(SQL ⊆ NoSQL) != Oracle

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HOW TO WRITE A CV
DO YOU HAVE ANY EXPERTISE IN SQL?
NO
DOESN'T MATTER. WRITE: "EXPERT IN NO SQL"
Leverage the NoSQL boom

source: http://code.google.com/p/html5slides http://tinyurl.com/tlaunch

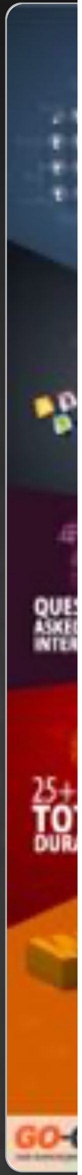
Introduction and some theory

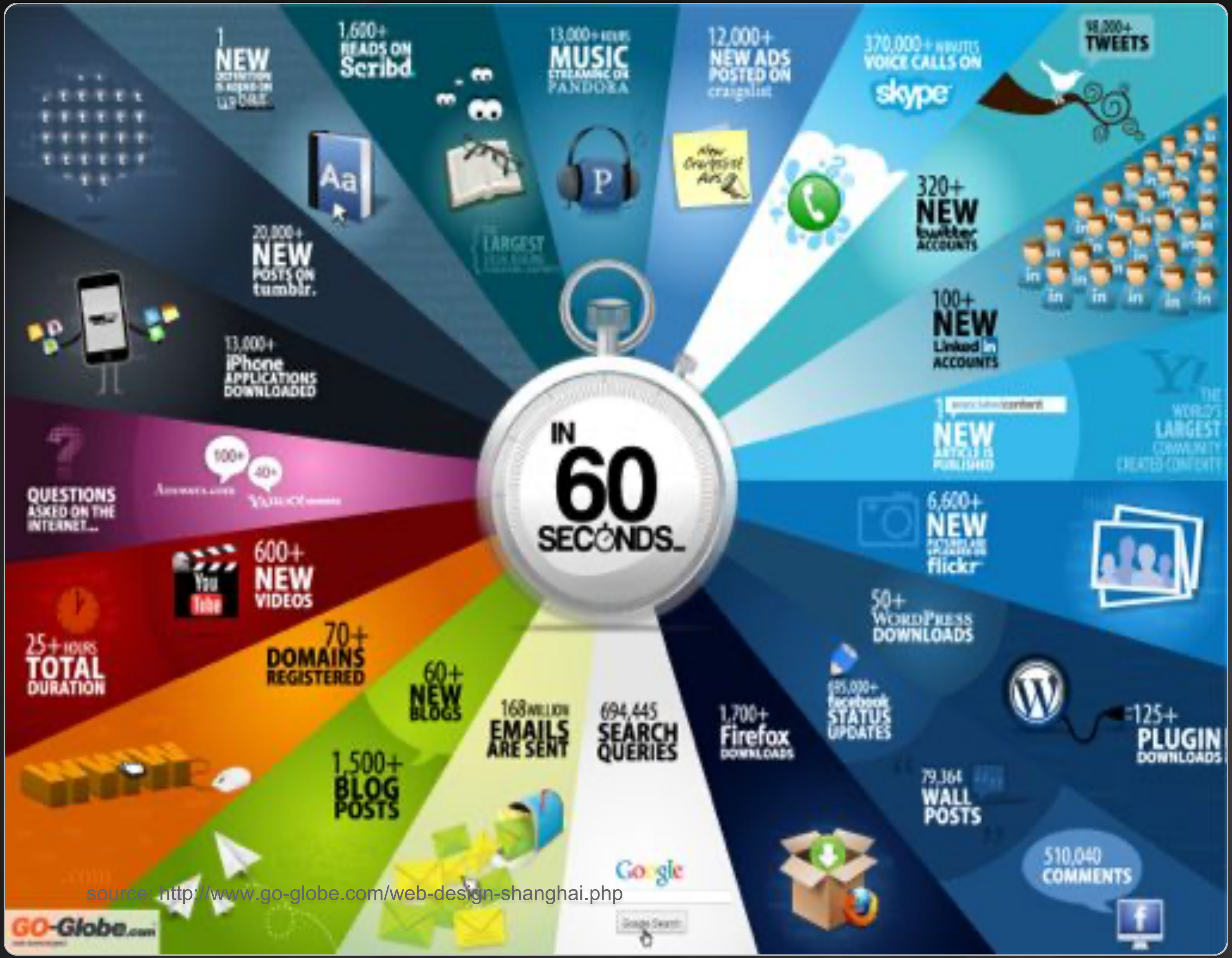
Not Only SQL - tech. for well known RDBMS limitations

