



**Bla Bla Car**

# Hacking in the name of ride-sharing

**Manche Open School**  
Monday 23 November

@pitipout  
@BlaBlaCarTech



the company



HOME

PARENTS

# Ride sharing



A driver  
**planned** a long  
distance trip



With BlaBlaCar  
he **shares**  
seats and costs

# Incentives



Lower **costs**  
for drivers and  
passengers



More  
**user  
friendly**



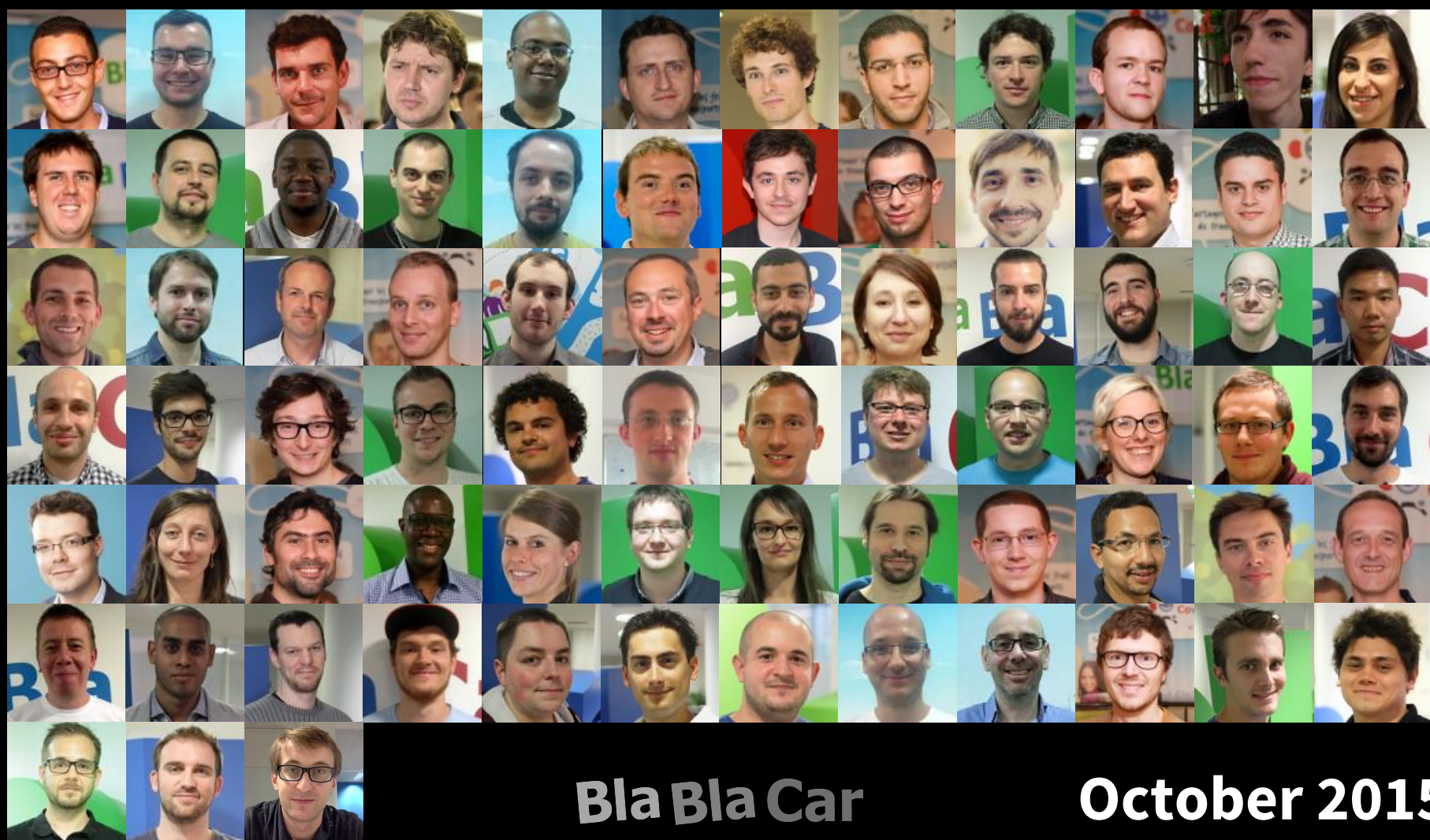
Highly  
**convenient**

A stylized world map with a dark blue background. Landmasses are shown in a lighter blue. Countries where the organization has offices are highlighted in yellow. These include Mexico, India, and a large cluster in Europe and Western Asia. The European cluster includes the United Kingdom, Ireland, France, Germany, Poland, Czech Republic, Slovakia, Austria, Hungary, Switzerland, Italy, Spain, and Portugal. There are 12 orange location pins with white dots, each marking an office location. The text '12 offices', '19 countries', and '20 million members' is displayed in white, centered over the map.

