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Agenda

- Oracle NoSQL Database Overview
- Use cases and customer highlight
- Product features, Performance, API walk thru
- Costs and Roadmap



What is Oracle NoSQL Database









Flexible



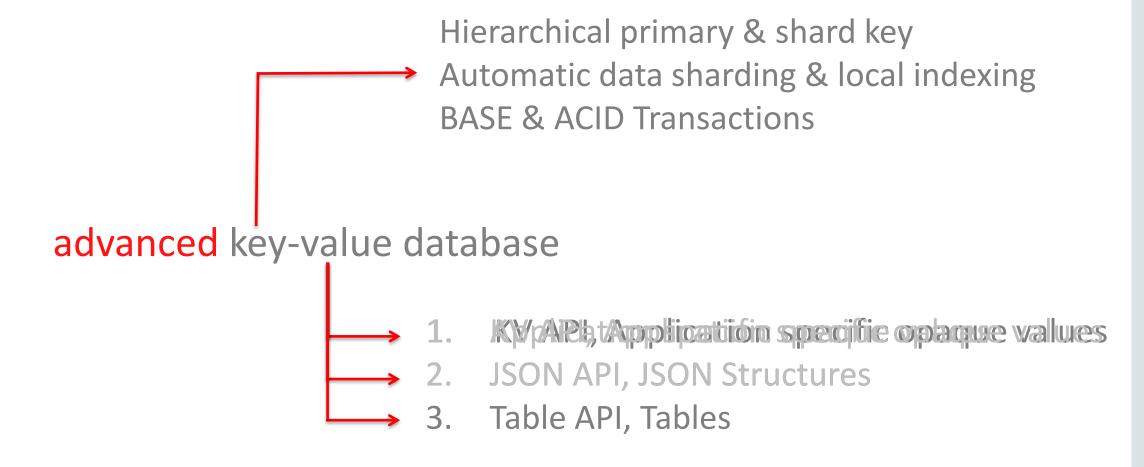
Reliable

advanced Key-Value database designed as cost effective, high performance solution for simple operations on collections of data with built in high availability and elastic scale-out.



Oracle NoSQL Database

Flexible Data Model



Oracle NoSQL Database

NoSQL for Developers and IT

Simple:

Setup, Admin, API & Integration

Fast:

Parallel Access & Scale-out

Flexible:

Flexible schema & Agile development

Reliable:

Built-in HA, Predictable Performance



Logical Architecture

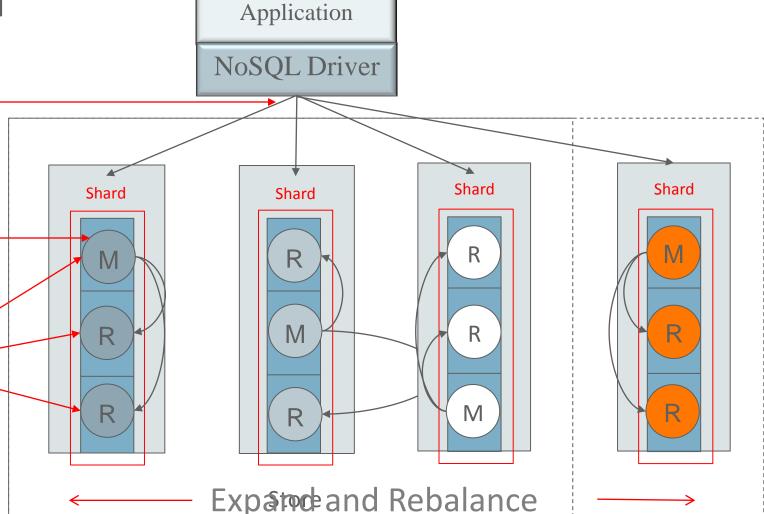
Linear scaling and replicated

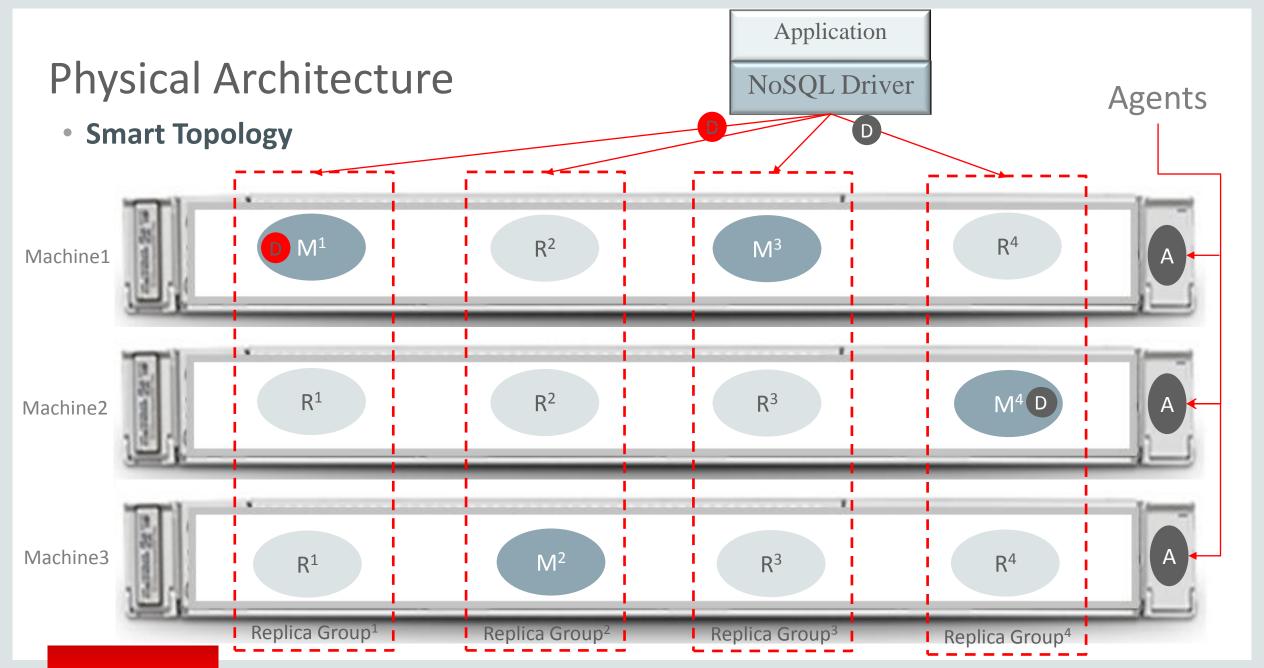
 Elastic Auto Sharding (split, add, contract)

Writes to elected node

 Reads from any node in system

 Auto re-balance of data on expansion





Oracle NoSQL Database Releases

2011 2012 2013 2014 Release 1.x Release 2.0 Release 2.1 & 2.2 Release 3.0 & 3.1 Major/Minor Key-Value storage JSON schemas & AVRO API Data Centers Unified CLL Secondary Data Centers Java API Streaming Large Object API Online Rolling Upgrades ACID & BASE Transactions C API Index Views Table Data Model Replication NoSQL Cluster Elasticity Parallel Scans Secondary Indices Distributed Data & Queries Smart Topology Data CLI Encryption Web Admin Console BDA as NoSQL appliance Authentication Admin CLI Community Edition Support Authorization Client-side DDL API Thrift-based C API REST API Integration Integration Integration Hadoop KVInputFormat Integration Oracle Database Oracle Coherence Oracle Loader for Hadoop Oracle Enterprise Manager Oracle Event Processing Oracle RDF Graph JMX & SNMP Oracle Big Data SQL



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Oracle NoSQL Database Use Case Summary

Web-Scale Personalization & Transaction Processing

Guaranteed low latency lookups and data capture

Advertising, Product
Recommendations, Online
Catalogs, Social Media, Profile
Management, Personalization
Web browsing, Shopping Carts

Real-Time **Event Processing**

Real-time events trigger rules that perform low latency lookups for context

Fraud Detection, Risk Analysis,
Financial Trading, Medical
Monitoring, Factory Automation,
Utilities Mgmt, Geo-location
based content

Time Series & Sensor Data Management

Capture and management of large volumes of regular and irregular time-based information

