#### How we learned to stop worrying and start deploying The Netflix API service

Sand

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Netflix started out as a DVD rental by mail service in the US.





Introduced on-demand video streaming over the internet in 2007



### **Global Streaming for Movies and TV Shows**



Started expanding the streaming service into international markets a few years after launching in the US



## **High Quality Original Content**



Late 2011/2012 marked a major new strategic focus with foray into the world of original programming





Shows like HoC & Orange have been received with high acclaim; as evidenced by recent Emmy wins. Strategy is to expand internationally and pursue high quality content to drive engagement and acquisition.





Global expansion, high quality originals and personalized content have fueled rapid subscriber growth.



_	Upstre	eam	Downstr	eam	Aggreg	ate
Rank	Application	Share	Application	Share	Application	Share
1	BitTorrent	24.53%	Netflix	34.21%	Netflix	31.09%
2	HTTP	14.27%	YouTube	13.19%	YouTube	12.28%
3	SSL	6.54%	HTTP	11.65%	HTTP	11.84%
4	Netflix	6.44%	iTunes	3.64%	BitTorrent	5.96%
5	YouTube	5.52%	SSL	3.42%	SSL	3.80%
6	Skype	2.23%	BitTorrent	3.40%	iTunes	3.33%
7	Facebook	2.17%	MPEG	2.85%	MPEG	2.62%
8	FaceTime	1.50%	Facebook	1.99%	Facebook	1.83%
9	Dropbox	1.20%	Amazon Video	1.90%	Amazon Video	1.82%
10	iTunes	1.15%	Hulu	1.74%	Hulu	1.58%
		64.40%		76.24%		74.58%

Netflix now accounts for over 1/3rd of downstream internet traffic in NA at peak. This number has been in the news a lot lately!





Our members can choose to enjoy our service on over 1000 device types.





Edge Engineering operates the services that are the entry point to the personalized discovery and streaming experience for our members.





This is an extremely high level view of how the Netflix Discovery experience is rendered. API is the internet facing service that all devices connect to to provide the user experience. The API in turn consumes data from several middle-tier services, applies business logic on top of it as needed and provides an abstraction layer for devices to interact with. The API in effect, acts as a broker of metadata between services and devices. Put another way, almost all product functionality flows through the API.



## **Role of API**

Enable rapid innovation

Conduit for metadata between Devices and

Services

- Implements business logic
- Scale with business growth
- Maintain resiliency





Looking at the motivations behind our move towards CD







PM: When can I get my feature? Us: 2 -4 weeks



PM: When can I get my feature?

Us: 2 -4 weeks - ish...



PM: When can I get my feature? Us: 2 -4 weeks - ish... IF all goes well...

We were lacking confidence in our delivery process



Created and last	I Serve modified by S	<b>er Push (</b> angeeta Naraya	Calendar - 2011		2 v	veek release cyc
PROD Push	Push Caler Code Freeze	JIRA Query	Status	Push Lead	CI Lead	Notes
2011-01- 11	2011- 12-28	API 01.11 Push				PUSHED Push delayed to 01/17 because of issues around partner notification
2011-01- 25	2011- 01-11	API 01.25 Push	API 01.25 Push Status			PUSHED
2011-02- 08	2011- 01-25	API 02.08 Push	API 02.08 Push Status			PUSHED
2011-02- 22	2011- 02-08	API 02.22 Push	API 02.22 Push Status			PUSHED
2011-03- 08	2011- 02-22	API 03.08 Push	API 03.08 Push Status			PUSHED
2011-03- 22	2011- 03-08		Delayed/Combined with 3.28 Push			
2011-03.28		API 03.22 Push	API 03.22 Push Status			PUSHED Full API push (Was: Off cycle push for Sony Field Test of BIVL 1.5 (BIVL only changes))
2011-04- 07	2011- 03-22	API 04.07 Push	PUSHED			PUSHED Moving to 04.07 to accommodate BIVL US launch 4/4 - 4/6
2011.04.13		API 04.13 Push	PUSHED			PUSHED Off cycle push for BIVL CA launch (if needed)
2011-04- 21	2011- 04-05	API 04.21 Push	PUSHED			DELAYED To 4/27 because of AWS outage and lingering issues. Moved to 04.21 to accommodate BIVL CA launch on 4/19



Created and last	<b>I Serve</b> modified by S	<b>er Push (</b> Sangeeta Naraya	Calendar - 2011 nan on Nov 02, 2011			Not Quite!
This is the AP	I Push Caler Code	JIRA	Status	Push	CI Lead	Notes
Push 2011-01- 11	2011- 12-28	Query API 01.11 Push		Lead		PUSHED Push delayed () 01/17 because of issues around partner notification
2011-01- 25	2011- 01-11	API 01.25 Push	API 01.25 Push Status			PUSHED
2011-02- 08	2011- 01-25	API 02.08 Push	API 02.08 Push Status			PUSHED
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API was becoming a bottleneck where functionality would get delayed.