- Obvious for leading web players and cloud scaling patterns
- Enterprises on a roll

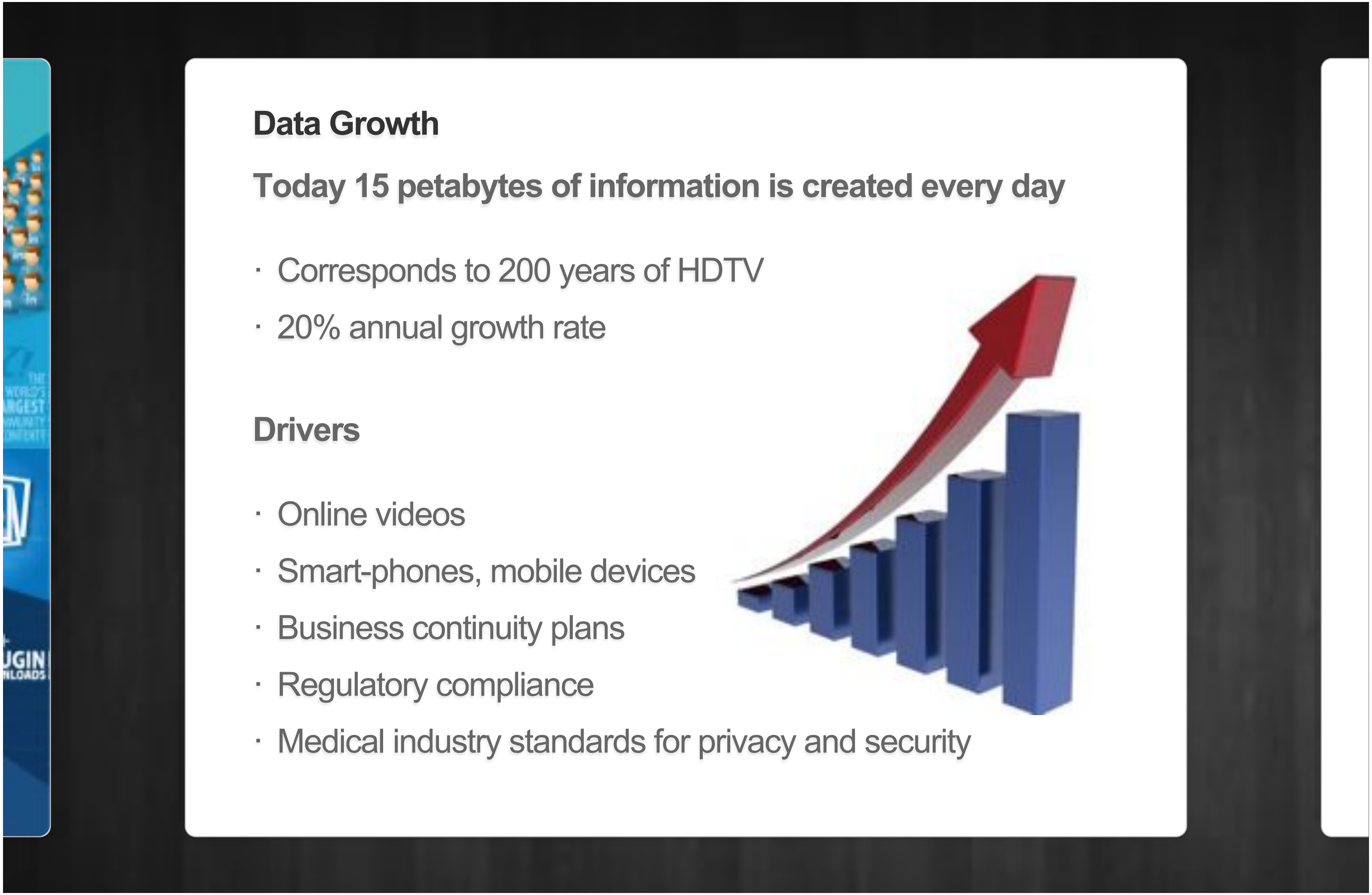
It's not about the fuzz about fuzzy theory

