Giants evolution - Building large web applications as Lean as possible

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Abstract

Building applications the Lean and Agile way is nothing special for Start-Ups or small webshops. When it comes to the big business then, agility soon is lost often for a number of reasons. The organization requires regulations, technology is treading water, innovation is lost in steering committee.

This lecture is how a large business like CHECK24 is able to keep frequent, small Build-Measure-Learn cycles, be as lean as small web companies and still be en par with todays technology. It is demonstrated on how concrete software engineering practices support the business to innovate. With concrete examples from the programmers of the largest e-commerce platform of Germany, it is shown how Responsive Design, MVC UI Patterns, CSS BEM techniques, SPA and REST architectures are applied in practice.
Agenda

1) Modern Collaboration

The essential success factors for large-scale, multi-team software engineering are shown for the domain of software process management. In particular, proven Agile & Kanban techniques are presented.

2) Modern Engineering

For large internet businesses, fast and flexible development is mission-critical. It is shown by concrete examples how multi-layered divide-and-conquer strategies help to achieve this goal.

3) Modern Websites

In the third decade of internet, websites became sophisticated applications with a manifold of views and technologies. The rise of Single-Page-Applications (SPA) suggest promising improvements in website interaction. An experience report flanked by real-life examples show the practical application of SPA technologies.

4) Modern Webdesign

Visually compelling websites are well-established since many years. Still, plenty of design ideas are hard to achieve with today's technologies. It is demonstrated, how CSS as a technology is used in nowadays large website ecosystems by real examples.
About Ilker Cetinkaya

Ilker Cetinkaya is Head of Software Development Department at CHECK24, one of Germany’s largest Internet e-commerce platforms.

Over two decades of software engineering experience, of which more than 10 years of large-scale web development, made him an expert in web architectures with a special focus on flexible and resilient websites.

Today, he enjoys helping teams developing great products.