

Startup CTO Night

with Amazon CTO - Werner Vogels



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1st June, 2017

#CTONight

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Werner Vogels – CTO Amazon.com



All Things Distributed - <http://www.allthingsdistributed.com/>

#CTONIGHT



TechCrunch #CTONight



IVS #CTONight and Day

Startup CTO Night with Amazon CTO in July 2014



Startup CTO Night with Amazon CTO in July 2014

Werner Vogels による公開技術レビュー

- 約3年前に開催し大盛況だったCTOイベント
 - Twitterまとめ → <https://togetter.com/li/693281>
- その時から使っているハッシュタグ → **#ctonight**



Startup CTO Night with Amazon CTO

Werner Vogels による公開技術レビュー

Startup CTO が自社サービスの技術的優位性について発表**(5分)**

Tech Presentation: Startup CTO - 5 min

発表内容に対して Werner から技術的観点で質問&コメント**(5分)**

Tech Discussion: Werner & Startup CTO - 5min

Startup CTO Night with Amazon CTO

Werner Vogels による公開技術レビュー

Startup #CTONight with Amazon CTO とは

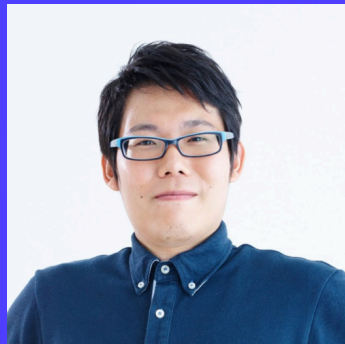
- Startup CTO はどのように技術を選び活用しているのか？
- それに対して Amazon CTO は何を思うのか？
- ディスカッションを通じて、技術のみならず、CTO の思考をも学ぶことができる、全ての技術者向けセッション！
- For All Engineers. Let's learn CTO things from Startup CTOs & Amazon CTO!

Are you ready for #CTONight ?

Let's get started!!

Startup CTO Night

with Amazon CTO - Werner Vogels



CHIKAKU CTO
Kenta Kuwata



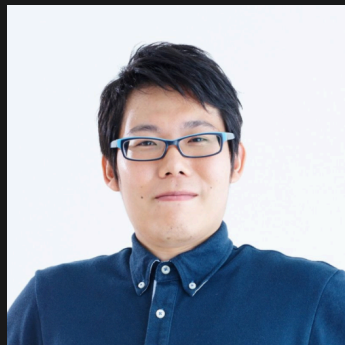
AXELSPACE CDO
Naoki Miyashita



REPRO CTO
Tomohiro Hashidate

CHIKAKU CTO - Kenta Kuwata

“いちばんいけないのは じぶんな
んかだめだと思いこむことだよ”