- BASE vs.ACID
- CAP




IN 60 SECONDS...
1 NEW DEFINITION IS ADDED ON urbanDictionary
1,600+ READS ON Scribd
13,000+ HOURS MUSIC STREAMING ON PANDORA
12,000+ NEW ADS POSTED ON craigslist
370,000+ MINUTES VOICE CALLS ON skype
98,000+ TWEETS
320+ NEW twitter ACCOUNTS
100+ NEW LinkedIn ACCOUNTS
1 NEW ARTICLE IS PUBLISHED
THE WORLD'S LARGEST COMMUNITY CREATED CONTENT
6,600+ NEW PICTURES ARE UPLOADED ON flickr
50+ WORDPRESS DOWNLOADS
125+ PLUGIN DOWNLOADS
695,000+ facebook STATUS UPDATES
79,364 WALL POSTS
510,040 COMMENTS
1,700+ Firefox DOWNLOADS
694,445 SEARCH QUERIES
Google
168 MILLION EMAILS ARE SENT
1,500+ BLOG POSTS
60+ NEW BLOGS
70+ DOMAINS REGISTERED
25+ HOURS TOTAL DURATION
600+ NEW VIDEOS
QUESTIONS ASKED ON THE INTERNET...
100+ Answers.com
40+ Yahoo! Answers
13,000+ iPhone APPLICATIONS DOWNLOADED
20,000+ NEW POSTS ON tumblr.
LARGEST
GO-Globe.com

source: http://www.go-globe.com/web-design-shanghai.php



Data Growth

Today 15 petabytes of information is created every day

- Corresponds to 200 years of HDTV
- 20% annual growth rate

Drivers

- Online videos
- Smart-phones, mobile devices
- Business continuity plans
- Regulatory compliance
- Medical industry standards for privacy and security