We had a simple goal.









3 long lived branches with code in varying states of release readiness. Lots of manual tracking, merging and co-ordination.







# **Constantly Changing Dependencies**



Dependency management was hard and contributed to slow, unpredictable builds.





Lots of manual testing - on device too!









Life of push on-call was not fun.



#### **Requirements for new system**

- On-Demand, Rapid Feature Delivery
- Intuitive and painless
- Easy recovery from errors
- Insight and Communication
- Balance between Agility & Stability









Major releases (MR) every three weeks - dates shared outside the team Weekly Incremental releases (IR) in between; two IRs per MR cycle





Eliminated Code Freeze. Engineers were responsible for managing their commits. Automated code merge tasks





Dependency Management was creating a lot of churn in our cycle. We built a separate pipeline that resolved the dependency tree, validated it by running a series of tests and then committed the resolved graph to source. All development is based off that known good set of dependencies until the next run of that pipeline.





Worked out a test strategy so effort could be applied at the appropriate level of testing. The idea was to build a series of tests that acted as gates and as code made its way up the pyramid, our confidence in it would increase.





Eliminating non-determinism and shortening runtime is a fundamental requirement. The point to note is that this is an ongoing process; you need to stay on top of this!



# **Improved Result Reporting**

		com.netflix.atf.	.api.video.json.CatalogTitlesTests.testEpisodeDetails.1						
Paran	Parameters : id=http v=2.0 esn= params output- country		tp://api.netflix.com. HFXZ1CKEX9FFMAR ms={v=2.0, esn= ut=json try=US						
Durat	ion :	:53:07							
Asser	tions	Result	Message						
1	assertEquals	PASSED	Expected: 'Episode 2' Actual: 'Episode 2'						
1	assertEquals assertEquals	PASSED	Expected: 'Episode 2'   Actual: 'Episode 2' Expected: 'Example Show: Ssn 1: Ep 2'   Actual: 'Example Show: Ssn 1: Ep 2'						
1 2 3	assertEquals assertEquals assertEquals	PASSED PASSED PASSED	Expected: 'Episode 2'   Actual: 'Episode 2' Expected: 'Example Show: Ssn 1: Ep 2'   Actual: 'Example Show: Ssn 1: Ep 2' Expected: ''   Actual: ''						
1 2 3 4	assertEquals assertEquals assertEquals assertEquals	PASSED PASSED PASSED PASSED	Expected: 'Episode 2'   Actual: 'Episode 2' Expected: 'Example Show: Ssn 1: Ep 2'   Actual: 'Example Show: Ssn 1: Ep 2' Expected: ''   Actual: '' Expected: ''   Actual: ''						
1 2 3 4 5	assertEquals assertEquals assertEquals assertEquals assertEquals	PASSED PASSED PASSED PASSED PASSED	Expected: 'Episode 2'   Actual: 'Episode 2' Expected: 'Example Show: Ssn 1: Ep 2'   Actual: 'Example Show: Ssn 1: Ep 2' Expected: ''   Actual: '' Expected: ''   Actual: '' Expected: 'Title[titleShort=Example Show: Ssn 1: Ep 2,regular=Episode 2,episodeShort=,episodeShort=						
1 2 3 4 5 6	assertEquals assertEquals assertEquals assertEquals assertEquals assertEquals	PASSED PASSED PASSED PASSED PASSED PASSED	Expected: 'Episode 2'   Actual: 'Episode 2' Expected: 'Example Show: Ssn 1: Ep 2'   Actual: 'Example Show: Ssn 1: Ep 2' Expected: ''   Actual: '' Expected: ''   Actual: '' Expected: 'Title[titleShort=Example Show: Ssn 1: Ep 2,regular=Episode 2,episodeShort=,episod						

In keeping with the goal of making the system simple and intuitive, we added detailed insights into test results so anyone could quickly root cause failures and act on them.




