



ADDITIVE+

Welcome to the Developer Community

Tech Talk South Tyrol – November 11, 2025





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+ Head of Software

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Growth & Milestones



New Vision, New System



Our Software Team Today

- + 1 CTO
- + 4 Frontend Developer (2 Fullstack)
- + 9 Backend Developer (1 x Bosnia, 1 x Spain, 1 x Brazil, 1 x Serbia)
- + 1 UX/UI Designer
- + 1 Product Manager
- + 1 Technical Support

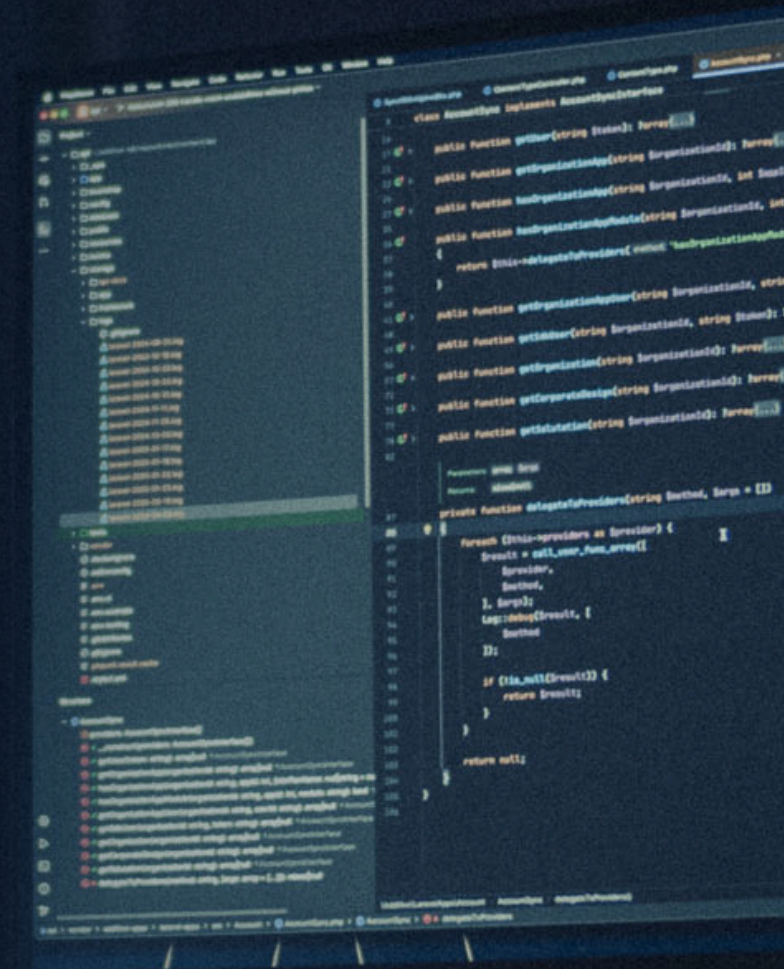
Programming Languages

+ Laravel (PHP)

+ Ruby on Rails (Ruby)

+ React

+ Ember

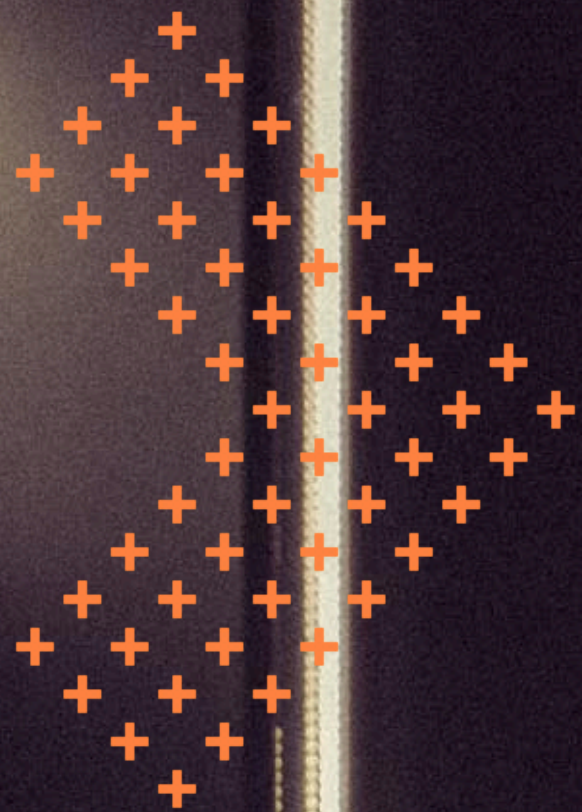


What We Believe at ADDITIVE

- + **Design matters.** How things look and feel shapes how people experience our product. Good design shows respect for the user. In our interfaces, our communication, and how we treat customers.
- + **We build with integrity.** We don't chase shiny things constantly. Our products are reliable, intentional, and built to deliver results for hotels.
- + **We move with purpose.** Speed matters, but not at any cost. We focus on lasting results, not quick wins that don't last.

