

Beyond Startups: Rails Demand in the Global 2000

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RailsConf Europe 2007
Berlin, Germany

Me

- Rails in business
 - RightCart.com, ELC Technologies
 - Cisco, LiveNation, Top Global Media and Consulting companies
- Global

Global 2000

RANK	COMPANY	COUNTRY	INDUSTRY	SALES (\$BIL)	PROFITS (\$BIL)	ASSETS (\$BIL)	MARKET VAUE (\$BIL)
15	Allianz	Germany	Insurance	125.33	8.81	1,380.88	87.22
27	Deutsche Bank	Germany	Diversified Financials	95.50	7.45	1,485.58	65.15
47	E.ON	Germany	Utilities	80.53	6.34	167.11	86.32
49	DaimlerChrysler	Germany	Consumer Durables	199.99	4.26	235.11	68.78
56	Deutsche Telekom	Germany	Telecommunications Services	80.93	4.23	159.90	78.08
60	Siemens	Germany	Conglomerates	110.82	3.85	109.12	93.93
76	RWE Group	Germany	Utilities	56.56	5.08	118.52	57.28
92	Munich Re	Germany	Insurance	55.96	3.16	243.03	36.27
94	Deutsche Post	Germany	Transportation	79.87	2.53	202.39	38.20
100	BASF	Germany	Chemicals	69.41	4.24	58.93	50.91
124	BMW-Bayerische Motor	Germany	Consumer Durables	55.15	2.65	87.23	37.90
129	Volkswagen Group	Germany	Consumer Durables	112.61	1.32	153.91	44.01
149	Commerzbank	Germany	Banking	29.40	2.00	801.18	27.06
186	Bayer Group	Germany	Chemicals	32.37	1.89	42.24	43.89
194	ThyssenKrupp Group	Germany	Conglomerates	59.80	2.09	44.45	23.92
309	Metro AG	Germany	Food Markets	65.87	0.63	32.69	22.57
343	EnBW-Energie Baden	Germany	Utilities	17.44	1.32	29.64	16.04
357	SAP	Germany	Software & Services	12.40	2.46	12.44	58.26
405	Henkel Group	Germany	Household & Personal Products	16.81	1.13	17.13	18.12
408	Porsche	Germany	Consumer Durables	9.09	1.74	18.48	22.92
409	Continental	Germany	Consumer Durables	19.64	1.30	14.13	18.25

Global 2000

RANK	COMPANY	COUNTRY	INDUSTRY	SALES (\$BIL)	PROFITS (\$BIL)	ASSETS (\$BIL)	MARKET VAUE (\$BIL)
1	Citigroup	United States	Banking	146.56	21.54	1,884.32	247.42
2	Bank of America	United States	Banking	116.57	21.13	1,459.74	226.61
4	General Electric	United States	Conglomerates	163.39	20.83	697.24	358.98
5	JPMorgan Chase	United States	Banking	99.30	14.44	1,351.52	170.97
6	American Intl Group	United States	Insurance	113.19	14.01	979.41	174.47
7	ExxonMobil	United States	Oil & Gas Operations	335.09	39.50	223.95	410.65
16	Berkshire Hathaway	United States	Diversified Financials	98.54	11.02	248.44	163.79
17	Wal-Mart Stores	United States	Retailing	348.65	11.29	151.19	201.36
19	Chevron	United States	Oil & Gas Operations	195.34	17.14	132.63	149.37
22	ConocoPhillips	United States	Oil & Gas Operations	167.58	15.55	164.78	107.39
25	Goldman Sachs Group	United States	Diversified Financials	69.35	9.54	838.20	83.31
25	Morgan Stanley	United States	Diversified Financials	76.55	7.47	1,120.65	79.76

Global 2000

- Influential
 - Decisions stick and spread
 - Big draw for ecosystem
- Link to longevity for Ruby on Rails
 - Tools, training and support
- Ruby on Rails has buzz
 - Global companies want to know...

Asking

1. Are productivity gains for real?
2. Is Rails credible for business-critical applications?
3. Who else has done it?
4. How can I fit Rails into my organization?
5. What does the future hold?

I. Productivity Gains

- Are they for real?
 - Yes!
 - 3x with faster time to market.
- Why?
 - Technology
 - Teams

2. Business Critical

- Is Rails credible for business-critical applications?
 - Leadership
 - Support
 - Scale
- Deployment

3. Who else?

Let's take a look

You probably know...

No.
244

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AUGUST 28, 2007

In this issue of A List Apart, father of CSS Håkon Lie advocates real TrueType fonts in web design, while Iconfactory's Craig Hockenberry (developer of Twitterific) describes in detail how to optimize websites for iPhone.

