



Messages

(and the geeks who love them)

Toby DiPasquale | Invite Media, Inc.



Deferred Processing

Work Partitioning

Fault Tolerance

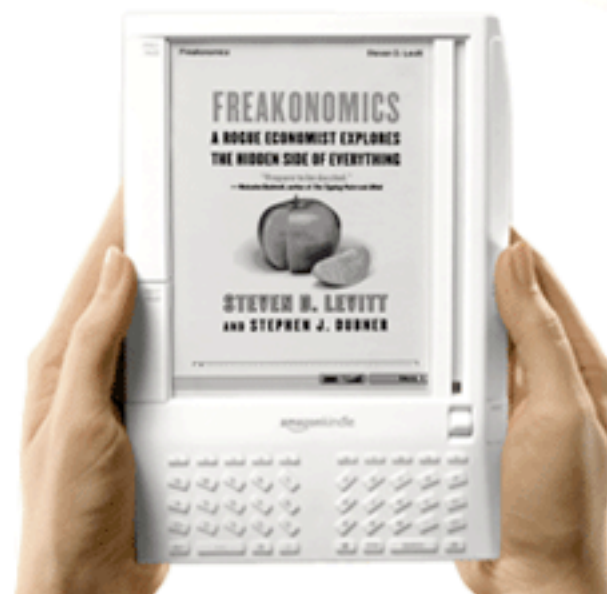
Component Isolation

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30% buy the item you viewed



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~ 150



Synchronous

Asynchronous

Point-to-point

Publish/subscribe

Store-and-forward



SMTP

Store-and-forward

Ubiquitous
(even more so than HTTP)

High latency

Net::SMTP

TMail

Postfix



Enterprise-y

Fast, low-overhead

- ▶ Point-to-point
- ▶ Publish/subscribe (topics)
- ▶ Store-and-forward

ruby-amqp

Apache QPid

RabbitMQ

OpenAMQ



XMPP

▶ Point-to-point

▶ Publish/subscribe

Built-in presence and location

Easily extensible

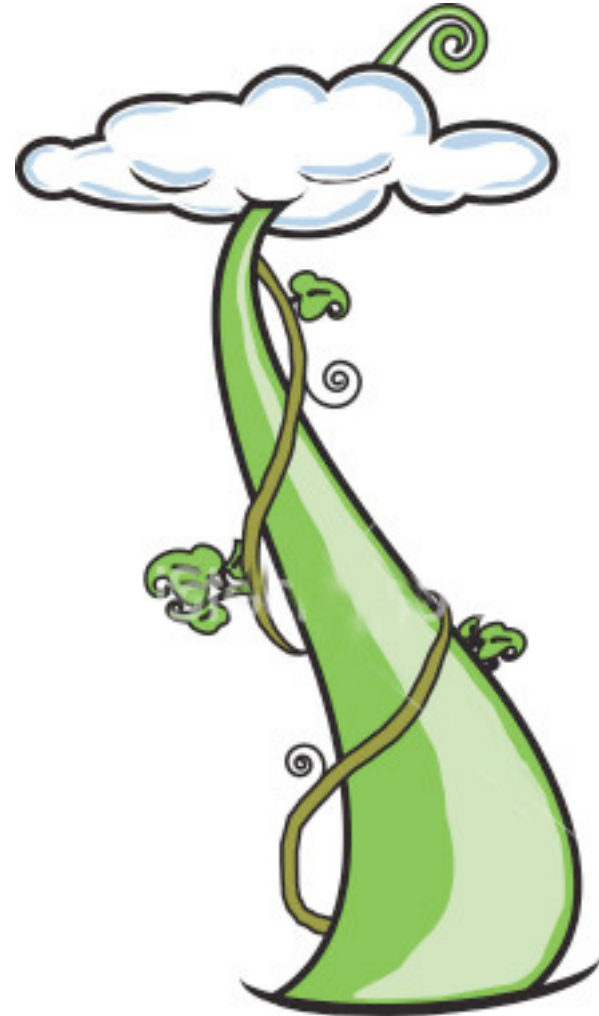
AMQP > XMPP

(vis a vis wire efficiency)

