

# How Netflix Scaled to Millions Using DevOps Practices

Netflix is now available to stream for millions of people at the same time! It's pretty amazing when you think about the scale they operate at. But how did they achieve it?

In short — DevOps practices!

Back in the day, Netflix was a DVD rental business that mailed out DVDs to customers. But around 2007, they began their transition to becoming a streaming service. This required a massive technology overhaul on the backend. Their old monolithic architecture just wasn't going to cut it for a robust streaming service.

So, Netflix made the shift to microservices and cloud infrastructure. This allowed their engineering teams to work faster and innovate quicker. They adopted DevOps principles to push out updates multiple times per day with no downtime.

But the transition didn't come without growing pains. As one of the first major companies to adopt the cloud, they had to figure things out as they went. One painful lesson came in 2008 when an outage took down the entire Netflix website for 11 hours due to an eventual consistency issue.

Out of these early challenges came positive changes, though. Netflix realized the importance of building in redundancy. They developed the Chaos Monkey tool which randomly shuts down infrastructure to test that the system can survive failures. Pretty genius!

Another moment was when Netflix open-sourced a lot of its software, including Chaos Monkey, its A/B testing framework, and other internal tools. By open-sourcing these tools, Netflix helped establish DevOps patterns that are now used by companies everywhere.

And if you look at their architecture today, it's incredibly complex yet flexible. They manage thousands of application instances across multiple cloud providers. But their services auto-scale up and down based on demand. Their team can individually update parts of the system with no downtime, thanks to meticulous monitoring and graceful degradation if issues arise.

Of course, Netflix is still constantly improving, too. But their pioneering work has had a lasting impact. They've proven that a commitment to DevOps practices allows companies to ship faster, innovate quicker, and provide a better experience for customers.

It will be exciting to see what Netflix does next on their DevOps journey. But they've certainly established themselves as one of the most forward-thinking industry leaders when it comes to software development and delivery!



**Alexandr Zaichenko**  
Co-Founder & Head of DevOps

#### OUR CONTACT

+357 25 059376

hello@itoutposts.com

www.itoutposts.com

#### TOP RATED DEVOPS COMPANY

**50+**

projects delivered remotely

**90%**

of certified engineers in the company

**2 years**

average client engagement duration

**4.9/5**

customer satisfaction score

#### OUR AWARDS