Company & Service

❖ Chikaku inc

Founded in 2014 by Kenji Kajiwara

❖ まごチャンネル Mago Channel

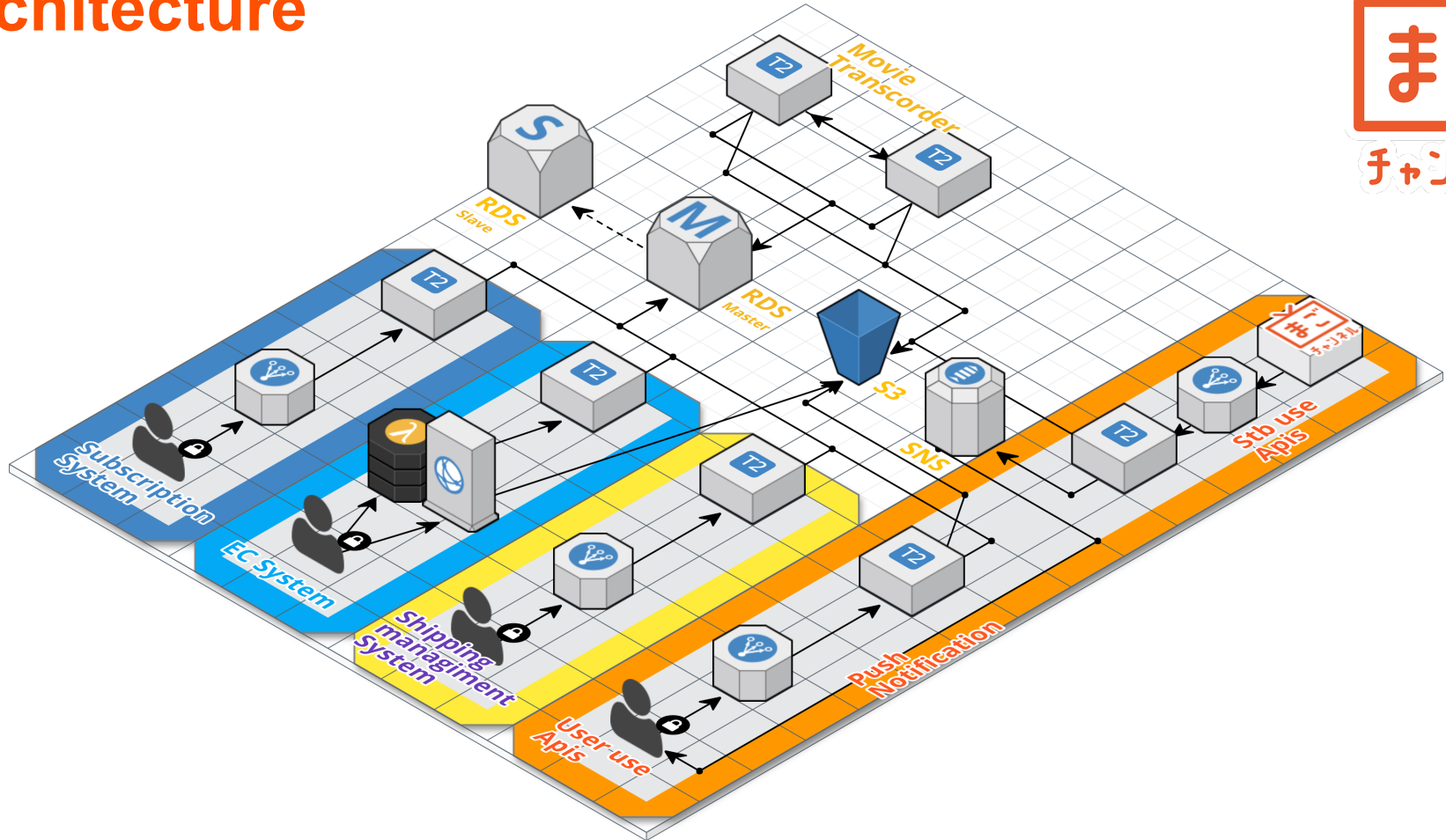
<https://www.mago-ch.com/>

Mago-channel makes your grandparents' TV have their own channel to watch their grandkids.