12 offices  
19 countries  
20 million members

the tech team





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**October 2015**





**DEV  
TEAM**

Innovate, build &  
improve our applications

**ARCHI  
TEAM**

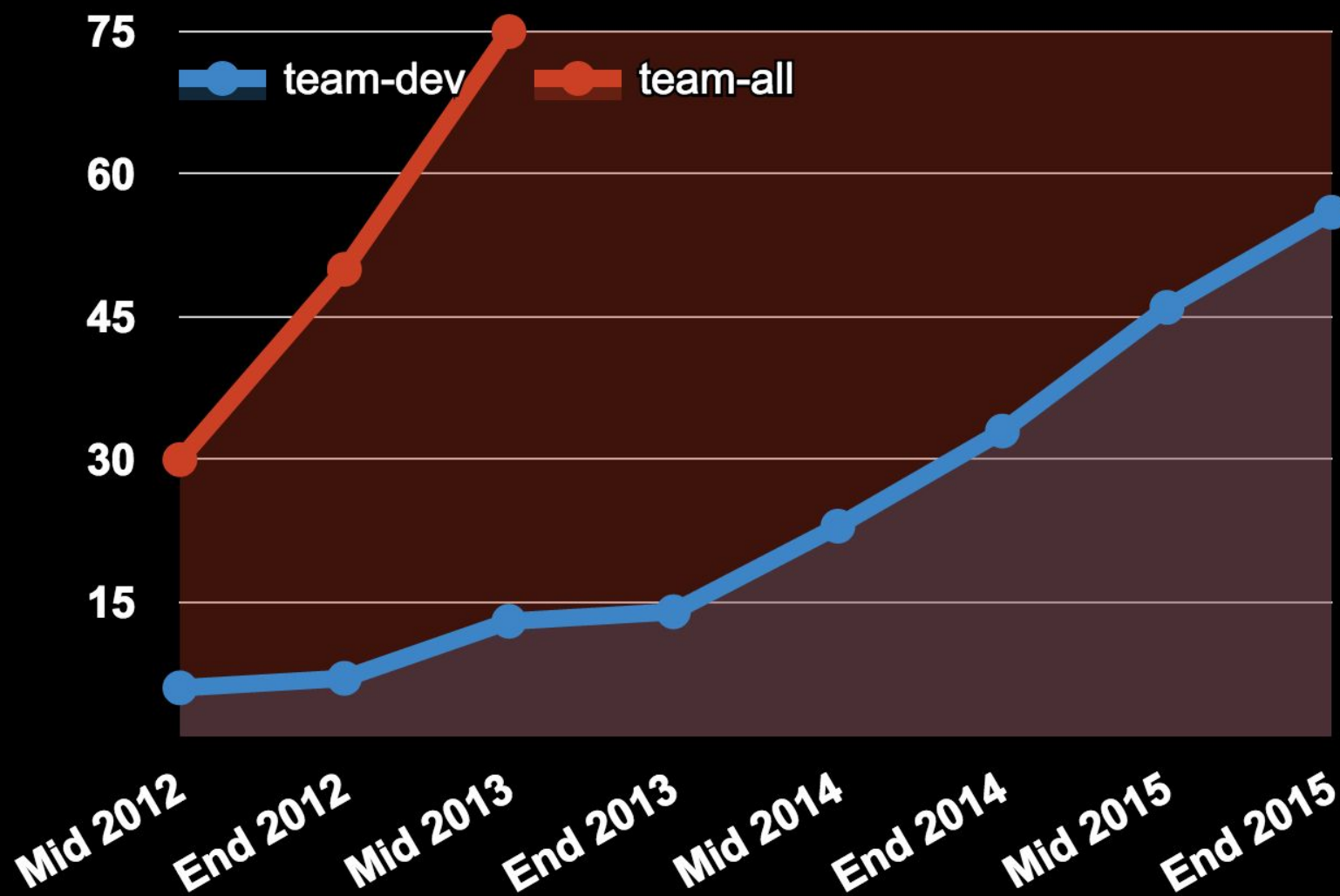
Design, deploy, maintain  
infras & apps