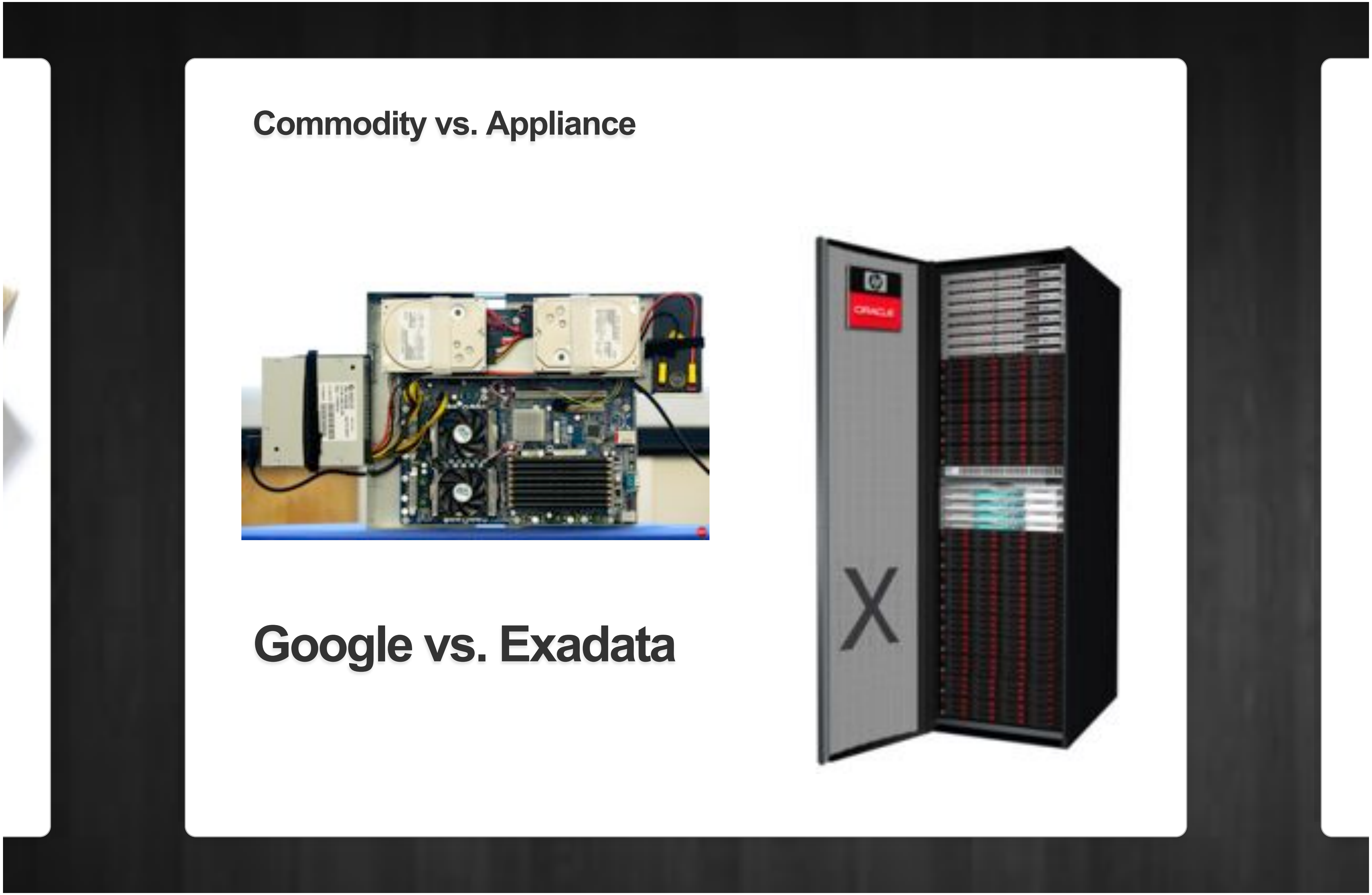
Typical NoSQL Charateristics

At least from my point of view!

- Schema-free
- Easy cluster and replication setup
- Data partition tolerant
- Parallel processing, i.e. Map Reduce
- Language centric APIs over SQL
- Fault tolerant, commodity hardware over appliances

...DBA?

