
- FACT: We’ve been able to hire BECAUSE of Erlang.
- FACT: A client will say, quite truly, “You can but you are a startup. Our corporate HR won’t be able to.”
- FACT: Don’t expect everyone to learn Erlang but some will/can. Don’t plan your business on either new employees or client users learning Erlang.

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- FACT: If users have a compelling reason to learn anything, they will. We can provide them that reason.

MYTH #5: ERLANG IS TOO INDUSTRIAL GRADE

- “Erlang comes from the world of telco grade switches. It is therefore way too heavy-weight.”
- A species of the “easy/hard” debate and anyways, not really the point.
- FACT: Since when is that bad? If someone wrote telco equipment and switches in Javascript, you can be damn sure we’d hear about how Javascript is industrial grade.
- FACT: Unfortunately, Investors seem more committed to problems concerning how, where, and with whom we spend our free time
- FACT: Clients with money are less interested in these sorts of problems. They have real infrastructure challenges.

SO...WHAT HAVE WE LEARNED IN THREE+ YEARS?

- The Erlang community has sustained us during dark times. Invest in community.
- Lose the purer-than-thou attitude, not the discipline and rigor.
- Those things which you think are your core strengths may not help, or may even hurt, your business. Listen to other people.
- Choose the right tools but recognize they will have a cost to use. Is it worth it?
- If you believe in your approach, adjust but do not abandon it. The market will arrive...if you are right.

MOST IMPORTANTLY

- You will find early, often seemingly insignificant, support for the notion you are right in your approach.
- For Basho it was:
 - Bob Ippolito and Mochi Media
 - Rob Chandhok, President of Qualcomm Software
 - Comcast CIM group - the HOSS team led by Jon Moore

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We are all here because they did not give up despite adversity.

Thank you.

Tony Falco, Basho Technologies

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