Stock Quotes, Manufacturing
Senor Data Mgmt (QC), Testing
Data, Utilities, HW/SW
Performance

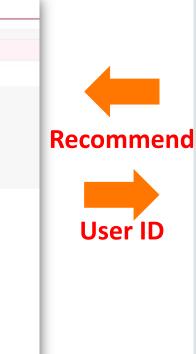


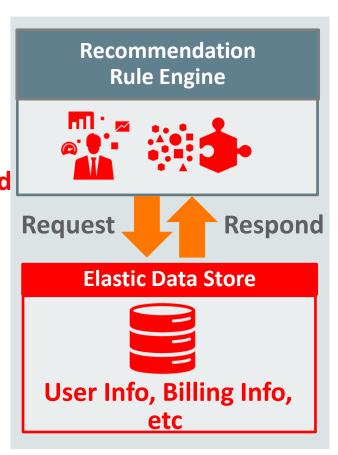


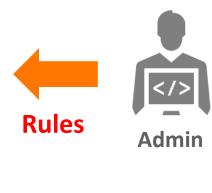
New Recommendation Platform













Corporate Web Page







Technical Challenges and requirements

Scalability

•Scale-out capability by adding new nodes, when new recommendation services are added.

Flexibility

•No additional coding is required, when new user information attributes are added.

Performance

- •Recommendation for **20 million users** using **350** user information attributes.
- •Performance capability to handle sharply rising requests.

Support

- •Enterprise-grade Support
- Clear Product Roadmap

Key Value Store



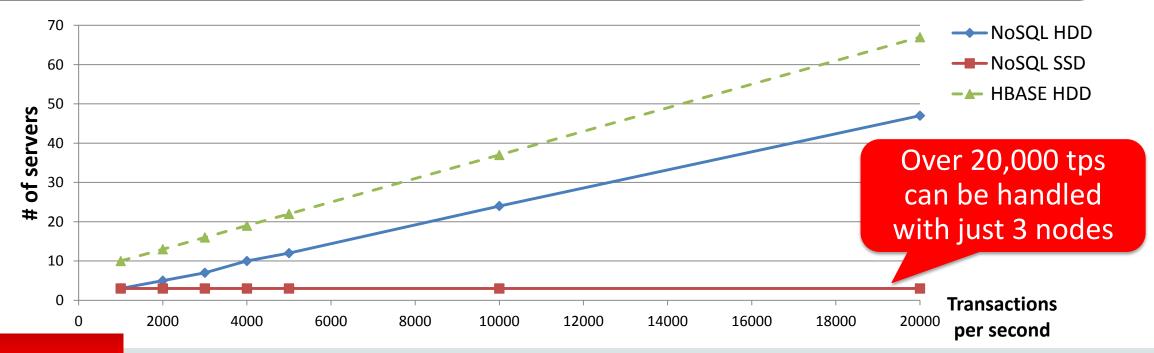
Oracle
NoSQL Database





Performance Comparison

- 1. Oracle NoSQL Database with SSDs achieves **26000 tps** with **3 nodes.**
- 2. Compared to HBase, Oracle NoSQL Database achieves high performance goals with much smaller number of nodes.
- 3. Considering high performance goals combined with additional future requirements, the total cost of Oracle NoSQL Database is estimated to be much lower than HBase.





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Enterprise Ready

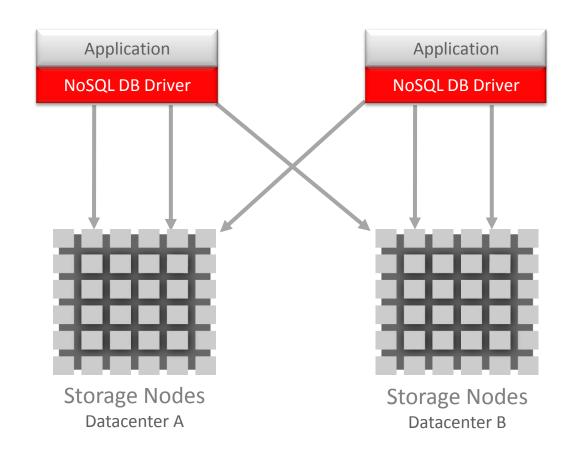
Features

- Elastic
- BASE Operations
- Tables / JSON / Binary
- Online management

- Data Center Support
- Secondary Indexes
- Secure Access
- Flexible schema

Differentiators

- ACID transactions
- Online rolling upgrades
- Streaming large object support
- Oracle technology integrated
- Engineered Systems and Commodity HW