Types: Key-value, Document, Graph, and BigTable



Commodity vs. Appliance

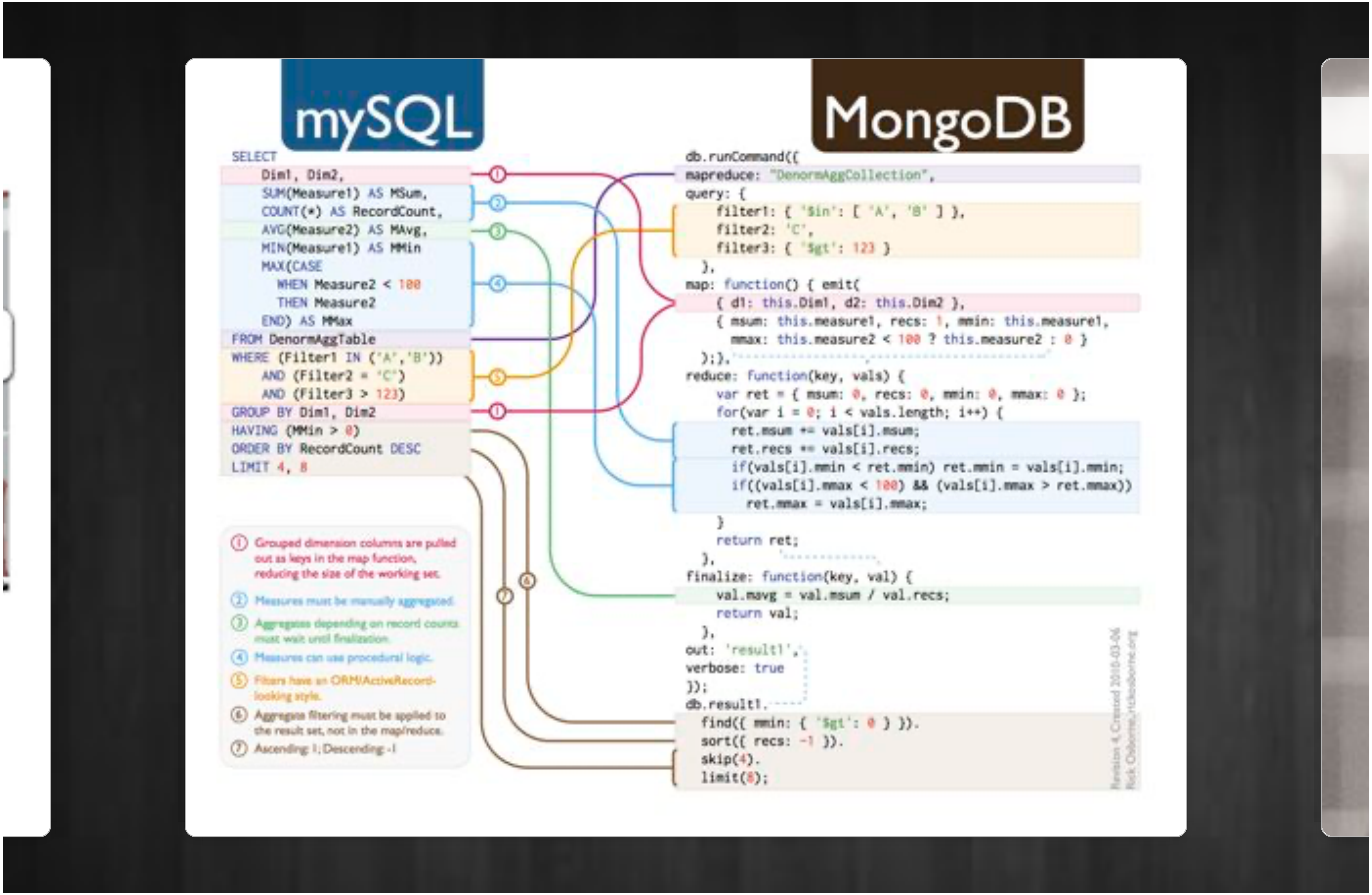
Google vs. Exadata

Map Reduce

So, how do I query the database?
It's not a database. It's a key-value store!
Ok, it's not a database. How do I query it?
You write a distributed map-reduce function in Erlang!
Did you just tell me to go fuck myself?
I believe I did, Bob!

...group by in SQL

source: http://browsertoolkit.com/fault-tolerance.png



mySQL

```
SELECT
    Dim1, Dim2,
    SUM(Measure1) AS MSum,
    COUNT(*) AS RecordCount,
    AVG(Measure2) AS MAvg,
    MIN(Measure1) AS MMin
    MAX(CASE
      WHEN Measure2 < 100
      THEN Measure2
    END) AS MMax
FROM DenormAggTable
WHERE (Filter1 IN ('A','B'))
    AND (Filter2 = 'C')
    AND (Filter3 > 123)
GROUP BY Dim1, Dim2
HAVING (MMin > 0)
ORDER BY RecordCount DESC
LIMIT 4, 8
```

MongoDB

```
db.runCommand({
mapreduce: "DenormAggCollection",
query: {
    filter1: { '$in': [ 'A', 'B' ] },
    filter2: 'C',
    filter3: { '$gt': 123 }
  },
map: function() { emit(
    { d1: this.Dim1, d2: this.Dim2 },
    { msum: this.measure1, recs: 1, mmin: this.measure1,
      mmax: this.measure2 < 100 ? this.measure2 : 0 }
  );},
reduce: function(key, vals) {
    var ret = { msum: 0, recs: 0, mmin: 0, mmax: 0 };
    for(var i = 0; i < vals.length; i++) {
      ret.msum += vals[i].msum;
      ret.recs += vals[i].recs;
      if(vals[i].mmin < ret.mmin) ret.mmin = vals[i].mmin;
      if((vals[i].mmax < 100) && (vals[i].mmax > ret.mmax))
        ret.mmax = vals[i].mmax;
    }
    return ret;
  },
finalize: function(key, val) {
    val.mavg = val.msum / val.recs;
    return val;
  },
out: 'result1',
verbose: true
});
db.result1.
  find({ mmin: { '$gt': 0 } }).
  sort({ recs: -1 }).
  skip(4).
  limit(8);
```

(1) Grouped dimension columns are pulled out as keys in the map function, reducing the size of the working set.

(2) Measures must be manually aggregated.

(3) Aggregates depending on record counts must wait until finalization.

(4) Measures can use procedural logic.