CSS @ Ten: The Next Big Thing

by **HÅKON WIUM LIE**

Ten years ago, Håkon Wium Lie and Bert Bos gave us typographic control over web pages via CSS. But Verdana and Georgia take us only so far. Now Håkon shows us how to take web design out of the typographic ghetto, by harnessing the power of real TrueType fonts.

Put Your Content in My Pocket

by **CRAIG HOCKENBERRY**

In this first of two articles on bringing your content to the iPhone, the Iconfactory's Craig Hockenberry offers

AN EVENT APART
coming to a city near you

Sale! **T-SHIRTS**
hide your shame

A BOOK APART
coming soon

EDITOR'S CHOICE
originally ran: December 19, 2006

Switchy McLayout: An Adaptive Layout Technique

by **MARC VAN DEN
DOBBELSTEEN**

CSS-based liquid layout has proven successful during the reign of 800-pixel to 1024-pixel screens, but as we use a wider range of devices

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-Robert Hof, *BusinessWeek*

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Our Projects

Dashboard | To-Do's | Milestones | Time

Late Milestones

- 51 days late: [Launch](#) (Spinfree | Sunrise development | Jason Fried)
- 30 days late: [Initial customer success](#) (Spinfree | Sunrise development | Jason Fried)

Due in the next 34 days

Sun	Mon	Tue	Wed	Thu	Fri	Sat
TODAY	Dec 18 Teaser site launch		Decision review 1			
					29 Trademark filing	

Latest activity

R.BIRD — Patterns

- [Client presentation](#) completed by Jason F.
- [Re: What are Patterns?](#) posted by Jason F.
- [R.BIRD_Patterns_Coffee.pdf](#) uploaded by Jason F.
- [What are Patterns?](#) posted by Jason F.

Spinfree — Sunrise development

- [Teaser site launch](#) reopened for Jason F.
- [Trademark filing](#) reopened for Jason F.
- [Decision review 1](#) reopened for Jason F.
- [Something important](#) completed by Jason F.
- [Initial customer based on design review](#) completed by Jason F.

37signals — Backpack 2

- [Launch](#) completed by Jason F.
- [Widest edit states can be dropped wit...](#) assigned to Sam S.
- [Plus in past link in the page link an...](#) assigned to Sam S.
- [Renaming a file to the same name as a...](#) assigned to Jason F.
- [Frame uploading?](#) assigned to Jason F.

Coudal Partners — jewelboxing

- [newcustomers.doc](#) uploaded by Jason F.
- [Re: What are you jewelboxing?](#) posted by Jason F.
- [J. Canon Pisma™ #4200 Inkjet Printer](#) assigned to Anyone
- [100 Tahn Yuden™ High-Quality Silve...](#) assigned to Anyone
- [100 Jewelboxing Kings and Trays](#) assigned to Jim C.

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post	171	0.2%
tag	1424	17.9%
post	4704	5.8%
wordpress	4128	5.2%
WordPress.org hosts	1422	1.8%
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Lorelle on WordPress	1351	1.7%
Home	1331	1.7%
Scobleizer - Microsoft Geek Blogger	1275	1.6%
Tags	1249	1.6%
best blogs on WordPress.com	1218	1.5%

LIST

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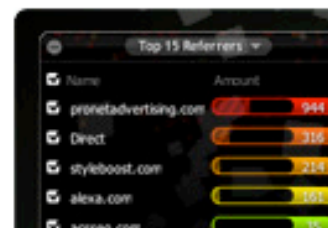
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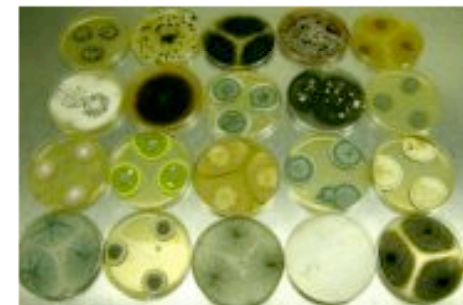
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**Top News****Gutierrez to Lead Congressional Delegation to Panama, Peru and Colombia to Urge Action on Pending FTAs**

Washington (Sept. 7)—U.S. Commerce Secretary Carlos M. Gutierrez today announced that he will lead a congressional delegation to Panama, Peru and Colombia, September 12 -15, to discuss pending trade agreements with the U.S. and to hear directly

from government, business, labor and civil society officials on the role these agreements play in promoting positive social change, and economic growth and opportunity. "The pending free trade agreements with Peru, Colombia and Panama present a great opportunity for our country," said Gutierrez. ([More](#))