By now, we were operating multiple internal environments and the company was getting ready to bring a new AWS region online. We automated deployments to all those environments.





And now, we had ourselves a pipeline! In fact, we had 3 - one for each long lived branch.





A big milestone for the team.



## **Team Cohesion**

- Shared ownership no silos
- Increased partner satisfaction
- Greater productivity

Equally, if not more important was the change in the team dynamic. There was increased cohesion as people got comfortable with the self-service model and the idea of sharing ownership.







Faster, Better, All the way!

Shorter Feedback Loop

Increased Confidence

Richer Insight & Communication





Increase velocity: Developer workflow

NEtflix BUild LAnguage plugin for Gradle that provides specific functionality for the Netflix environment











More, Better, Faster & to Prod

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Automated Canary Analysis is the arguably the most important tool in our toolkit. We started out small, comparing simple metrics. Then expanded it to make it a system that generates a health score based on comparisons across 1000s of metrics.



NETFLI	X	Canary Rep	ort								
(	Ca	anary Score 9: Mon Jul 28 23:06:01 GI	<b>: 87%</b> MT 2014 (Start:	MARGIN	IAL		9%				
F C V	Region: eu-west-1.prod Canary: Version: api-4.963-h1536.a0b5f71/EDGE-Master-Family-Build/1536										
	De	summary	Cold Metrics	Nodata Metri	ics Hot M	Metrics OF	< Metrics				
	>	METRIC GROUPS									
		Group	Lower	Upper	Ratio	Score	State				
		System	0.83	1.17	1.08	79%	MARGINAL				
		Request	0.85	1.15	0.97	91%	ОК				
		Dependency	0.92	1.08	1.06	98%	ОК				
		Other	0.88	1.12	1.07	83%	MARGINAL				
		Untagged	0.90	1.10	0.95	100%	ок				
	>	METRIC STATES									
		State		Count		Percentage					

Canary reports are generated at periodic intervals and emailed to the team. They are also available off the dashboard. The report shows an overall confidence score of the readiness of that build. This one didn't do very well.



NETFLIX	Canary Report					
0	0					
Can	ary Score: 87%	MAR	GINAL			
Date: M Region: Canary: Version	on Jul 28 23:06:01 GMT 2014 (Sta eu-west-1.prod : api-4.963-h1536.a0b5f71/EDGE-	rt: -1h) Master-Fami	ly-Build/153	6		
Detail	s Summary Cold Metrics	Nodata	Metrics	Hot Metric	s Ok M	etrics
≯ sy	stem metrics					
Nam	e	State	Ratio	Lower	Upper	Average
<b>9</b> _0	DpenFileDescriptorCount	НОТ	1.2005	0.8	1.2	10227.2213
🖯 Pa	arNew_CollectionCount	НОТ	1.2024	0.8	1.2	0.4605
Atlas	Plugin_MetricCount	НОТ	1.0409	0.98	1.02	23779.3123
> de	ependency metrics					

Details of the problematic metrics that contributed to the poor canary score.







de	epe	endency	EDGE	-Dependency-Update-Family-Build					
	۸	Date	Build	Source	Committer(s)	Bake	Patch Server	Smoke Tests	Canary Push
718		Oct 27 17:00	0	a master-dependency-update		0	9	0	94%
717		Oct 27 12:00	0	a master-dependency-update		0	<b>a</b>	0	97%
716		Oct 26 23:07	. 🥥	a master-dependency-update		0	8		
715		Oct 26 17:00	8	a master-dependency-update					
714		Oct 25 17:00	8	a master-dependency-update					
713		Oct 24 17:00	8	a master-dependency-update					
712		Oct 24 13:01	0	a master-dependency-update		0	<b>a</b>	9	87%
711		Oct 23 17:00	0	a master-dependency-update		0	<b>a</b>	9	96%
710		Oct 23 14:11	0	a master-dependency-update		0	<b>a</b>	0	

