
XML, REST, and SOAP at Yahoo

Parand Darugar

Abstract

Yahoo Search Marketing makes extensive use of XML internally, for data exchange and APIs between back-end systems, and externally, as the primary interaction mechanism with third parties via REST and SOAP APIs.

Yahoo's internal and external systems experience very high load levels and carry mission critical, revenue bearing data. This talk will discuss the experiences and knowledge gained from 4+ years of offering external XML based APIs, from a performance, migration, compatibility, licensing, securing, and abuse prevention perspective. It will also discuss the motivations for offering XML APIs and the rich ecosystem of third party tools and companies it has spawned.

The second part of the talk will focus on internal use of XML as the de-facto exchange mechanism between our backend system, both in traditional enterprise scenarios, and in high performance serving systems.

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The author did not prepare a paper for the proceedings.

Biography

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I'm responsible for architecture across Yahoo Search Marketing, yahoo's largest revenue segment. We use XML, REST, and SOAP extensively both internally and in our external APIs. Previously, I founded Blue Titan Software, a provider of software solutions for Web services management. Before that, I founded VelociGen, a provider of Web site acceleration technologies. I've written several XML related articles since 1998; an incomplete list can be found here:<http://www.parand.com/talks/My> latest is here:<http://www-128.ibm.com/developerworks/xml/library/x-abolns.html>I've presented at a number of conferences, including including NextWare, Web Services Reality, XML Edge, XML Devcon, Networld + Interop, O'Reilly Open Source Conference, Usenix Tcl conference, and others. I have a web site at <http://www.parand.com/say/>