xmpp4r(-simple)

ejabberd

djabberd



Store-and-forward

Memcached protocol

Simple and simplistic



Store-and-forward

Internet scale

High latency

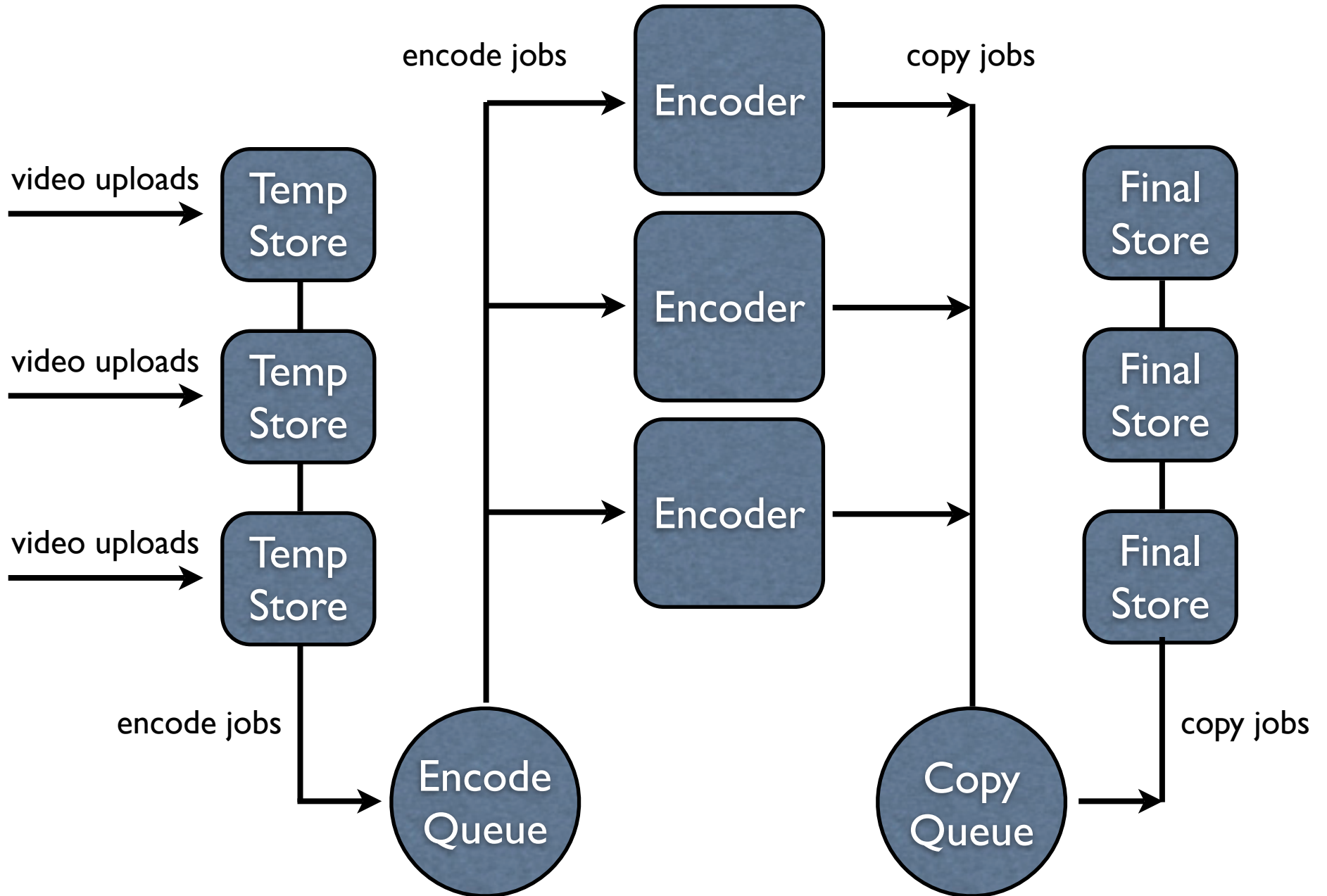
Invisibility

right_aws



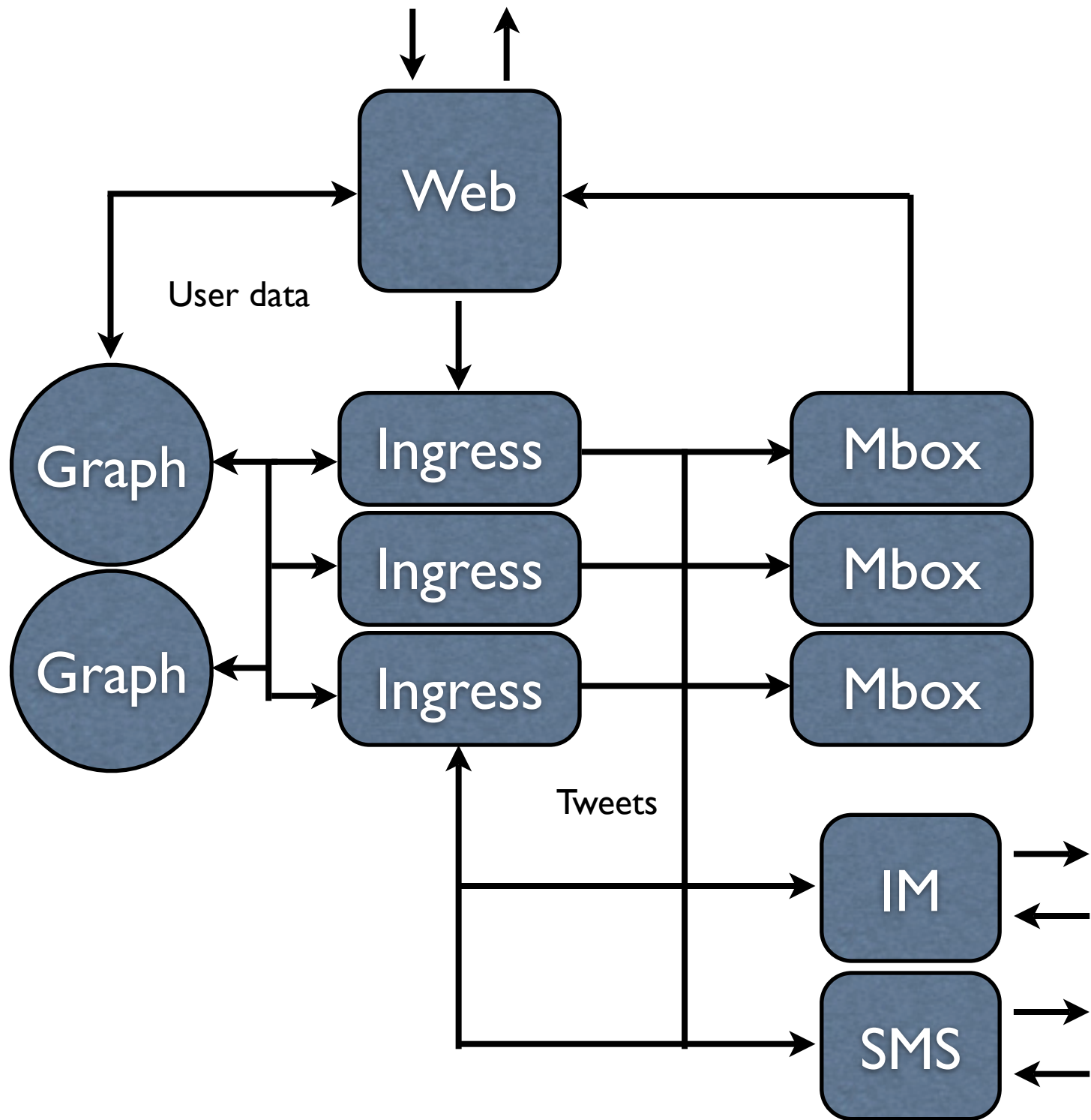
Video Encoding

SQS



Twitter





Thanks!