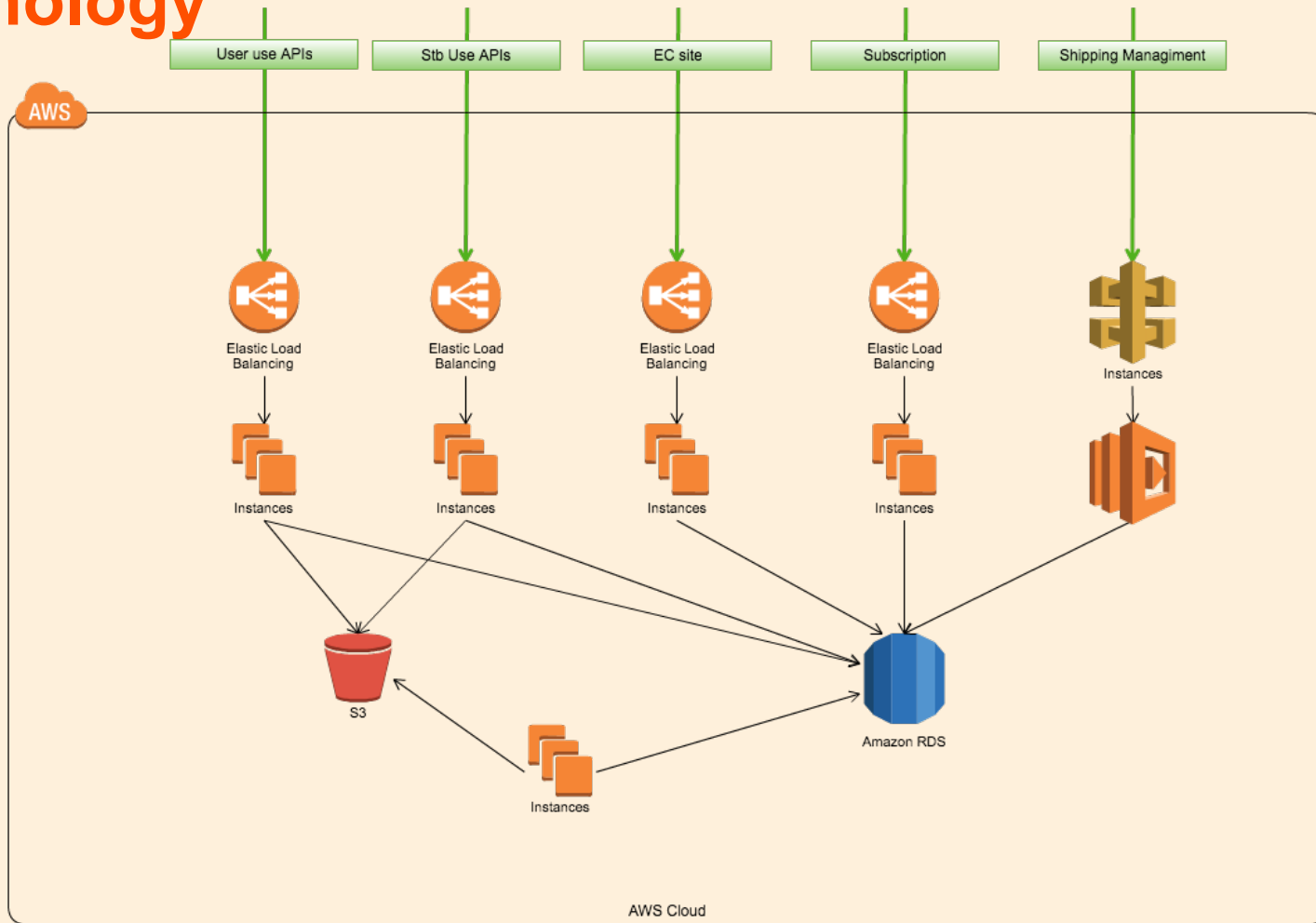
Just to take photos or videos then upload on smartphones, parents can share kids' memories with grandparents easily and instantly. The big screen can make them feel like being together so they can enjoy smiles of grandchildren living far away.