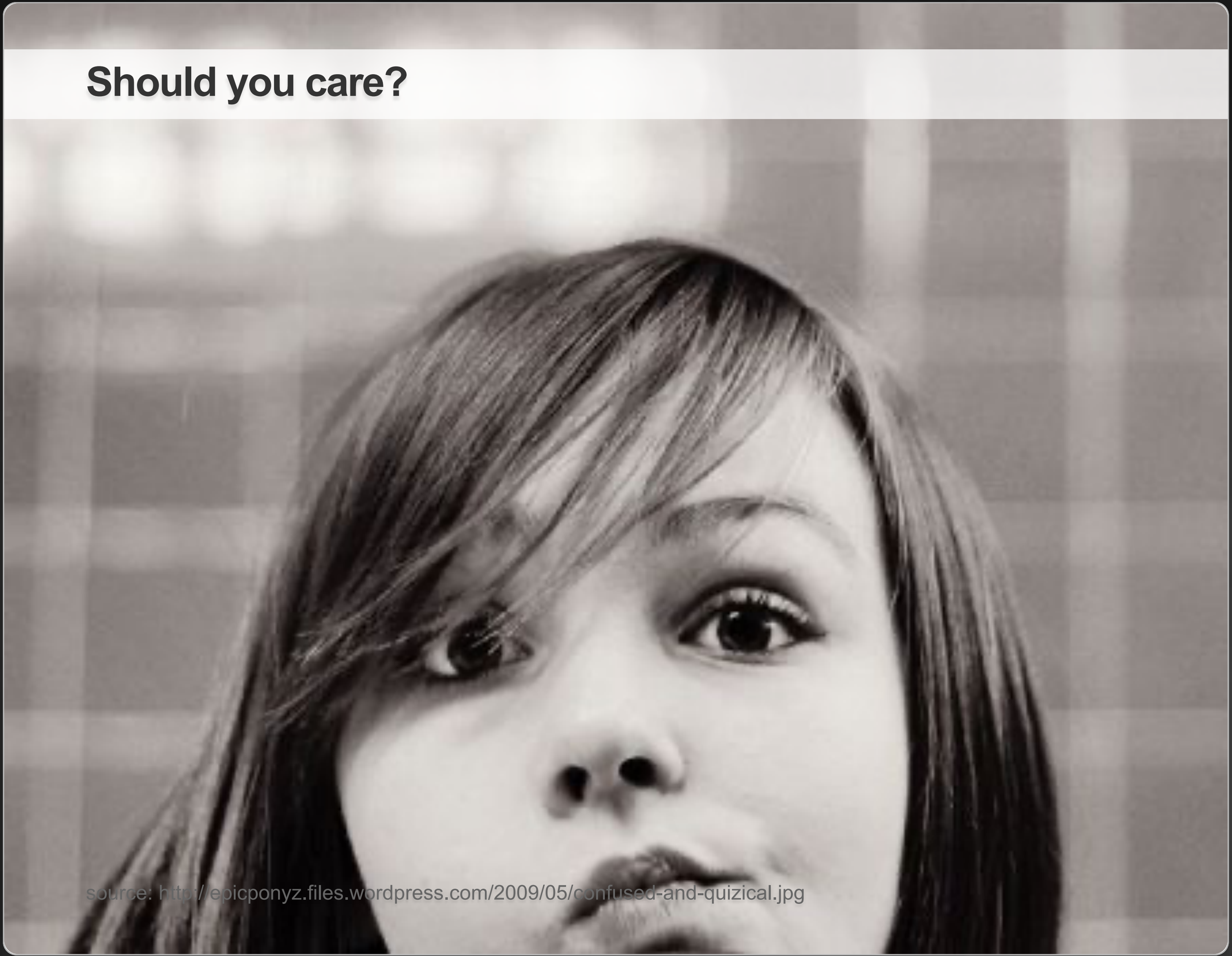
(5) Filters have an ORM/ActiveRecord-looking style.

(6) Aggregate filtering must be applied to the result set, not in the map/reduce.