**Gutierrez Says Economic Fundamentals Solid with Growing Economy and Unemployment Rate at 4.6 Percent**

Washington (Sept. 7)—U.S. Commerce

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12. Favorite Disney Song
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3. Favorite Seattle Lakes
4. Internet Cafe Seattle
5. Best Local Fish Store -- Seattle
6. Best Bloody Mary in Seattle
7. Best Great Dane Vet in Seattle
8. Best Brow Wax in Seattle
9. Best Vet for Large Breed Dogs in Seattle
10. Best Waffles in Seattle
11. Best Chicken Wing Places in Seattle, WA
12. Best Chat Place in Seattle
13. Best Place to Live in Seattle If You Are S...
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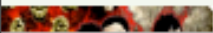
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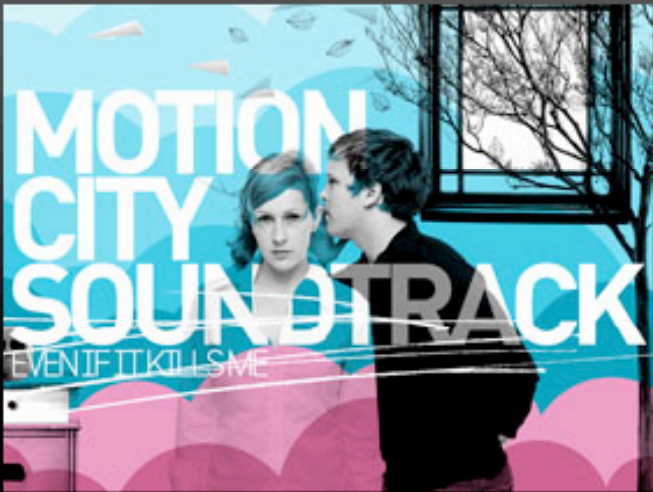
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- 6/19/2007  **Avril Lavigne**
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- 8/20/2007  **Foo Fighters**
"The Pretender"

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- 8 hrs ago  **50 Cent Brings LL Cool J, Remy Ma Back To His 'Hood**
- 14 hrs ago  **Mixtape Monday: Nas Sounds Off On Bill**

BROWSE ALL ARTISTS

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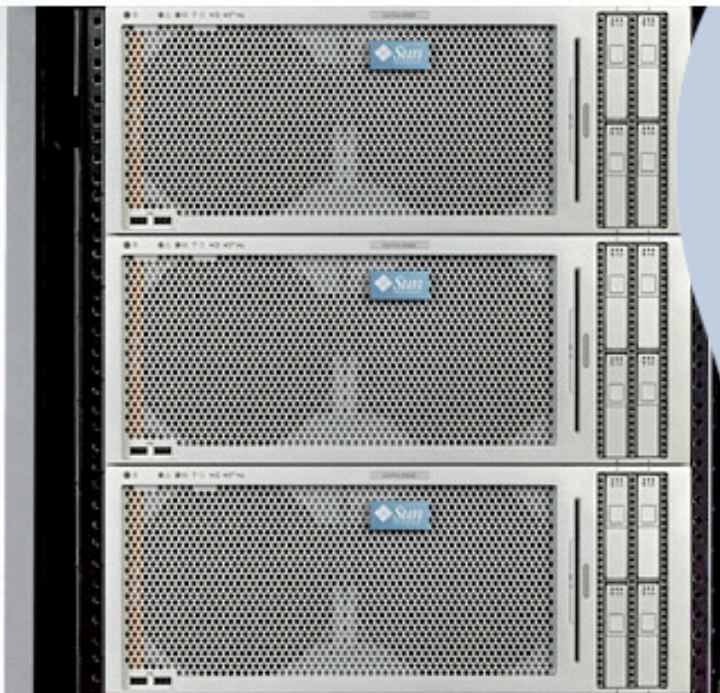