## **Dependency Validation Canary**



EdgeCenter	ENDPOINTS	SERVICE LAYER DEL	LIVERY ENVIRON	NMENTS DEPLOYMENTS CANARIES	S TRIGGERS		APPLICATION EDGE Server \$
DELIVERY Branches View		DELIVERY PIPELINE (Bu	ilds View)				Table View X Workflow View
Builds View					Search :		Today Last Week Last Month
FUNCTIONAL TESTING Known Test Issues		master		Build 2071 🤣	Patch Server 🥪 Oct 27 21:38		
		source : master-de ate	ependency-upd	EDGE-Master-Family-Build	Bake 🤣 Oct 27 21:38	Oct 27 15:03	Oct 27 22:09
		master		Build 2070	Bake 🤡 Oct 27 20:58	Smoke Tests 😪	Int Push 🚱
		source : fix-oauth-	login	Deployed			Oct 27 21:21
		dependency source :		Build 718 🥑 EDGE-Dependency-Update-Famil y-Build	Patch Server 🤡 Oct 27 17:09	Smoke Tests 🧭	
				Not intende	ed for de	ployment	
		developer source : apiuser_o	bservable	Build 1093 🥑 EDGE-Developer-Branch-Build	Bake 🤡 Oct 27 15:02	Smoke Tests 😵 2 Oct 27 08:19	
				Not deploy	able; faile	ed tests	
		dependency		Build 717 😔 EDGE-Dependency-Update-Famil	Oct 27 12:08	Smoke Tests 🥪	٨























*	Prod us-east-1	FailuresInProd	
Ŷ	Summary: prod.us-ea in product	st-1 - ion fleet	failing
	Check time: 2014-10 Time of alert: 2014-10 Match set: Incident Key: email,	Environmen Region: us-	it: prod east-1
	Description / Instruction	east-1 FailuresInProd	Helpful Dashboards





We can see an outage in real time - the no. of 5XX errors & latency spiked during the incident. This data is being streamed by hundreds of servers, aggregated using Turbine and streamed to the dashboard.



Featur	re Rollb	a	ck				
C Refresh + Create New F	ast Property Show 50 \$	entries				Search: EDGE-	
Property	Value 🗄	Env 🔅	Region	Stack 🕴	Additional Scope	Expiration $\diamondsuit$	¢
com.netflix.api.feature.EDGE- 103.enabled	ON	test					Q.
com.netflix.api.feature.EDGE- 1060.enabled	true	test					ß
com.netflix.api.feature.EDGE- 1135.enabled	true	test					©.
com.netflix.api.feature.EDGE- 1135.enabled	true	test		test			ß
com.netflix.api.feature.EDGE- 1200.enabled	false	test					G
com.netflix.api.feature.EDGE- 1214.enabled	Edge Services / EDGE-1493 Default Kids Profile	]					
com.netflix.api.feature.EDGE-	11UC	1031					_
com.netflix.api.feature.EDGE- 1494.enabled	true	test		mdrm			G

Dynamic configuration using <u>Archaius</u> allows features to be toggled dynamically. If newly introduced feature proves to be problematic, turning it off is an easy way to restore system health. Archaius is a set of config mgmt APIs based on Apache Common Config lib. This allows configuration changes to be propagated in a matter of minutes; at runtime without requiring app downtime. Configuration properties are multi-dimensional and context aware so their scope can be applied to a specific context e.g. env = Test/Staging/Production or region=us-east/us-west/eu-west etc.



Full	Rollback								
dgeCenter endpoints deployments Schedule	SERVICE LAYER DELIVERY ENVIRONMENTS DEPLOYMENTS CANA	RIES TRIGO	GERS			APP	LICATION E	DGE Server	4
	Environment : prod ‡ prod (us east) prod (us west 2) prod (eu)	Group	Environment	Status	Date Fri, Oct 24, 10:00 PDT	Build EDGE- Master- Family- Build-2066	Requestor	Details Details	
	User : @netflix.com	PROD	♣ prod (us west 2)	DEPLOYED	Fri, Oct 24, 10:00 PDT	EDGE- Master- Family- Build-2066		Details	
			🔒 prod (eu)	DEPLOYED	Fri, Oct 24, 16:15 PDT	EDGE- Master- Family- Build-2066		Details	

In the event that a newly deployed version of the software proves to be problematic, the system can be rolled back to the previous version. The old cluster is kept alive for a few hours so the automation knows what to roll back to. Because of our extensive use of autoscaling, provisioning the clusters accurately is tricky; and having to do it manually across three regions would make rollbacks slow and leave them to prone to error. Even though rollbacks are rare, the cost of getting it wrong is too high.