A dimly lit office at night. In the foreground, a person with long blonde hair is seen from behind, sitting at a desk and working on a computer. The desk has multiple monitors, a laptop, and some papers. To the left, another person is partially visible, also working. The background shows glass partitions and other office desks, with a large, modern, white cube-shaped light fixture hanging from the ceiling. The overall atmosphere is quiet and focused.

The Hidden Costs of PaaS: When Heroku Stops Being Enough



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+ Senior Backend Developer

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Our Background

- + Web development
- + Hosting on our own servers
- + Leap to developing web apps
- + Goal: simplify hosting, focus on developing



A blurred background image of two people working on laptops in a modern office setting. The text is overlaid in the center.

// PaaS seemed perfect:
simple deployment, no sysadmin,
everything managed. //

What is PaaS?

- + Provides a complete deployment environment,
 - + allowing to run applications,
 - + without dealing with the underlying infrastructure.
- + Includes tools, databases, file storage, logging etc

Why Teams Love PaaS

- + Super easy to spin up and deploy
- + No maintenance or sysadmin needed
 - great for small teams
- + Everything available via one-click add-ons: databases, storage, logs, monitoring, SSL
- + Scalable by default



The Cracks Start Showing: Cost Scaling

- + PaaS pricing (dynos, add-ons) can explode as traffic or parallel workers grow
- + enterprise plans often remove the cost advantage

 Basic	▼	\$7	0.5 GB
 Standard-1X	▼	\$25	0.5 GB
 Standard-2X	▼	\$50	1 GB

 Essential-0	▼	\$5	0 Bytes	1 GB
 Essential-1	▼	\$9	0 Bytes	10 GB
 Essential-2	▼	\$20	0 Bytes	32 GB
 Standard-0	▼	\$50	4 GB	64 GB
 Standard-2	▼	\$200	8 GB	256 GB
 Standard-3	▼	\$400	15 GB	512 GB
 Standard-4	▼	\$750	30 GB	768 GB

The Cracks Start Showing: Limited Control

- + You can't fine-tune infrastructure, networking, or runtime
- + Result: fragmented infrastructure



The Cracks Start Showing: Who Deployed This?

- + Growing teams need better security and auditability
- + PaaS platforms often lack fine-grained permissions

Growing Software Team:

Bingo

Deployed something that should not have been deployed	Dropped wrong table in PROD	DELETE from table;
Restarted wrong service	Your team messed up so many times, you now have an official incident process	Junior deployed on Friday because PM said it's urgent
Only X knows how to deploy this	Junior shared PROD write credentials to intern	You don't have the DB credentials? Just copy from .env on PROD

The Cracks Start Showing: Vendor Lock-In

- + Proprietary deployment formats and managed add-ons tie you to one provider. And the vendors know it!
- + Add-ons only offer a subset of features compared to standalone
- + Risk: Provider may remove or change add-ons at any time



“When pain points pile up,
it's time to explore alternatives.”

Growing up: Alternatives and Middle Ground

- + If you want minimal maintenance: look for alternative PaaS providers
- + If you can invest in maintenance: explore big cloud providers (AWS, GCP, Azure etc.)
- + IaaS: full flexibility but full responsibility
- + Container orchestration: natural next step from PaaS (e.g., ECS, Kubernetes)



A background image showing two men in a modern office or lounge setting. The man on the left is wearing a grey polo shirt and holding a glass of orange juice. The man on the right is wearing a dark button-down shirt, glasses, and a beard, holding a white mug. They are both smiling. The background features large windows, indoor plants, and modern furniture.

// PaaS is fantastic for starting
small and moving fast ... //

A photograph of two men in a professional setting, likely a meeting. They are seated at a table, looking at a laptop screen. The man on the right is pointing at the screen. In the background, a large screen displays a video conference with several participants. The scene is dimly lit, with a focus on the subjects and the laptop. The text is overlaid in the center of the image.

**//...but you need to recognize
when it starts to limit you. //**

Q & A