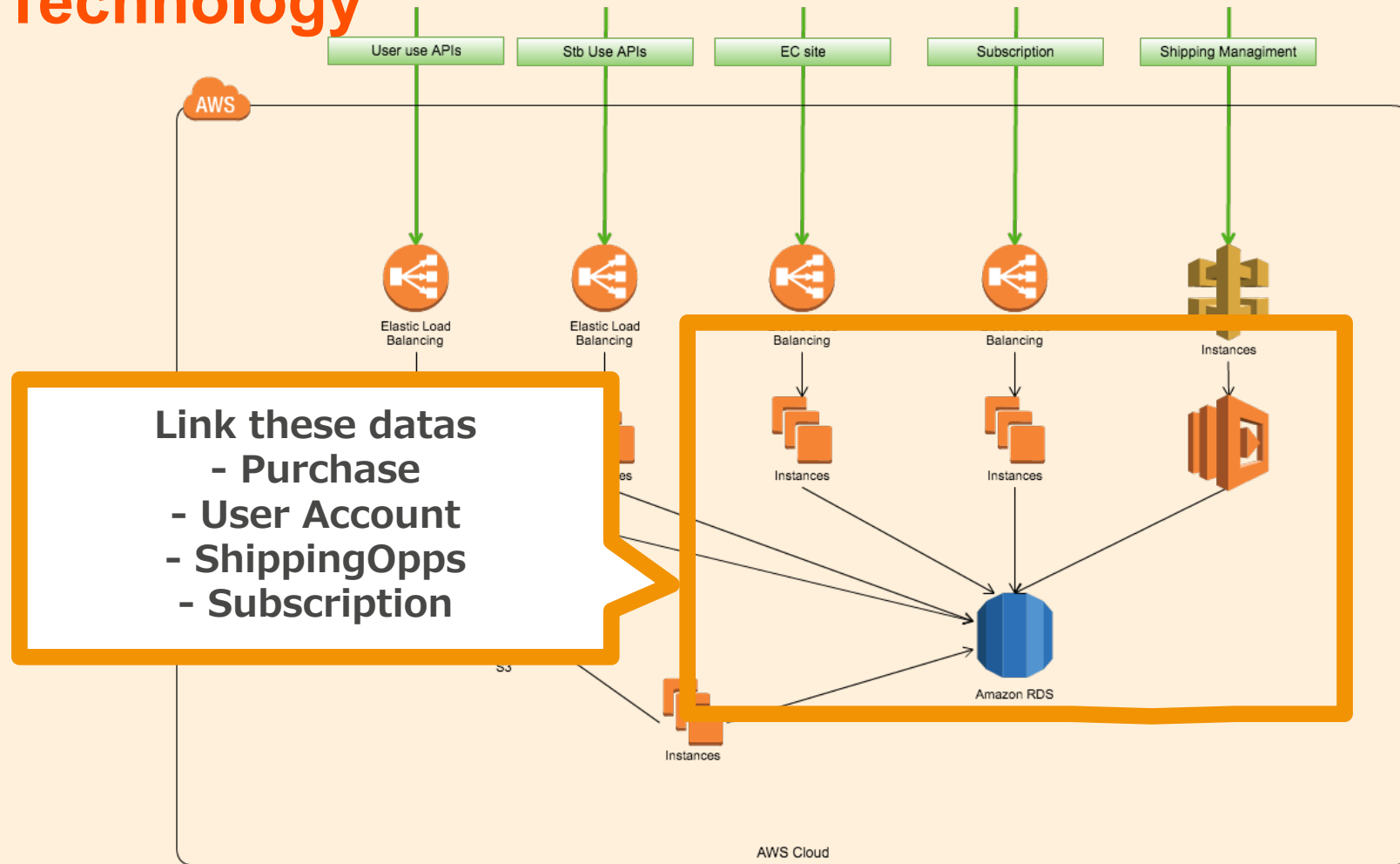
Architecture



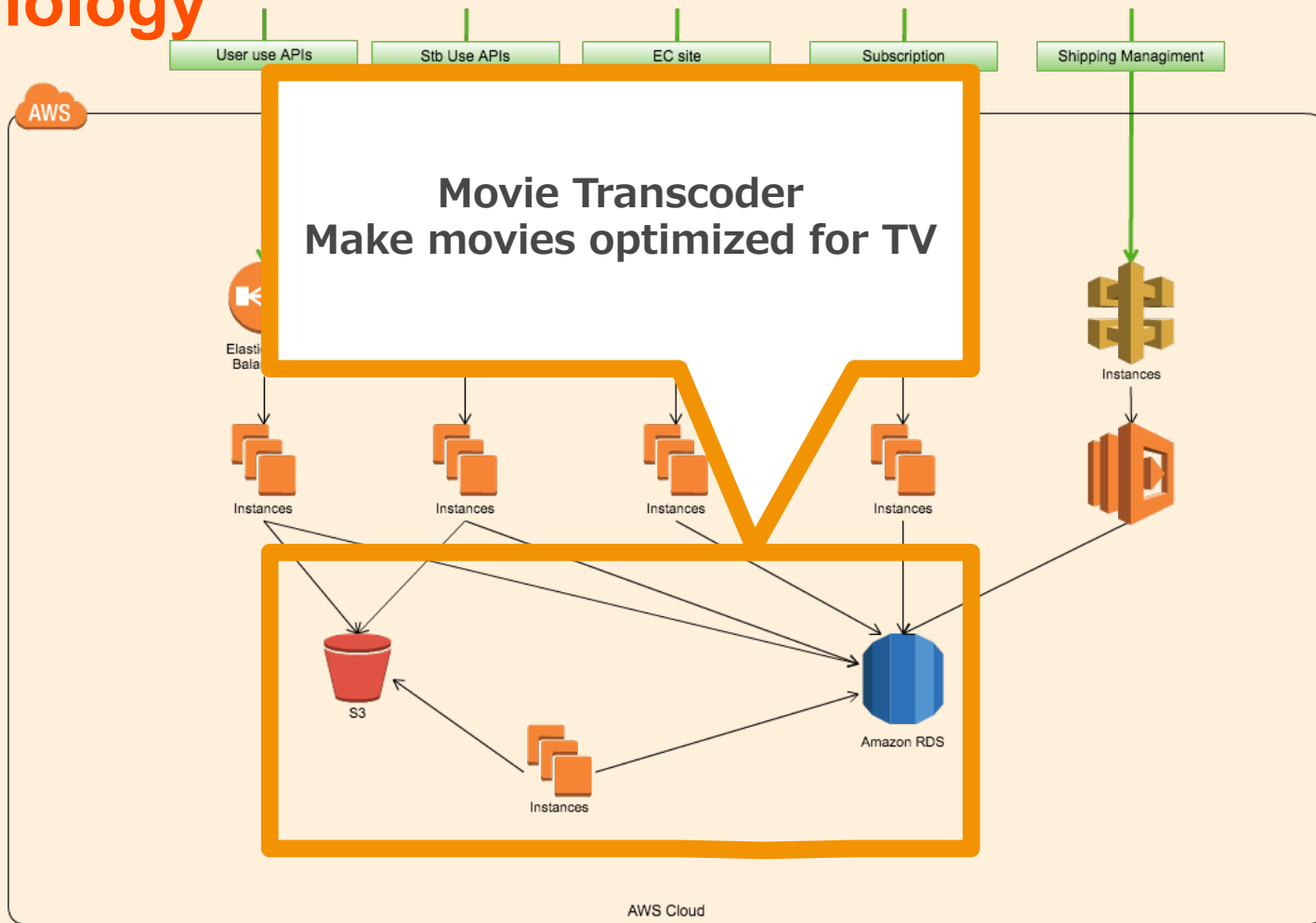
Technology



Technology

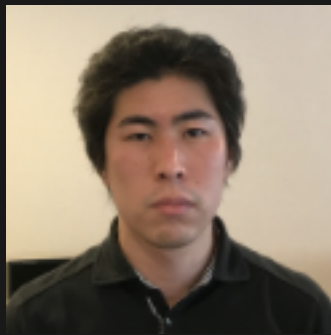


Technology



Repro CTO – Tomohiro Hashidate

“大切なのは物事の本質へと
向かい続けようとする意志”

