

MAY 2013

METAPROGRAMMING IN THE REAL WORLD DON CLUGSTON



FROM RESEARCH MODE TO PRODUCTION

- 1995 : Spacecraft and Hippies

- 1995 : Spacecraft and Hippies
- 2007 : NYSE, \$Billion

- 1995 : Spacecraft and Hippies
- 2007 : NYSE, \$Billion
- 2011 : Commodity market

- 1995 : Spacecraft and Hippies
- 2007 : NYSE, \$Billion
- 2011 : Commodity market
- Early adopters show where your guesses were wrong!



- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D
- Expanding globally

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D
- Expanding globally
 - Serving 50+ markets on 6 continents

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D
- Expanding globally
 - Serving 50+ markets on 6 continents
 - Offices in 9 countries

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D
- Expanding globally
 - Serving 50+ markets on 6 continents
 - Offices in 9 countries
 - 100+ employees, 25+ nationalities

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D

Expanding globally

- Serving 50+ markets on 6 continents
- Offices in 9 countries
- 100+ employees, 25+ nationalities

Profitable

- Solution Founded 2009, Berlin by 3 PhDs
- Real-time bidding for online advertising
- Technology based
 - Core technology is 100% D

Expanding globally

- Serving 50+ markets on 6 continents
- Offices in 9 countries
- 100+ employees, 25+ nationalities

Profitable

- Growth based entirely on revenue

REAL-TIME BIDDING

✓ User visits web page

- ✓ User visits web page
- While it loads, website auctions an ad space

- ✓ User visits web page
- While it loads, website auctions an ad space
- We bid on behalf of our advertisers

- ✓ User visits web page
- While it loads, website auctions an ad space
- We bid on behalf of our advertisers
- Highest bidder gets to show their ad in the space

- ✓ User visits web page
- While it loads, website auctions an ad space
- We bid on behalf of our advertisers
- Highest bidder gets to show their ad in the space
- Bids must be placed within 50 milliseconds

- ✓ User visits web page
- While it loads, website auctions an ad space
- We bid on behalf of our advertisers
- Highest bidder gets to show their ad in the space
- Bids must be placed within 50 milliseconds
 - Including internet latency

- ✓ User visits web page
- While it loads, website auctions an ad space
- We bid on behalf of our advertisers
- Highest bidder gets to show their ad in the space
- Bids must be placed within 50 milliseconds
 - Including internet latency
- Billions of auctions per day



Must calculate how much this ad space is worth

- Must calculate how much this ad space is worth
- **G** Bid accuracy improves with more data

- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 - Terabytes/day



- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale



- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale
- Everyone else uses an off-the shelf NoSQL product



- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale
- Everyone else uses an off-the shelf NoSQL product
 - and works around the speed bottlenecks



- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale
- Everyone else uses an off-the shelf NoSQL product
 - and works around the speed bottlenecks
- But we created an intrinsically fast solution, using D

- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale
- Everyone else uses an off-the shelf NoSQL product
 - and works around the speed bottlenecks
- But we created an intrinsically fast solution, using D

- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale
- Everyone else uses an off-the shelf NoSQL product
 - and works around the speed bottlenecks
- But we created an intrinsically fast solution, using D
- - Typical hard disk seek time is 9 ms

- Must calculate how much this ad space is worth
- Bid accuracy improves with more data
 Terabytes/day
- Relational databases too slow + don't scale
- Everyone else uses an off-the shelf NoSQL product
 - and works around the speed bottlenecks
- But we created an intrinsically fast solution, using D
- - Typical hard disk seek time is 9 ms
 - For most bids we achieve <= 2 ms

Tango-based runtime (modified), own libraries

Tango-based runtime (modified), own libraries

- Avoid ALL heap activity

Tango-based runtime (modified), own libraries

- Avoid ALL heap activity
- Fiber-based concurrency (not threads)

Tango-based runtime (modified), own libraries

- Avoid ALL heap activity
- **Fiber-based concurrency (not threads)**
- Swarm' In-memory Distributed Hash Table

- Tango-based runtime (modified), own libraries
 - Avoid ALL heap activity
- **Fiber-based concurrency (not threads)**
- Swarm' In-memory Distributed Hash Table
- Data stored in D format, no conversion

- Tango-based runtime (modified), own libraries
 - Avoid ALL heap activity
- **Fiber-based concurrency (not threads)**
- Swarm' In-memory Distributed Hash Table
- Data stored in D format, no conversion
- All processes stream-based and completely scalable



Oirect binding to C libraries



- Oirect binding to C libraries
- Array slices



Oirect binding to C libraries

Array slices

- Avoid heap activity, but stay correct

WHY D?