Enterprise ready -- Integrated out of the box

- Query NoSQL data from Oracle Database
- Access NoSQL data from Hadoop for DW and analytics
- Share data with Oracle Coherence for extensible in-memory cache grid
- Persist history & event streams for processing with Oracle Event Processing
- Store & query RDF data using Oracle RDF for NoSQL
- Replicate changes in Oracle Database to NoSQL
 DB using Oracle Golden Gate
- Monitor your NoSQL cluster using Oracle
 Enterprise Manager











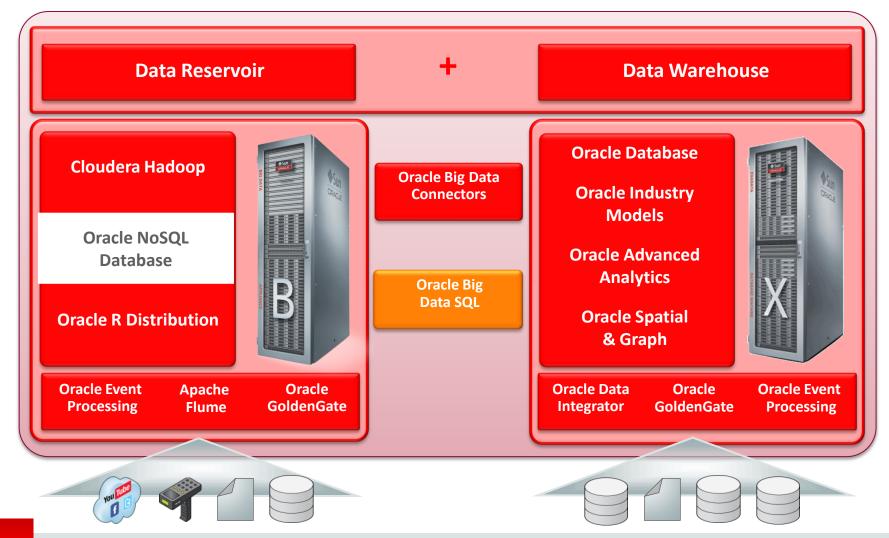








Oracle Big Data Management System





Developer and Admin Tools

- Standards based tooling
 - SNMP / JMX metrics
 - Oracle Enterprise Manager
 - Cloud ready HTML5 browser admin
 - Command line interface
 - Scripting
 - Query prototyping
 - Data load
 - Easy to use developer API
 - Java, C, REST (Javascript / Python FY15)
 - R, JRuby, Jython community drivers

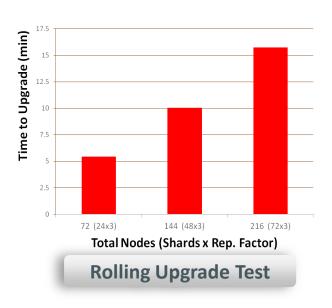


Predictability, Reliability & Support

- Global, mission-critical application deployment experience
- Decades of enterprise-grade non-relational database technology
- Oracle Support available for both Enterprise and Community Edition
- Designed for Predictability and Manageability



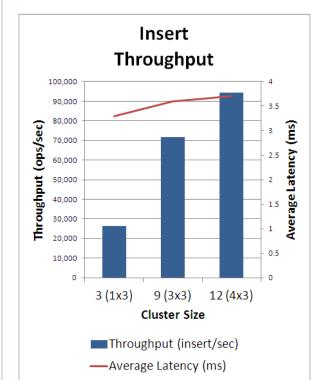


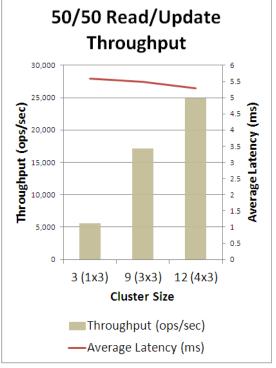


YCSB on commodity servers

What's the big deal

- -1.6 billion records
- 94K insert/sec
- 25K read/update/sec
- Low latency
- Linear scalability

