

The Problem: FB app backend

My Questions by **slide.com**

Help | Settings | Cool apps | Invite

Cool Apps | **Ask a Question** | My Questions | Friends' Questions

Ask a question:

e.g. What's the best Facebook app?

Add an image to your question (optional)
Image upload | Image URL
Choose File no file selected

(221 characters remaining)

Make my question public!

Make it a poll, enter up to 5 choices:

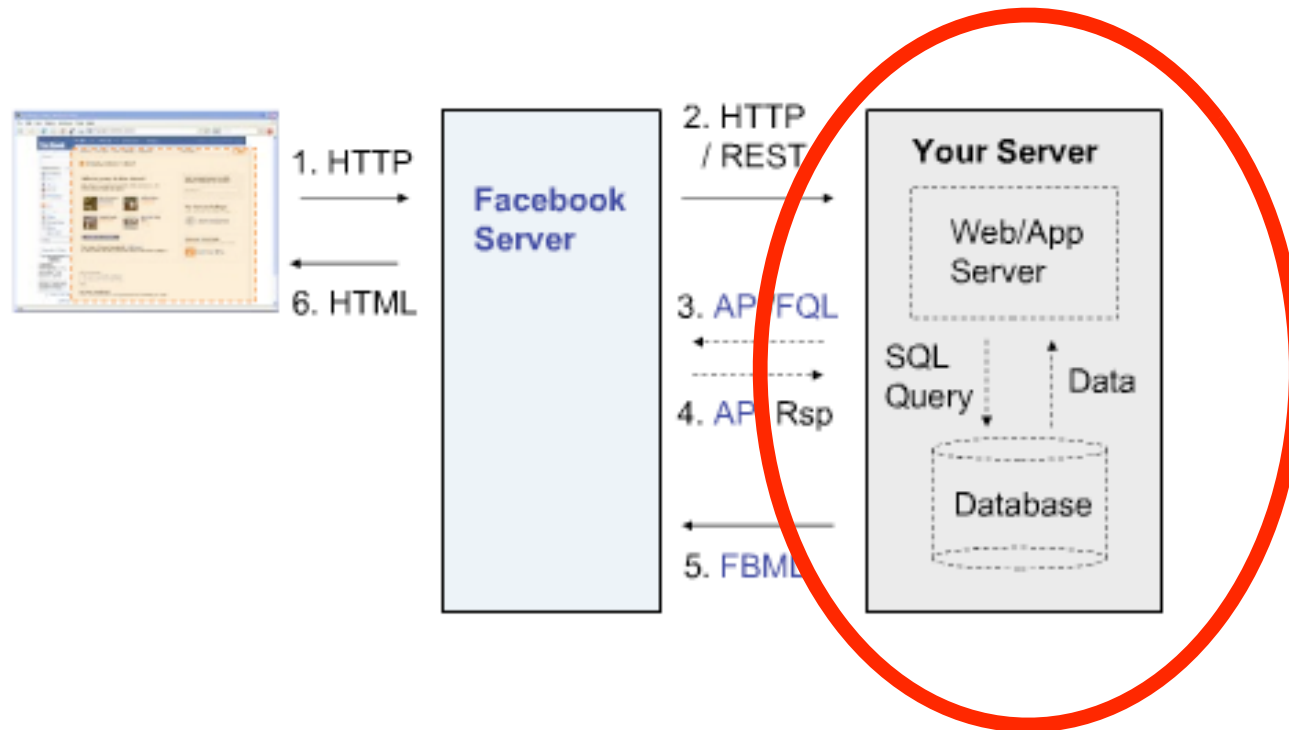
- 1
- 2
- 3
- 4
- 5

Post Question | Question Suggestion!

