

And his internal

"Voice of Reason"



Public Service Announcement

Help Java out!

Adopt OpenJDK - @adoptopenjdk

Adopt a JSR - @adoptajsr

Come to London!

DevoxxUK - @DevoxxUK

Deadline-Driven Delivery

Vaadin 7?





Real pros hack code

and write their slides

minutes before deadlines

PPPPP

So what can I do?

Little 'a' Agile

Mortgage-Driven Development



In these tough economic times...

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Don't succumb to fear

So what can I do?

Developers who communicate, have the most success

Distracted By Shiny





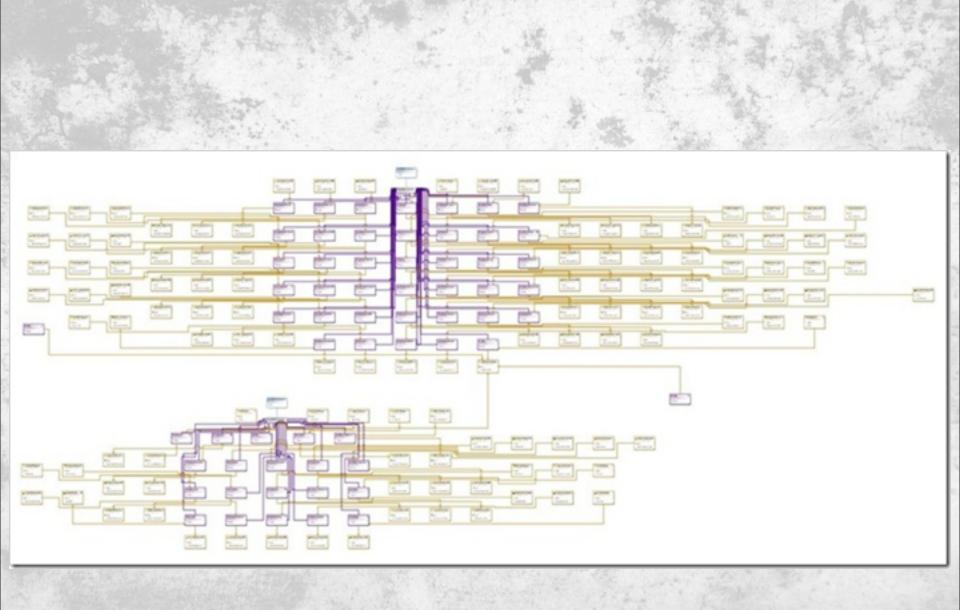
Always use the latest tech, it'll put you ahead

Prototype and evaluate

So what can I do?

Brown Bag sessions

Design Driven Design





UML Code Generators are awesome

Design for what you need now

So what can I do?

Incentivise less source code

Pokemon Patterns





Use *all* of the GoF design patterns

The appropriate design pattern is your friend

So what can I do?

whiteboard, whiteboard, whiteboard

Tuning by Folklore

对加州加州



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Measure, don't guess.

So what can I do?

<Shameless Plug>
www.jclarity.com/friends

The Deity



All the code in one file.. easier to search

Discrete components based on SOLID principles

Read the code boozed at 3AM If you grok it... #win

Lean Startup Ninja



Compiles? == Ship it!

Continuous Delivery is a business enabler

Ant/Gradle/Maven + Jenkins Puppet/Chef + Vagrant

CV++



The Tiobe index is your friend

Just be good at the principles

Software Developer

>

Programmer

I Haz Cloud



Evaluate and prototype

EC2, Heroku, JElastic, Cloudbees, Open Shift et al

Can Haz Mobile!



Write HTML 5 and wrap it

What are the Ux/UI needs?

Think about what pisses you off...

NoSQL / Big Data

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WEBSCALE MONGODB?

What type of data are you storing?

Non-Functionals matter

You are doomed

Take a deep breath

Thanks! - Martijn - @karianna

Evil me - @diabolicaldev





http://www.jclarity.com

http://www.manning.com/evans