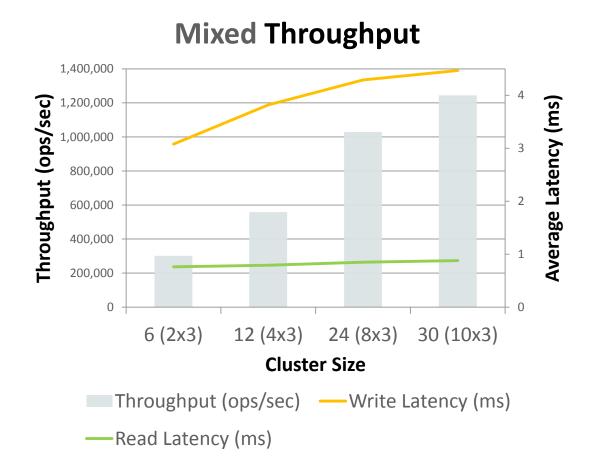




YCSB on SSD-backed commodity servers

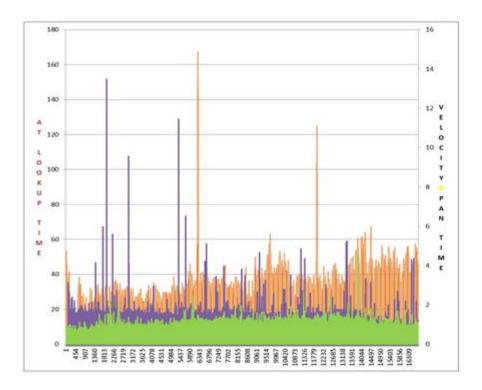
What's the big deal

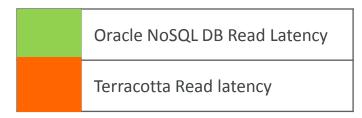
- Twitter sees ~500M tweets/day
 - This is 75M a minute
 - Capture all tweets with 3 commodity servers
- -1.25M ops/sec
- 2 billion records
- − 2 TB of data
- -95% read, 5% update
- Low latency, High Scalability



Customer benchmarking on SSD

- Oracle NoSQL beats in-memory grid
 - 10's of thousands of txn / sec
 - Lower latency than grid cache
 - Persistent storage
 - Predictable SLA's







Developer Centric APIs

- Language specific client drivers
 - Java, C, *javascript, python, C#
- REST API available through Oracle Rest Data Services
 - Deployments using Oracle Web Logic Server, Glassfish, Tomcat
 - Directs Web Service calls to NoSQL DB
 - Marshals data returned into JSON format
 - Full CRUD operations across NoSQL Cluster
- Client-side DDL API
 - Create and Alter tables and schemas inside an application



Simple Data Modeling DDL

Create Table with id, firstName, lastName columns.

kv-> table create -name User -desc "A sample user table"

User-> add-field -type Integer -name userId

User-> add-field -type String -name firstame

User-> add-field -type String -name lastName

User-> primary-key -name userId

User-> exit

Table User built.

kv-> plan add-table -name User -wait kv-> plan add-index -name UserSecondary -table User -field firstName -field lastName

Add index on firstName, lastName columns.