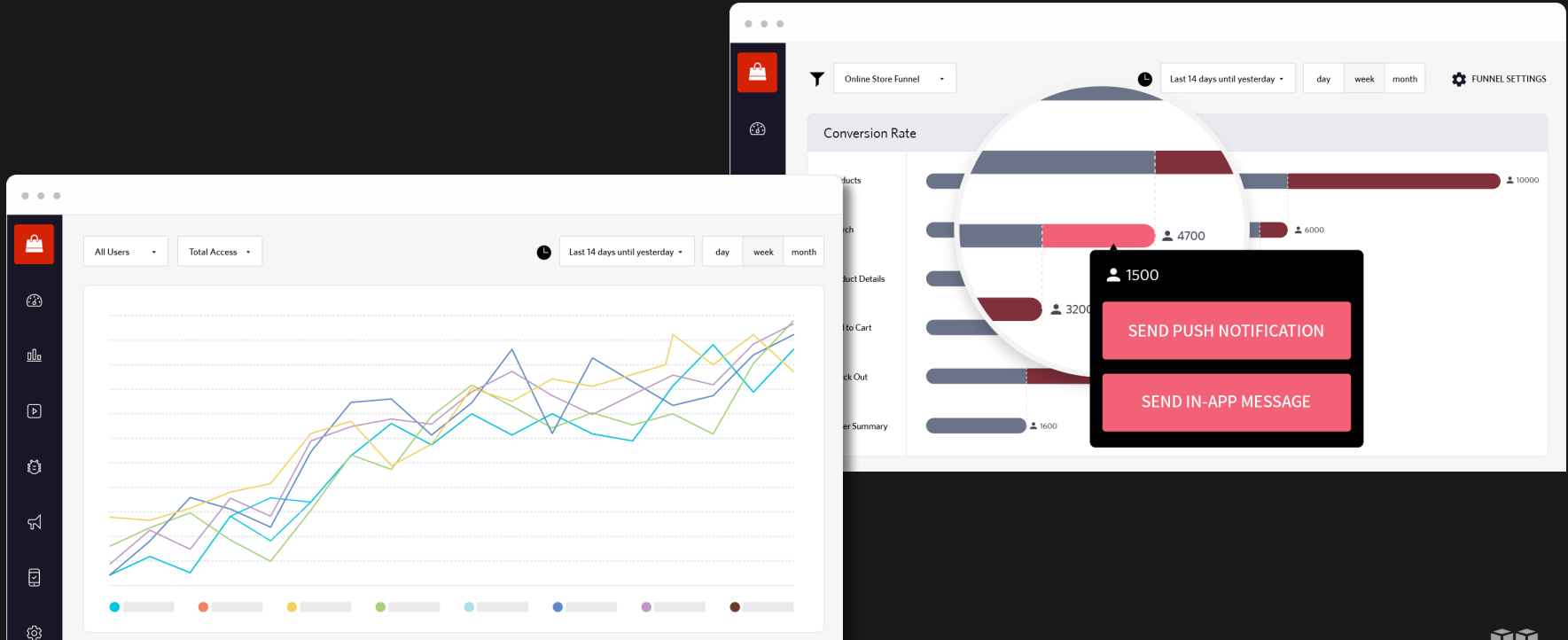


@joker1007

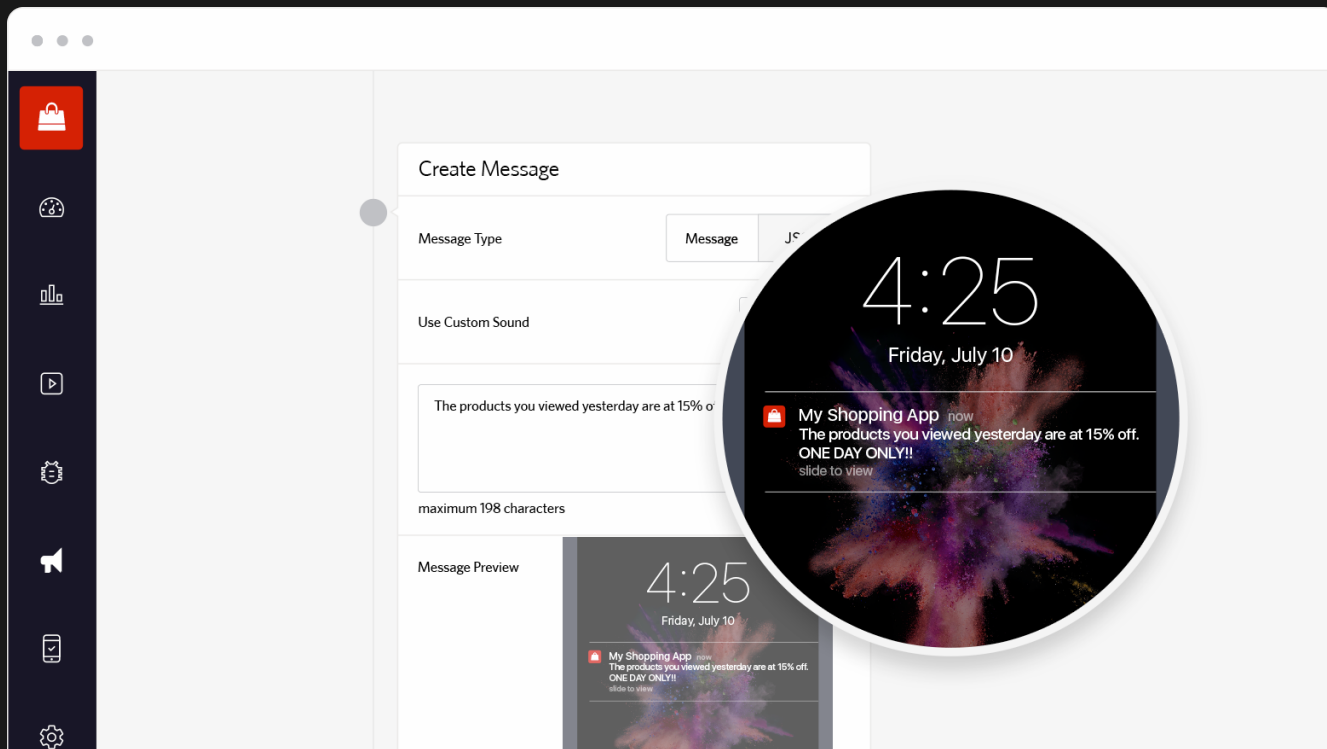
Repro

Analytics & Marketing as a service
For mobile application (ios, android)