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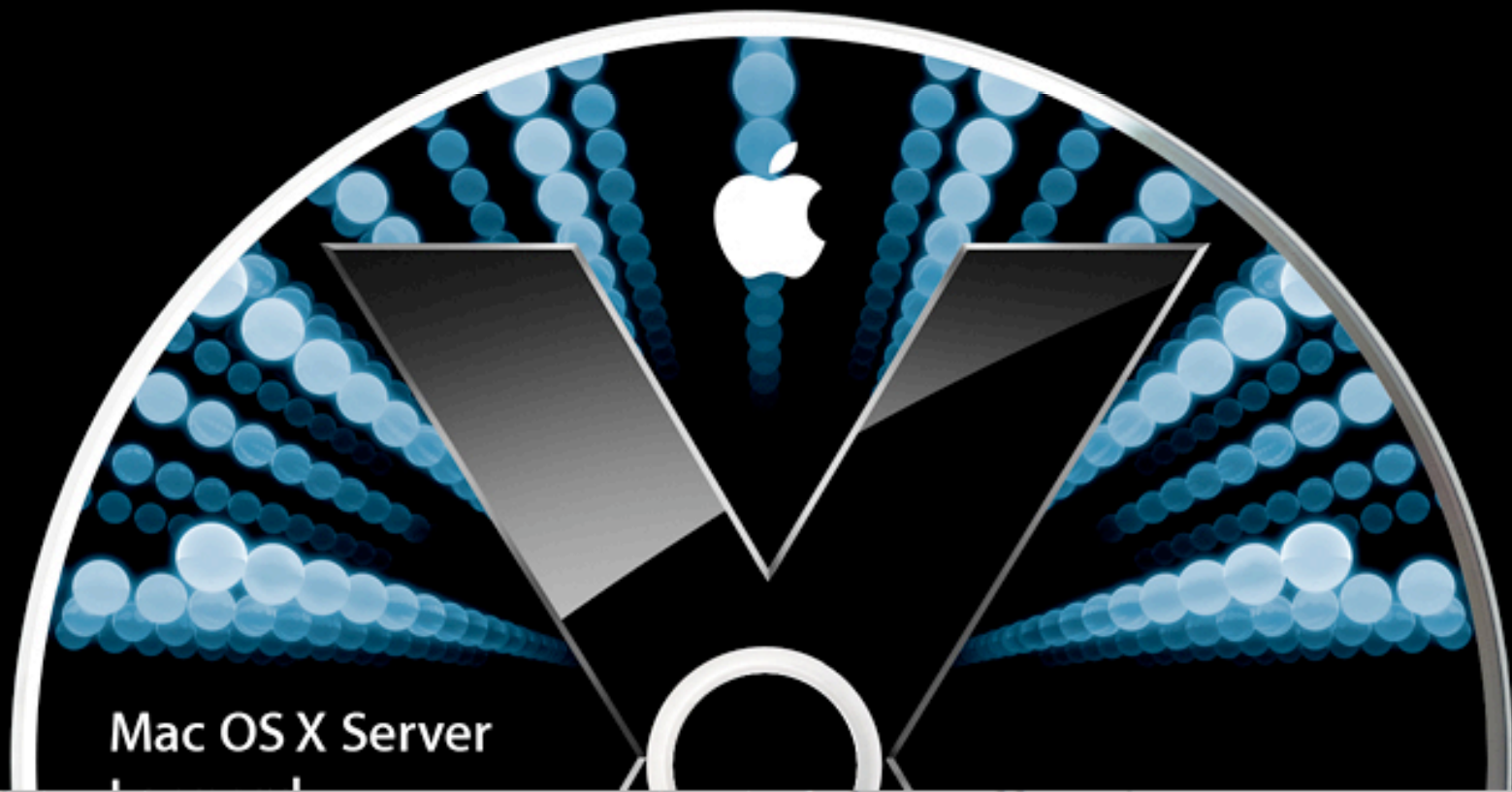
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3. Who else?

Large successful organizations

4. Organizational fit

- Prototypes
- Integration
- New Initiatives
- Revitalization
- ROI measured in 6 months

5. Rails Ahead

“The magnitude of growth and structural change will be determined by ... the four fortresses of market inertia — vendor concentration, intellectual property rights, installed bases, and brand loyalty.”

Andrew Bartels, John R. Rymer

5. Rails Ahead

“The magnitude of growth and structural change will be determined by ... the four fortresses of market inertia — **vendor concentration, intellectual property rights, installed bases, and brand loyalty.**”

Andrew Bartels, John R. Rymer

5. Rails Ahead

- Vendor concentration
 - Open
- Installed bases and brand loyalty
 - Rails as a Chameleon JRuby/IronRuby
 - Tight integration with existing codebase.
- Deployment and Performance

Take away

- Demand for Rails in Global 2000
- Demand positively contributes
- Rails is ready for development
- Adapt for deployment and integration
- JRuby, IronRuby are powerful bridges

Thank you

Beyond Startups:
Rails Demand in the Global 2000

Jonathan Siegel
Founder, UK President
ELC Technologies
jsiegel@elctech.com

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Berlin, Germany