Oirect binding to C libraries

Array slices

- Avoid heap activity, but stay correct
- Painless compile-time programming

WHY D?

Oirect binding to C libraries

Array slices

- Avoid heap activity, but stay correct

Painless compile-time programming

- eg, for serialization

Features to drop from C++

- C source code compatibility
- Link compatibility with C++
- Multiple inheritance
- Preprocessor
- Templates

-- Walter Bright, "D Spec Draft 1", (Aug 2001)



- Templates!
- ✓ static if, static assert

- Templates!
- Some reflection -- is() expressions

- Templates!
- Some reflection -- is() expressions
- ✓ Still defensive w.r.t C++

- Templates!
- Some reflection -- is() expressions
- ✓ Still defensive w.r.t C++
 - "If a language can capture 90% of the power of C++ with 10% of its complexity, I argue that is a worthwhile tradeoff." – DMD FAQ

Improved constant folding

- Improved constant folding
- Compile Time Function Execution (CTFE)

- Improved constant folding
- Compile Time Function Execution (CTFE)
- string mixins

- Improved constant folding
- Compile Time Function Execution (CTFE)
- string mixins
- Stringof



- Template constraints
- __traits (just as ugly as is() expressions!)

- Template constraints
- __traits (just as ugly as is() expressions!)
- \bigcirc alias this

- Template constraints
- __traits (just as ugly as is() expressions!)
- \bigcirc alias this
- opDispatch

- Template constraints
- __traits (just as ugly as is() expressions!)
- \bigcirc alias this
- opDispatch
- Oramatic implementation improvements

We got here by incremental improvements

- ✓ We got here by incremental improvements
- Programmers follow the same learning curve

- ✓ We got here by incremental improvements
- Programmers follow the same learning curve
- Metaprogramming is an unexpected strength of D

- ✓ We got here by incremental improvements
- Programmers follow the same learning curve
- Metaprogramming is an unexpected strength of D
- We still have some detritus

RETURN ON INVESTMENT (ROI)



- (Benefit Cost) / Cost
- At what time does this become positive?

- At what time does this become positive?
- The time until you obtain benefit can be as important as the cost!

- At what time does this become positive?
- The time until you obtain benefit can be as important as the cost!
- Benefit > Cost at t = infinity is not enough!

- At what time does this become positive?
- The time until you obtain benefit can be as important as the cost!
- Benefit > Cost at t = infinity is not enough!
- Who gets the benefit?

BACKWARDS COMPATIBILITY - EXPECTATION

Language changes must NEVER break code

BACKWARDS COMPATIBILITY - EXPECTATION

- Language changes must NEVER break code
- **Except in extreme cases**

BACKWARDS COMPATIBILITY – EXPERIENCE

Breaking code is an up-front cost

- Breaking code is an up-front cost
- But keeping mis-features is worse!

- Breaking code is an up-front cost
- But keeping mis-features is worse!
 an on-going cost

- Breaking code is an up-front cost
- But keeping mis-features is worse!
 an on-going cost
- Gratuitous name changes have very poor ROI

- Breaking code is an up-front cost
- But keeping mis-features is worse!
 an on-going cost
- Gratuitous name changes have very poor ROI
- ✓ If the benefit is instant, any cost is OK

- Breaking code is an up-front cost
- But keeping mis-features is worse!
 an on-going cost
- Gratuitous name changes have very poor ROI
- ✓ If the benefit is instant, any cost is OK
 - eg if it catches a bug

- Breaking code is an up-front cost
- But keeping mis-features is worse!
 an on-going cost
- Gratuitous name changes have very poor ROI
- If the benefit is instant, any cost is OKeg if it catches a bug
- Breaking changes can be met with enthusiasm!





