I hope to give you some ideas about how you can bring Scala into your organization, addressing concerns that others might have. Also want to hear from you about what worked and what didn’t.
Some companies will come to agreement on changing languages. Some of these tips will still be useful.
But we live in interesting times. Whole generation of developers who are still programming in the language they used in college or their first job. Intimidating.
Know the “Why”

Take time to understand WHY your company will benefit and build the persuasive argument. What’s wrong with current approach? What problem are you trying to solve? Concurrency? Performance? Scalability? Extensibility? Persuasive arguments are most effective if you put them in the context of the problem.
DO

Present from audience’s point of view

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Talk about business value.
Don’t go deep into technical issues (unless you are talking to a highly technical decision maker). And, if you do, give the talking points to that person as well, for reaching others.
DO

Emphasize high value points

All points are not of equal weight. A smaller number of strong arguments is better than getting lost in completeness.
DO

Represent success stories

This speaks to decision makers in ways that they understand. Shows how other companies have experienced success and lets them relate your problems to theirs. Typesafe’s website has great case studies. Read them and find 1 or 2 that seem similar to your situation.
It's not just twitter using Scala.
At Netflix, our developers choose their own languages with an understanding of how it will fit into the culture.
Killer Apps

- Play for web (Scala and Java)
- Akka for concurrency
- Object-oriented + mathematical modeling = good fit for Scala
Domains

- Business Intelligence
- Social apps
- Border security
- eCommerce
- Anti-spam
- Advertising
Companies say ...

• Rapid development and productivity
• Asynchronous stateless scalability
• Massive configurability for peak load
• Reduces time to market
• DSL reduces load on devs
Talk about hiring. Typesafe’s case studies talk about many companies that used enthusiastic PHP and Java developers in their Scala migration.
Companies say ...

- “Easy to find very good Java engineers and excite them with new technologies”
- “Look for smart, energetic engineers eager to learn”
- “No prior knowledge of Java, productive 2-3 weeks into project”
- “Quickly productive with Scala”
Once you know the language, use it for new things, preserving your investment in Java code.
Leverage existing Java code

Call Scala from Java. Call Java from Scala.
DON’T

Convert all legacy code immediately*

*(maybe never)

Preserve your investment in Java code. Don’t refactor “just because”. Only convert libraries that make sense.
It’s OK. Get comfortable with the language. Write Java-like Scala code. You will learn the idioms in time. You will become more functional.
Use Scala for non-production code

Low risk way to get to learn language. Testing. Internal apps. Gains confidence of team and management.
DON’T

Refer to code written before 2.9

Early adopters experimented with the language. The language has changed. Read recent blogs and books.
Sometimes people use the language to impress. It can be very terse. Write-only. Don’t do that.
Discuss developer productivity

Scala has less boilerplate. Streamlines focus on business problem. Expressive language illustrates meaning. Fast code/test cycle (Play/SBT).
Draw from team’s experience

Does your team have C++/STL experience? Google Guava? C# with LINQ? These are all great ways to ease into functional programming.
Energetic, eager developers often like to learn new languages. Use this to your advantage in hiring.
Try ScalaTest

This is a great testing framework that you can use on Java code or Scala code. It’s not production code, so you can learn the language at your leisure.
Let functional programming emerge. You will be enchanted by Scala and simple functional concepts will come first; others will follow. Don’t force it.
Try Play web framework

Stateless. Extensible. Works well with Javascript libraries.
If you need scalaz, you will know it. Don’t go there now. Or anytime soon. You will scare people away.
Learn about parallel collections
Leverage TypeSafe’s support
DON’T

Be a language zealot

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Scala isn’t the only language. Keep an open mind. Know when to fold.
Get feedback from others
Contact Info

• twitter: @dmash
• Google+: dmarsh@netflix.com
• email: dmarsh@netflix.com
Additional References

• Making a persuasive argument: http://sixminutes.dlugan.com/logos-examples-speaking/

• Atomic Scala at http://atomicscala.com

• Learn Scala with the Koans at http://scalakoans.org

• Integrate testing with Scalatest: http://www.scalatest.org/

• Case studies: http://typesafe.com/company/casestudies

• Futures and promises in 2.10: https://speakerdeck.com/heathermiller/futures-and-promises-in-scala-2-dot-10