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The Problem

Architecture: Facebook App - Canvas



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Fountain

Software-as-a-Service platform for Social
Networking and Widget-based Applications

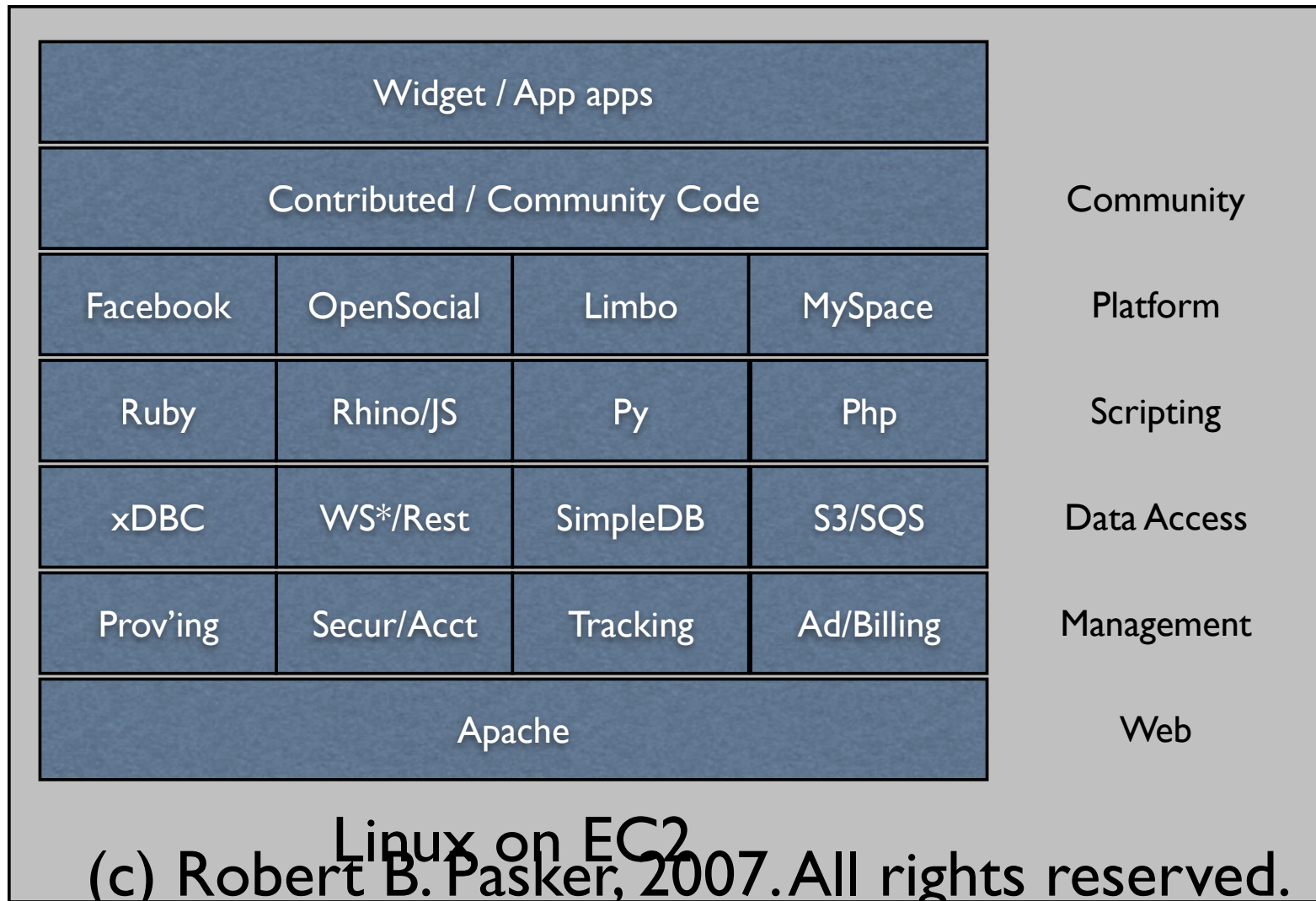
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Fountain SaaS