- Easier than in C++

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

Experience

- Used even in in application code!

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

- Used even in in application code!
- Used even by new D programmers!

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

- Used even in in application code!
- Used even by new D programmers!
- Entry level is very low

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

- Used even in in application code!
- Used even by new D programmers!
- Entry level is very low
 - 'static if' is instantly understood

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

- Used even in in application code!
- Used even by new D programmers!
- Entry level is very low
 - 'static if' is instantly understood
 - ROI is excellent

Expectation

- Easier than in C++
- But still only used by wizards, in libraries

Experience

- Used even in in application code!
- Used even by new D programmers!
- Entry level is very low
 - 'static if' is instantly understood
 - ROI is excellent

Improves programmer morale

ERROR MESSAGES



Expectation \bigcirc

Expectation

- Lowest importance of any type of compiler bug

Expectation \bigcirc

Experience

- Make advanced features seem simpler

Expectation \bigcirc

- Make advanced features seem simpler
- Have a pedagogic role

Expectation \bigcirc

- Make advanced features seem simpler
- Have a pedagogic role
- Good error messages save time.. and time is money

Expectation

- Lowest importance of any type of compiler bug

- Make advanced features seem simpler
- Have a pedagogic role
- Good error messages save time.. and time is money
- Error messages are the reason we use statically-typed languages!



- Expectation
- Huge win! Used everywhere

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 - Pointers, throw exceptions, ...

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience
- CTFE hardly gets used, because it's too slow

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience
- CTFE hardly gets used, because it's too slow
 - Fast compilation is addictive!

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience
- CTFE hardly gets used, because it's too slow
 Fast compilation is addictive!
- Why isn't it fast yet?

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience
- CTFE hardly gets used, because it's too slow
 Fast compilation is addictive!
- Why isn't it fast yet?
 - Because of the history

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience
- CTFE hardly gets used, because it's too slow
 - Fast compilation is addictive!
- Why isn't it fast yet?
 - Because of the history
 - Many unintended dependencies

- Expectation
- Huge win! Used everywhere
- Subliminal metaprogramming!
- Increased power will increase adoption
 Pointers, throw exceptions, ...
- Experience
- CTFE hardly gets used, because it's too slow
 - Fast compilation is addictive!
- Why isn't it fast yet?
 - Because of the history
 - Many unintended dependencies
 - Front-end must be in a valid state!

TUTORIALS



TUTORIALS

Expectation \bigcirc

- Tutorials are almost irrelevant

TUTORIALS

Expectation

- Tutorials are almost irrelevant

Experience

TUTORIALS

Expectation

- Tutorials are almost irrelevant

Experience

- Absence of tutorials is an embarassment

COMPILER BUGS

Much smaller problem than expected

- Much smaller problem than expected
- Template bugs rarely encountered in D1

- Much smaller problem than expected
- Template bugs rarely encountered in D1

- Much smaller problem than expected
- Template bugs rarely encountered in D1
- - But mostly a one-off cost borne by us

- Much smaller problem than expected
- Template bugs rarely encountered in D1
- - But mostly a one-off cost borne by us
- ᢙ Otherwise, IDE bugs much worse



D is moving out of research mode

D is moving out of research mode

- We can no longer ignore implementation issues

D is moving out of research mode

- We can no longer ignore implementation issues
- A Return-On-Investment model is useful

D is moving out of research mode

- We can no longer ignore implementation issues

A Return-On-Investment model is useful

- D must deliver value in the near-term

D is moving out of research mode

- We can no longer ignore implementation issues

A Return-On-Investment model is useful

- D must deliver value in the near-term

Metaprogramming is a strength of D in the real world

D is moving out of research mode

- We can no longer ignore implementation issues

A Return-On-Investment model is useful

- D must deliver value in the near-term

Metaprogramming is a strength of D in the real world

- D does deliver ROI for Sociomantic Labs

D is moving out of research mode

- We can no longer ignore implementation issues

A Return-On-Investment model is useful

- D must deliver value in the near-term

Metaprogramming is a strength of D in the real world

- D does deliver ROI for Sociomantic Labs
- But not yet in all areas

seciomantic



WE'RE HIRING!



www.sociomantic.com