Target Dropped-off Users from Analytics (funnel chart, retention rate matrix, etc)



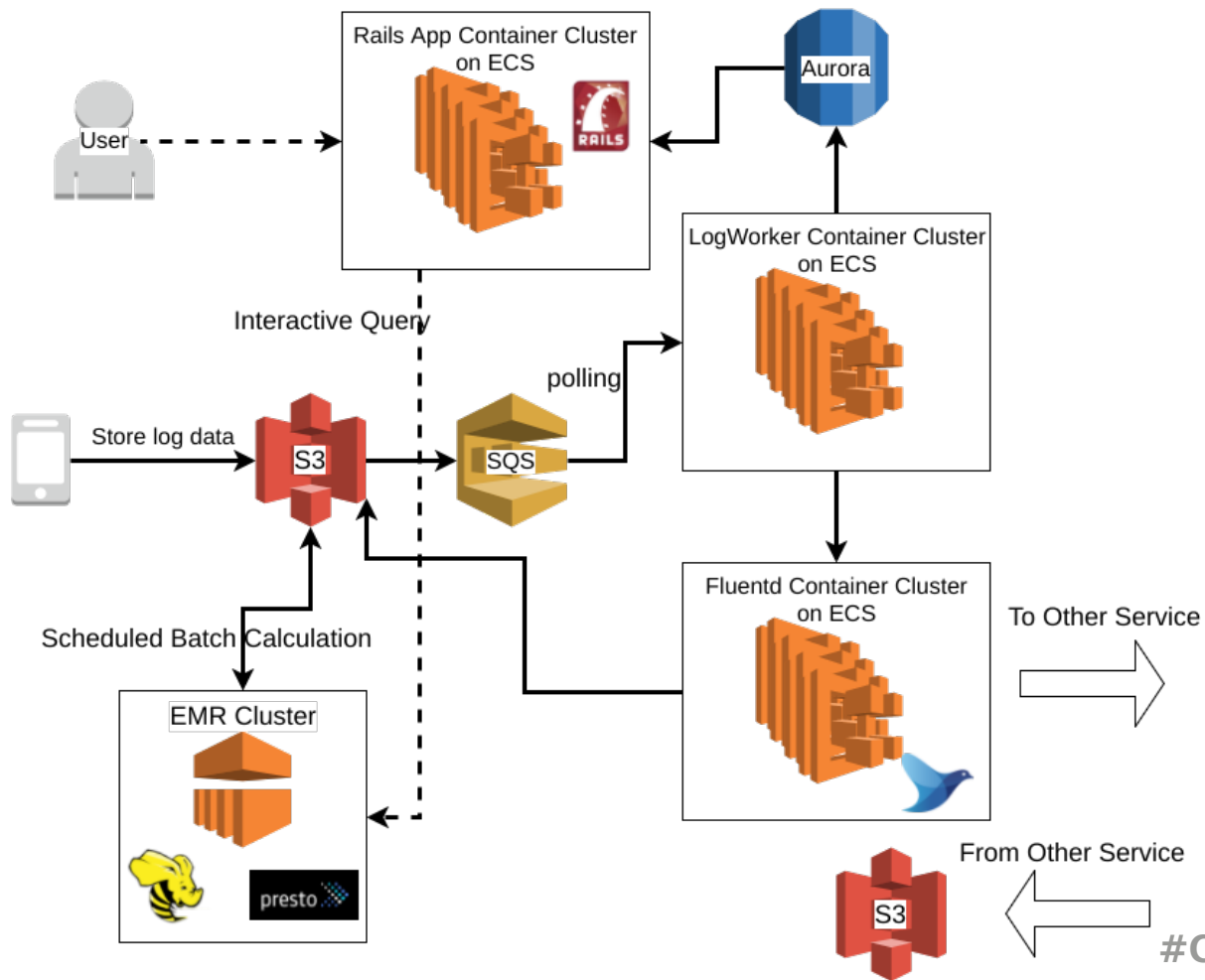
Create a Custom Message for Target Users (Push Messaging, or Messaging in application)