API DDL

CREATE TABLE complex (

COMMENT "this comment goes into the table metadata" **id** INTEGER,

PRIMARY KEY (id), # id is the pk. this comment is just syntax **nested MAP**(RECORD(m MAP(FLOAT), a ARRAY(RECORD(age INTEGER)))), address RECORD (street INTEGER, streetName STRING, city STRING, zip INTEGER), **friends** MAP (STRING),



API CRUD - Write

```
/* Connect to the NoSQL store */
    store = KVStoreFactory.getStore
       (new KVStoreConfig(storeName, hostName + ":" + hostPort));
    tableAPI = store.getTableAPI();
/* Insert row, if it is already in the table */
      Table table = tableAPI.getTable("myTable");
      Row row = table.createRow();
      row.put("userID", 2);
      row.put("firstName", "John");
      row.put("lastName", "Jameson");
      tableAPI.put(row, null (a return row), null(a write option)); .....put, putIfPresent, putIfAbsent, putIfVersion
/* Catch possible Exceptions*/
    Durability, Timeout, IllegalArgument, Fault Exceptions
```

API CRUD – Keyspace Read

```
/* Read row, Create a primary key and assign the field value */
      PrimaryKey key = table.createPrimaryKey();
      key.put("userID", 1);
      Row row = tableAPI.get(key, new ReadOptions(null, 0, null));
                                                                       ..... or use multiGet,
      List<Row> myRows = tableAPI.multiGet(key, null, null);
/* Read row(s), in a shard or in parallel across all shards*/
      TableIterator<Row> iter = tableAPI.tableIterator(key, null (a multiRow options), null (iterator options);
      FieldRange fh = table.createFieldRange("familiarName");
      fh.setStart("Bob", true);
      fh.setEnd("Patricia", true);
      MultiRowOptions mro = fh.createMultiRowOptions();
/* Catch possible Exceptions*/
      Consistency, Timeout, IllegalArgument, Fault Exceptions
```

API CRUD – Index Read

Search secondary index where firstName = "Jane"

```
1. Create instance of table object we wish to read from
2. Create instance of index object that we will search
3. Set search key
4. Call iterator to scan index
5. Convert results to JSON object, take JSON object and convert back to Row
Table userTable = tableAPI.getTable("User", null);
Index index = userTable.getIndex("UserSecondary");
IndexKey indexKey = index.createIndexKey().put("firstName", "Jane");
TableIterator<Row> results = tableAPI.tableIterator(indexKey);
while (results.hasNext()) {
   Row row = results.next();
   /* Convert the row to a JSON object */
    String jsonString = row.toJsonString();
    /* Convert the JSON object back to a row */
   Row myRow = userTable.createRowFromJSON(jsonString);
```

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Oracle NoSQL Database Subscription Model

- Business-friendly support service
 - Oracle NoSQL Database Community Edition
 - Open Source AGPL Edition
 - NoSQL Database Client Drivers
 - · Open Source, Apache licensed
 - Subscription support for Community Edition
 - Price is \$2,000/year per server
 - No upfront license fee
 - Provides for full Oracle support policy response
 - Purchase online via the Oracle Store
 - Enterprise Edition
 - Closed Source, Standard Oracle License





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Roadmap plan

Dec '14 2015 Release 3.1 & 3.2 Integration **APIs** Security Unified CLI • C#, Ruby More OEM Integration User defined Roles Authorization SQL query language Oracle Distributed Query Authorization Client-side DDL API Integration Kerberos Integration Thrift-based C API Oracle Public Cloud Server & Performance On-disk Encryption Javascript, Python KVOutput format Full Text Indexing REST API Yarn Integration Admin Repair Administration Spark Integration Diagnostic enhancements Replication Factor of 2 Docker Integration Improve admin Scriptability Integration Batch Imp/Exp utility Oracle Enterprise Manager Supportability & Debug Oracle Big Data SQL enhancements

The current plan is for quarterly releases



Join NoSQL Database Community

Oracle.com/BigData



Twitter

https://twitter.com/#!/OracleNoSQL



LinkedIn

http://www.linkedin.com/groups?gid=4147754



Oracle's NoSQL DB blog

https://blogs.oracle.com/nosql



Oracle Technology Network

http://bit.ly/1f0d8wU



Developer Webcast Series

http://bit.ly/1doV2jl







Hardware and Software Engineered to Work Together

ORACLE®

Appendix



Data Center Support

- Availability Zones
 - Flexible configuration
 - Primary Zones
 - Durability guarantees
 - Low latency writes, HA
 - 2nd'ary Read-Only Zones
 - Asynchronous replication
 - Analytic workloads
 - Report generation
 - Topology Aware Client Driver
 - Provides business continuity and distributed workload management