More, Better, Faster & to Prod

Shorter Feedback Loop

Increased Confidence

Richer Insight & Communication





Dashboard shows the status of current and upcoming deployments, builds and associated artifacts. Diff reports for source and libraries help identify contents of the build.



EdgeCenter END	OPOINTS	SERVICE	E LAYER DE	ELIVERY	ENVIRO	INMENTS DEPLOYMENTS CAN	ARIES TRIGGERS					SELE	CT APPLICATI	ON E	DGE Server
Known Test Issues			Date		Build	Source	Committer(s)	Bake	Patch Server	Smoke Tests	Int Push	Canary Push	Prod Push (us-east-1)	Prod Push (eu)	Prod Push (us-west-2)
		1	Aug	1639	9	dynamic-new-episode-ba dging		0	0	0	0				
		2	Aug	1638	0	bugfix/STR-12072-serializ e-text_stream_index-data		0	0	0	0				
		3	Aug	1637	9	2, automerge-prod-to-maste		0	0	0	0				
		4	Aug	1636	0	a, bugfix/fix_APIMediaAttrib ute_Decoding_for_APIAudioCh annels		9	0	9	0				
		5	Aug	1635	9	2, mediaroom-profile-manag ement		0	0	0	0				
		6	Aug	1634	8	a mediaroom-profile-manag ement									
		7	Aug	1633	0	a, nicobar-primer-bootstrap		0	0						
		8	Aug	1632	8	a, nicobar-primer-bootstrap									
		9	Aug	1631	0	feature/STR-12065-add-te xt_stream_index-attribute		0	0	0	0				
		10	Aug	1630	9	2, mediaroom-profile-manag ement		0	0	0	0				
		11	Aug	1629	0	2edit-ee3e986d74		0	0	0	0				
		12	Aug	1628	0	2, automerge-prod-to-maste		0	0	0	0				
		13	Aug	1627	0	A mediaroom-profile-manag ement		0	0	0	0				
		14	Aug	1626	0	a config-svc-mod-fix	-	0	0	0	0				
		15	Aug	1625	0	A mediaroom-profile-manag ement		0	0	9	0	<b>9</b> 3%	9	0	0
		16	Aug	1624	9	a, rebuild		0	0	0	8				
		17	Aug	1623	8	a cargo-console-logging									
		18	Aug	1622	0	a composite_hook_init_fix		0	0	0	8				
		19	Aug	1621	0	a composite_hook_init_fix		0	8						
		20	Aug	1620	9	a, runScript-post-string		0	0	0	0				
		21	Aug	1619	0	a update-email-consent		0	0	0	0	8			
		22	Auro	1618		a -edit-95b257cc74			•		•				

Different views of the data are available. This is a build that passed through all the stages successfully; including the canary.





Committers and On-Calls are notified when a build is scheduled for deployment so they can be available if needed.









The current state is that we deploy ~3 times/week on average. Additionally, deployments can be triggered on demand.



## Take-aways

- Build Agility into Architecture
- Embrace Change; Don't Fight it!
- Failure is inevitable
- Insight is key

- Examples of building agility cloud-native, loosely coupled microservices, distributed data stores, dynamic configuration using Archaius provides ability to effect changes in the behavior of our deployed services dynamically
- Embrace change dependencies will change; everyone is evolving and moving fast. Best to get ahead of it rather than try and fight it
- Failure is inevitable; re-assess balance of investment between preventing failure and rapid recovery + impact mitigation
- Insight not just operational(that's a given!), but engineering too. It becomes key when responsibility is shared.



## What's Next

- "Tiered" Canary Analysis
- Failure Injection Testing
- Throughput Trending





Good architectural practices, automation & tooling and deep insight into our systems allow us to operate resilient systems and go fast at scale. But the key piece that brings it all together and completes the picture is our culture.




Culture is based on the principles of Freedom and Responsibility.





Employees have the freedom to make decisions and act on them as it pertains to their daily activities. The counterbalance is the responsibility they assume for the implications of their actions. Management's job is to set the appropriate context so employees have all the information they need to make the right decisions and judgement calls. This fosters a blameless culture where people feel empowered to take risks.





Visit our github site and techblog for information and details about interesting topics related to distributed systems,



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## **Thank You!**

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