The image shows a screenshot of the Amazon SNS console's 'Create Message' interface. On the left is a dark sidebar with various navigation icons. The main content area is titled 'Create Message' and includes fields for 'Message Type' (set to 'Message'), 'Use Custom Sound', and a text input field containing the message: 'The products you viewed yesterday are at 15% off'. Below the input field is a character count: 'maximum 198 characters'. A 'Message Preview' section shows a smaller version of the notification. A large circular inset in the foreground provides a detailed view of the notification as it would appear on a mobile device. The notification features a dark background with a colorful, explosive pattern of purple and pink particles. At the top, it displays the time '4:25' and the date 'Friday, July 10'. Below this, the app name 'My Shopping App' is shown with a shopping bag icon, followed by the message text: 'The products you viewed yesterday are at 15% off. ONE DAY ONLY!!' and a 'slide to view' indicator.

Our Architectures

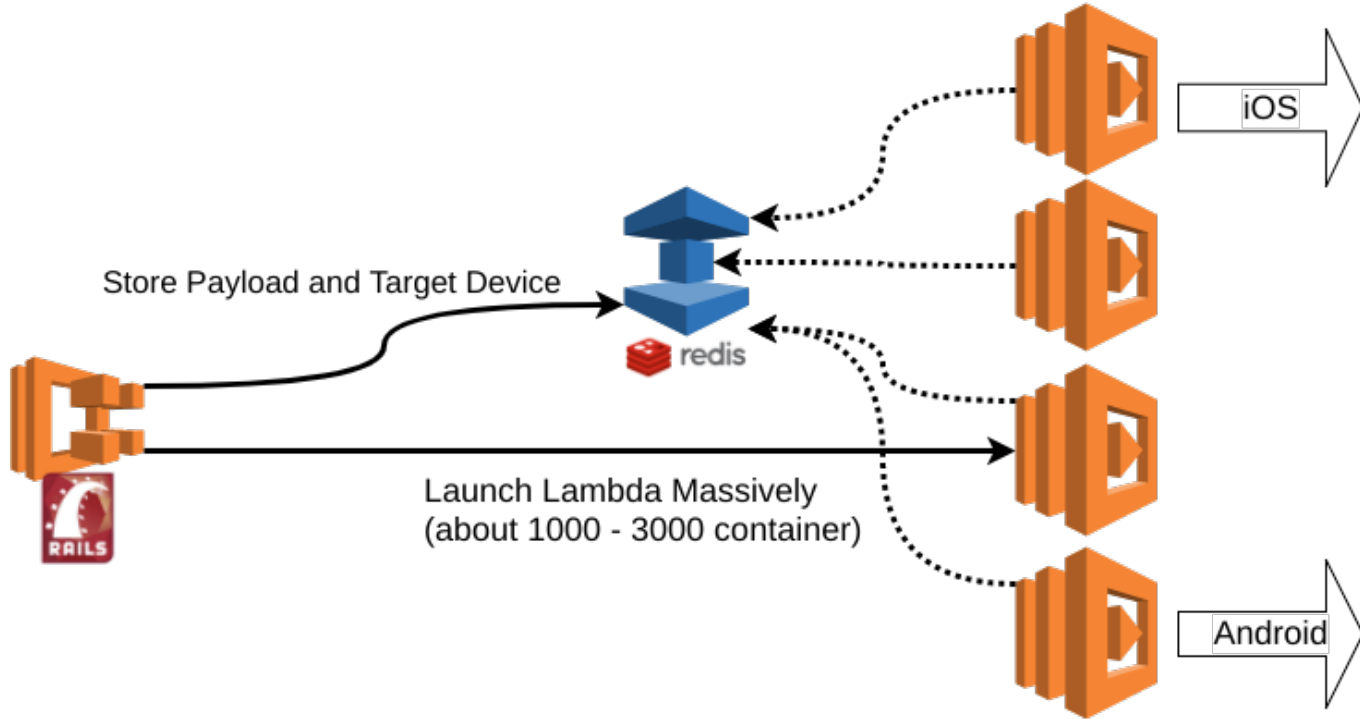
Main Architecture



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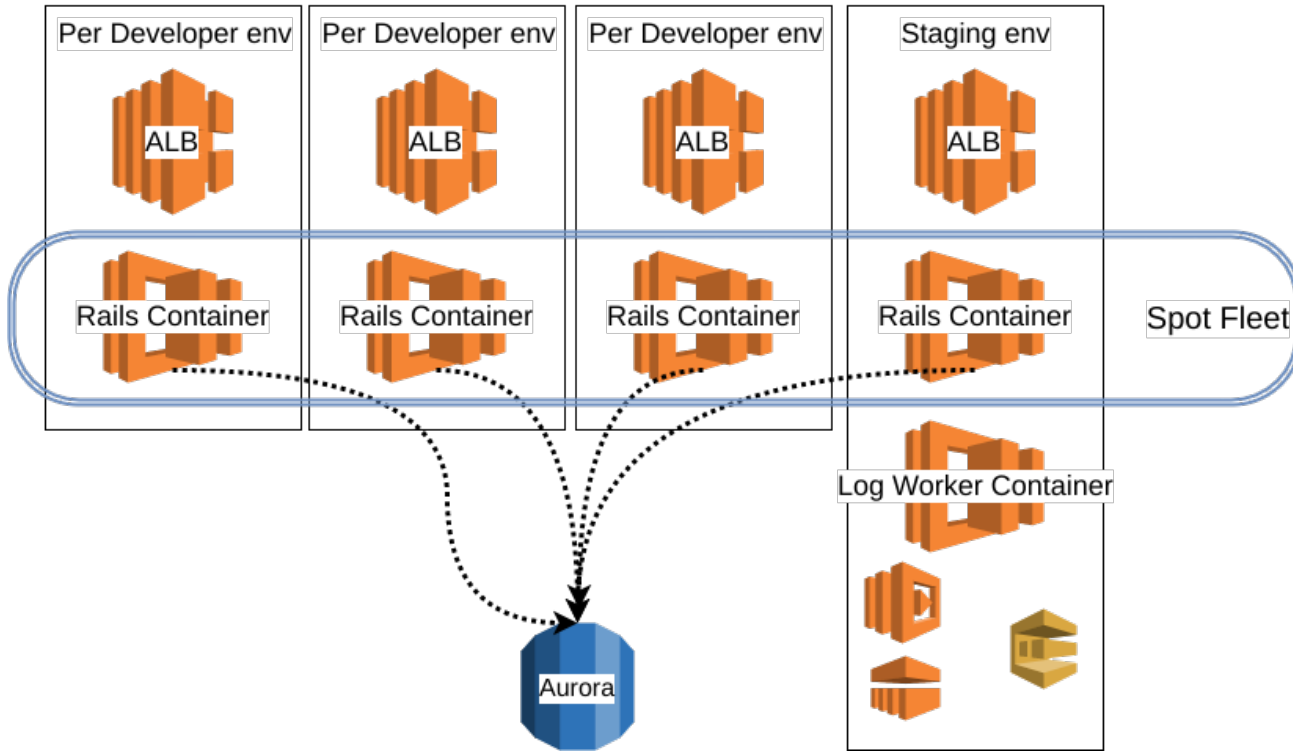


Push Messaging Architecture



- Push messaging needs enormous network resources
- We use Lambda massively to get resources

Develop environment Architecture



- Spot Fleet & ECS Cluster is very low cost
- Use Spot Fleet for development env and CI worker

Thank You!