- Completely self-service
- FOSS/LAMPish stack
- Amazon Web Services (AWS) substrate
- Full lifecycle: prototyping through production
- No IT/IS/Ops experience necessary

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Fountain Framework



Product Development Workbench

- Web-based Rapid App Development Workbench (RAD)
- Content Management (CMS) for media assets
- Testing Tools
- Source Code Management (SCM)
- Deployment (Dev/Test/Stage/Prod)

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AWS Substrate:EC2

Instances

\$0.10 - Small Instance (Default)

1.7 GB of memory, 1 EC2 Compute Unit (1 virtual core with 1 EC2 Compute Unit), 160 GB of instance storage, 32-bit platform

\$0.40 - Large Instance

7.5 GB of memory, 4 EC2 Compute Units (2 virtual cores with 2 EC2 Compute Units each), 850 GB of instance storage, 64-bit platform

\$0.80 - Extra Large Instance

15 GB of memory, 8 EC2 Compute Units (4 virtual cores with 2 EC2 Compute Units each), 1690 GB of instance storage, 64-bit platform

Pricing is per instance-hour consumed for each instance type. Partial instance-hours consumed are billed as full hours.

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AWS Substrate:DevPay

Amazon DevPay Functionality

Amazon DevPay allows you to use Amazon's infrastructure to manage customer accounts and billing for applications built on Amazon S3 or Amazon EC2 (other services will be added over time). To use Amazon DevPay, you simply:

- Develop your software application using [Amazon S3](#) or an [Amazon EC2](#) Machine Image (AMI).
- Use the simple Amazon DevPay web interface to register your application or AMI with Amazon DevPay, provide a product description and configure your desired pricing.
- Embed the Amazon DevPay purchase pipeline link into your web site to allow your customers to purchase your product.
- Protect your application from unauthorized use by integrating with Amazon DevPay's authentication mechanism.
- Monitor the money you are earning on the [Amazon DevPay Activity](#) page.

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Business Model

- Product Development
 - Self-service Multi-tenant
 - 1-2 users free; 3+ \$10?/user/month
 - Test/Beta
 - Multi-tenant VM, upto 1,000? ops/hour
 - n x AWS costs
 - Production
 - Standalone AWS VM image
 - n x AWS pricing; n=4?; ~\$300/mo for 1 CPU
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Competition

Building Facebook Applications on AWS

Amazon Web Services and Facebook are teaming up to help developers build instantly scalable applications for Facebook users. Build your Facebook app on AWS to ensure reliability, flexibility, and cost-effectiveness as your application grows in popularity.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

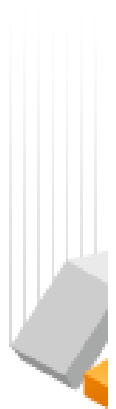
Facebook, Joyent and Dell have partnered to provide free scalable, on-demand infrastructure from Joyent to Facebook developers. Joyent's Accelerator on-demand infrastructure (peered with Facebook's datacenter!) provides the very best load balancers, routing and switching fabric, x86 servers and storage from Dell. Facebook developers can take advantage of Joyent Accelerators to quickly launch Facebook applications capable of scaling to millions of users. All for free.

What's Included?

A Joyent Facebook Developer Accelerator includes everything you need to develop and deploy your Facebook application. You get root access to a virtualized machine that includes all the tools for developing Facebook applications in PHP, Rails, and Python.

Note: We do not currently support Windows, and do not plan to do so in the foreseeable future.

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Fountain Advantages

- Pre-built stack – LAMP+AWS, social net / widget productivity libs
 - Self-service – 30 second OOTBE
 - Incremental pricing -- \$0 to get started
 - Scalable – 1- to 8-way box; clustering later
 - Reliable – AWS substrate
 - Hands off – no IT/IS/Ops experience
 - Community -- user-contributed code
 - SDLC – develop, test, beta, production
 - Make \$\$\$ – built-in business management
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