**DATA  
TEAM**

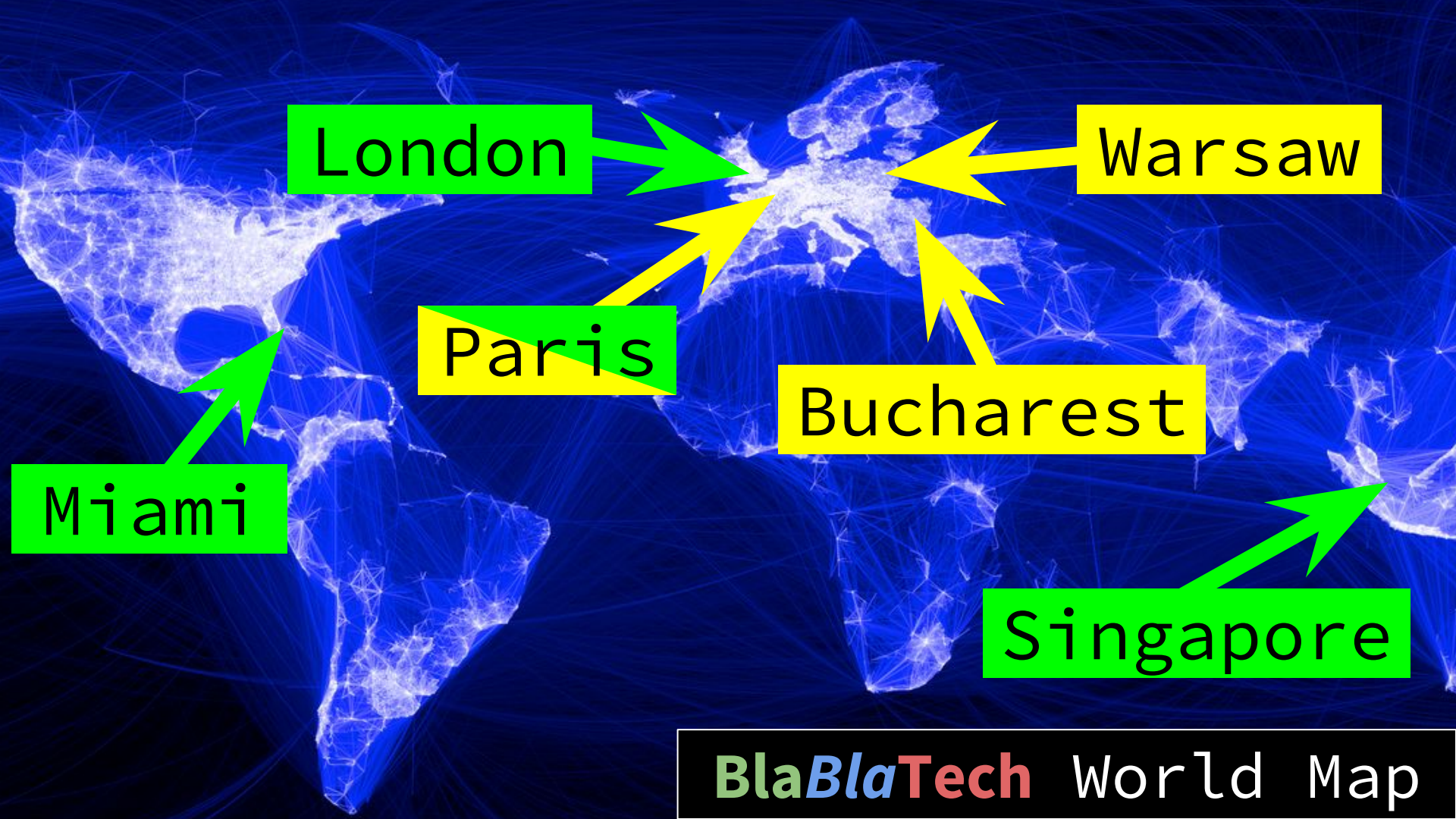
Connect Data  
to Business

**+ QA, SEO, Talent Scout, IT Manager, Agile  
Coaches, ...**

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meet our servers



# New datacenter PA3

- 120 servers
- 2880 CPU Cores
- 15 TB of RAM
- 250 TB of disk storage
- 8,5 kW

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meet our technologies

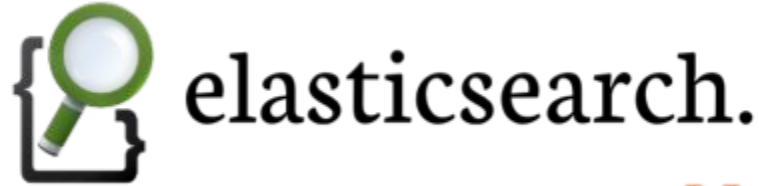


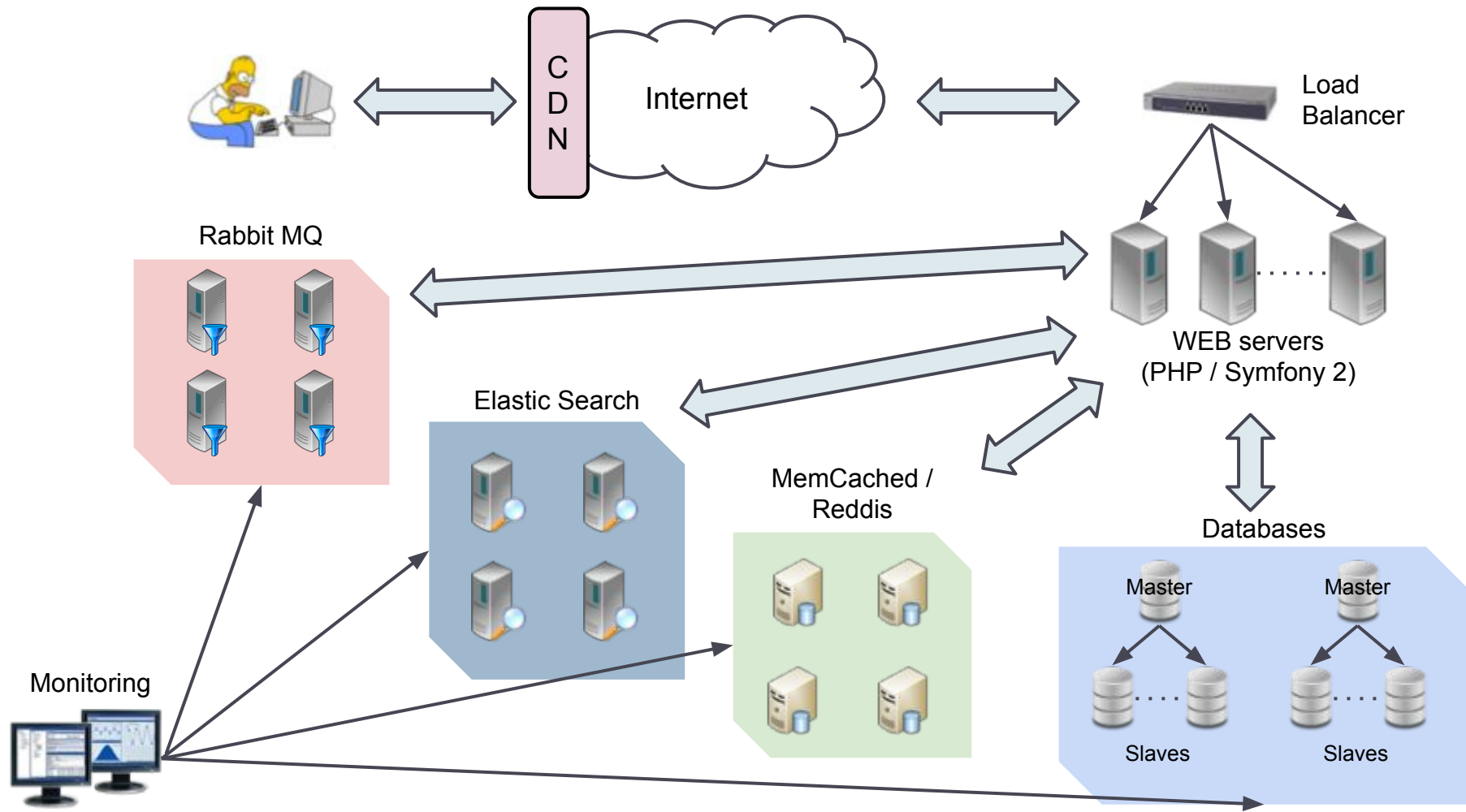


Rocket



MariaDB





## Users



Members



Members Relations  
Team



BlaBlaTeam



Growth

## Apps & Fronts



Site



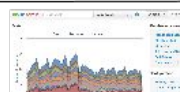
Mobile Site



App iOS



App Android



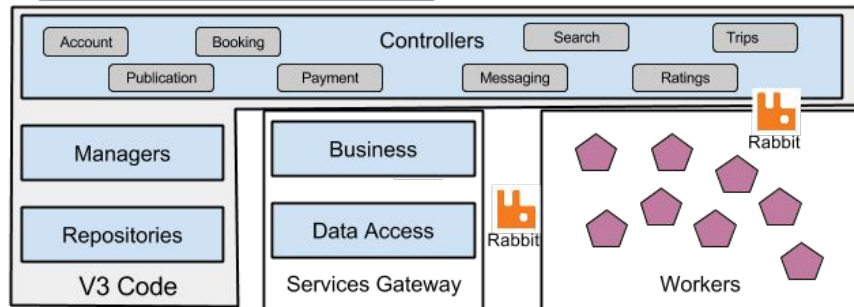
BlaBlaAdmin



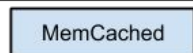
Tableau

Varnish

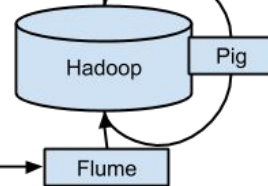
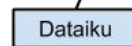
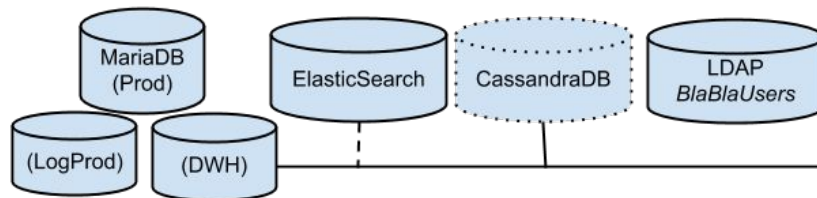
## Business Logic & Data Access



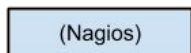
## Caches



## DataStores



## Monitoring & Infrastructure Services



meet our mindset



