Building a Financial Web Application Using Drupal
DrupalCon Szeged
August 29th, 2008
or How To Build a Stock Exchange
in Three Months
With Zero Knowledge,
9,000 Euros,
and a Big Supply of Slovak Beer Motivation.
July 2007

Tapas Bar, London
The Fusu Story

September 2007

Private Beta
The Fusu Story
The Fusu Story

We started with...

• Design, Theme (outsourced)
• Migrating 2 weeks of dev (backend logic, graph gen)
• Modules, content
• Goal: launch in one month
• Learning Drupal on the way
$69 Logo
$109 Design
$600 Drupalization
The Big Drupalization:
- Classes now use Drupal's DB layer
- If classes return arrays, they are usually suitable for the `theme_table()` Drupal function
The Fusu Story
Drupalization

Private Beta Launch:
• Invitation only (using invite module)
• 100 personally known domainers
• Strategic partnership shortly after
Fusu Architecture
Overview

Backend:
- Financial logic
- Indexes, charts
- Parking

Auctions:
- IDO Auctions
- Domain Auctions
- Whitelabel

Drupal modules:
- Invite
- Glossary
- etc
Drupal Modules

- buddylist
- printfriendly
- glossary
- cronplus
- privatemsg
- blockcache
- contact
- profile
- activemenu
- subscriptions
- dhtmlmenus
- google analytics
- securelogin
- thickbox
- javascript aggregator
- forward
- mysite
- collapsiblock
- front_page
- casetracker
- devel
- masscontact
- cache_clear
- faq
- pathauto
- imagecaptcha
Drupal Challenges

Oh, boy

- Deployment and development cycles
- Scalability
- Core hacking
- Module hacking
- Menu and caching
- Drupal 6.x
Drupal Challenges

Rock&roll
Drupal Challenges
Core and module hacking

- Core hacking
  - Including pathauto

Guaranteed way to headache with Drupal upgrades

Solutions (work in progress)
- Contribute
- Just don‘t do it
Drupal Challenges

Scalability

- Memory 20mb/script
- Without any cache 200 queries/page
- Easy to produce unnecessary queries
- We are fools – rrdtool? Cactus? Uh?

Result: down first day of auctions

Optimization (work in progress):
- Easy: Frontend optimization
- Zend Optimizer
- Load Balancer
- Cache (agresssive)
- Cache (block cache)
- Cache (custom caching)
Drupal Challenges
Menu caching

Dynamic menu caching
• „New Messages (5)“
• cached even if set not to cache

Solution („oh boy“):
• Clear menu cache table on user login
Drupal Challenges

Drupal 6.x

- Drupal 6.0 released after launch
- No time to upgrade

Solution:
- ...

But even drupal.org runs 5.x 😊
Considering the vastly growing amount of servers on which PHP is now running, taking a look at the huge step PHP made from version 3.0 to version 4.0, and seeing its mature and up-to-date base, PHP has surely become what it has been aiming at: A great tool for rapid development of stable and fast Web applications.

If your business relies on Web applications, you should certainly consider PHP.

This session shows how your business can benefit from the use of PHP, give an overview of PHP's business-relevant features, and show you what you need to consider when adopting PHP.
Considering the vastly growing amount of servers on which PHP Drupal is now running, taking a look at the huge step PHP Drupal made from version 3.0 5.0 to version 4.0 6.0, and seeing its mature and up-to-date base, PHP Drupal has surely become what it has been aiming at: A great tool for rapid development of stable and fast Web applications.

If your business relies on Web applications, you should certainly consider PHP Drupal.

This session shows how your business can benefit from the use of PHP Drupal, give an overview of PHP’s Drupal’s business-relevant features, and show you what you need to consider when adopting PHP Drupal.
Drupal is

• easy to set up
• a framework of functions for db abstraction, user management output, etc
• RAD through its extensive set of modules
• supported by a great community
• „adaptable, flexible“

Cons: not as geeky as Ruby
The End
(Almost)

Questions?
Thanks!
team@fusu.com
tobias@fusu.com
www.fusu.com
Work in Bratislava?

jobs@fusu.com