**FAIL.  
LEARN.  
SUCCEED.**

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**FUN  
SERIOUS**

THU 24<sup>TH</sup>

FRI 25<sup>TH</sup>

FROM 14:00 TO 14:00



# KEEP CALM IT'S CODING NIGHT

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24 HOURS OF CRAZY CODING!!!

**CURIOUS? WANNA CODE WITH US?**  
**YOU HAVE A PROJECT IDEA?**

Contact Fanny of the Tech Team

## #1 January 2015

14 people stayed overnight

13 project demos

1 winner

3 projects shipped

## #2 September 2015

25 people overnight

30 project demos

3 winners

3 projects to be shipped

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# 5-10 deployments/day

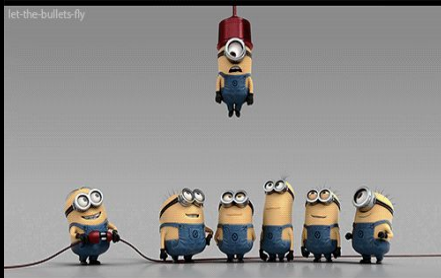


Update the code



Few minutes

Manual validation  
& code review



15 minutes - 24 hours

Automatic tests



15 minutes

Deployment



30 minutes

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- Think it. Brew it. Drink it.
- In Beer we trust
- The Beer is the boss
- Beer is better than perfect
- Never Assume Always Taste

# BlaBlaBeer



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meet our organization

# Vertical teams

- From coloured teams in **2013** ...
- ... to teams in remote offices in **2014** ...
- ... over testing a full-stack A-Team in **2015** ...
- ... to launching a full-stack Growth team in **2015**...
- ... to the future in **2016** and beyond

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# Horizontal teams

- Naturally emerged, no hierarchy
- Sync people of same skills / interests
  - Quality Assurance
  - Frontend
  - Mobile
  - Management
  - Recruitment
  - Agile
  - Archi

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**SHARE  
MORE.  
LEARN  
MORE.**

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# conferences



in 2014...

- we organised 3 events
- attended 12 conferences in 5 countries
- gave 14 talks on conferences/meetups

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# bridging to the Silicon Valley



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# Thanks!



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