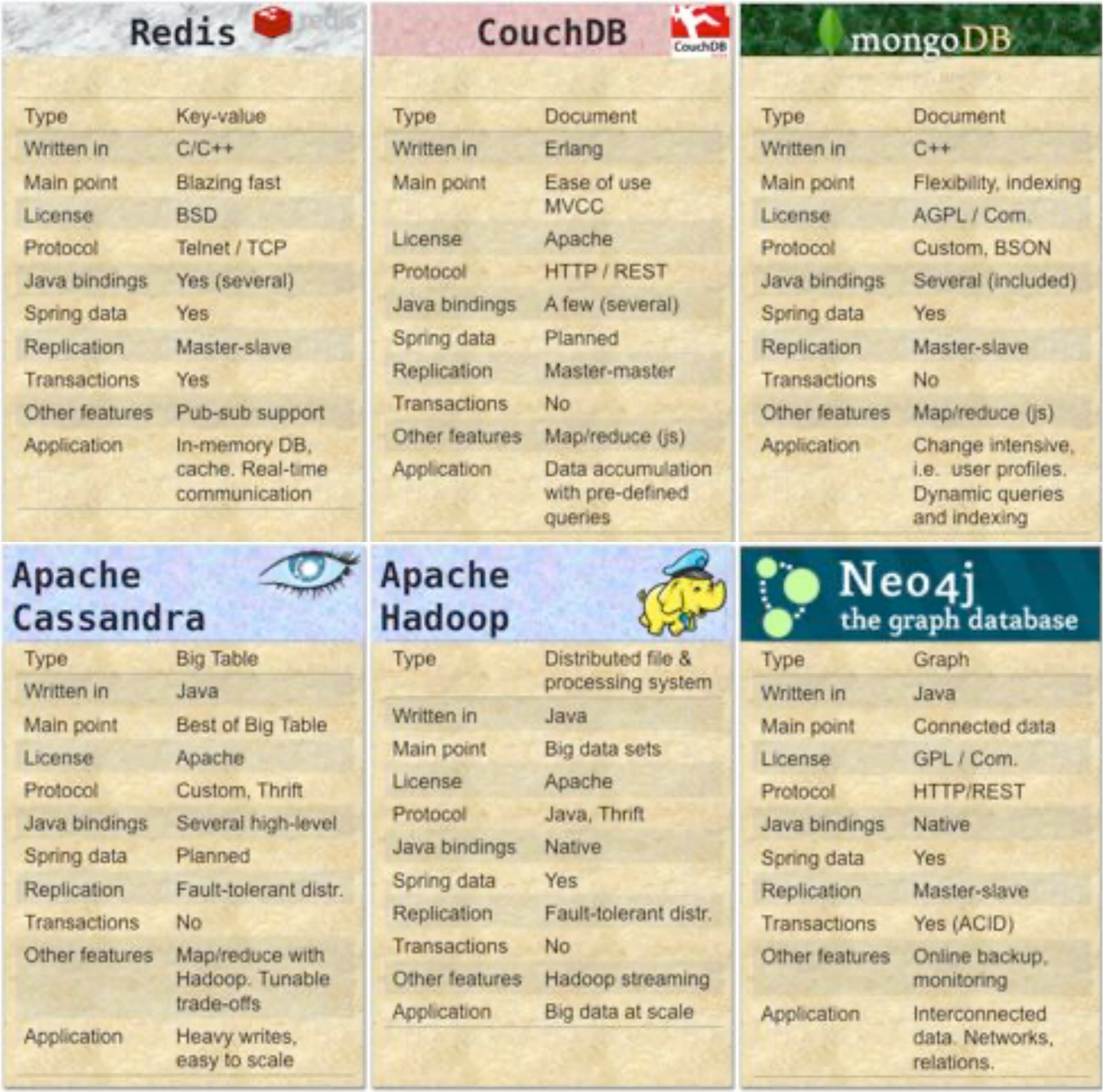
(7) Ascending: 1; Descending: -1

Revision 4, Created 2010-03-06
Rick Osborne, rickosborne.org

Should you care?



source: http://epicponyz.files.wordpress.com/2009/05/confused-and-quizical.jpg



Redis

Type	Key-value
Written in	C/C++
Main point	Blazing fast
License	BSD
Protocol	Telnet / TCP
Java bindings	Yes (several)
Spring data	Yes
Replication	Master-slave
Transactions	Yes
Other features	Pub-sub support
Application	In-memory DB, cache. Real-time communication

CouchDB

Type	Document
Written in	Erlang
Main point	Ease of use MVCC
License	Apache
Protocol	HTTP / REST
Java bindings	A few (several)
Spring data	Planned
Replication	Master-master
Transactions	No
Other features	Map/reduce (js)
Application	Data accumulation with pre-defined queries

mongoDB

Type	Document
Written in	C++
Main point	Flexibility, indexing
License	AGPL / Com.
Protocol	Custom, BSON
Java bindings	Several (included)
Spring data	Yes
Replication	Master-slave
Transactions	No
Other features	Map/reduce (js)
Application	Change intensive, i.e. user profiles. Dynamic queries and indexing

Apache Cassandra

Type	Big Table
Written in	Java
Main point	Best of Big Table
License	Apache
Protocol	Custom, Thrift
Java bindings	Several high-level
Spring data	Planned
Replication	Fault-tolerant distr.
Transactions	No
Other features	Map/reduce with Hadoop. Tunable trade-offs
Application	Heavy writes, easy to scale

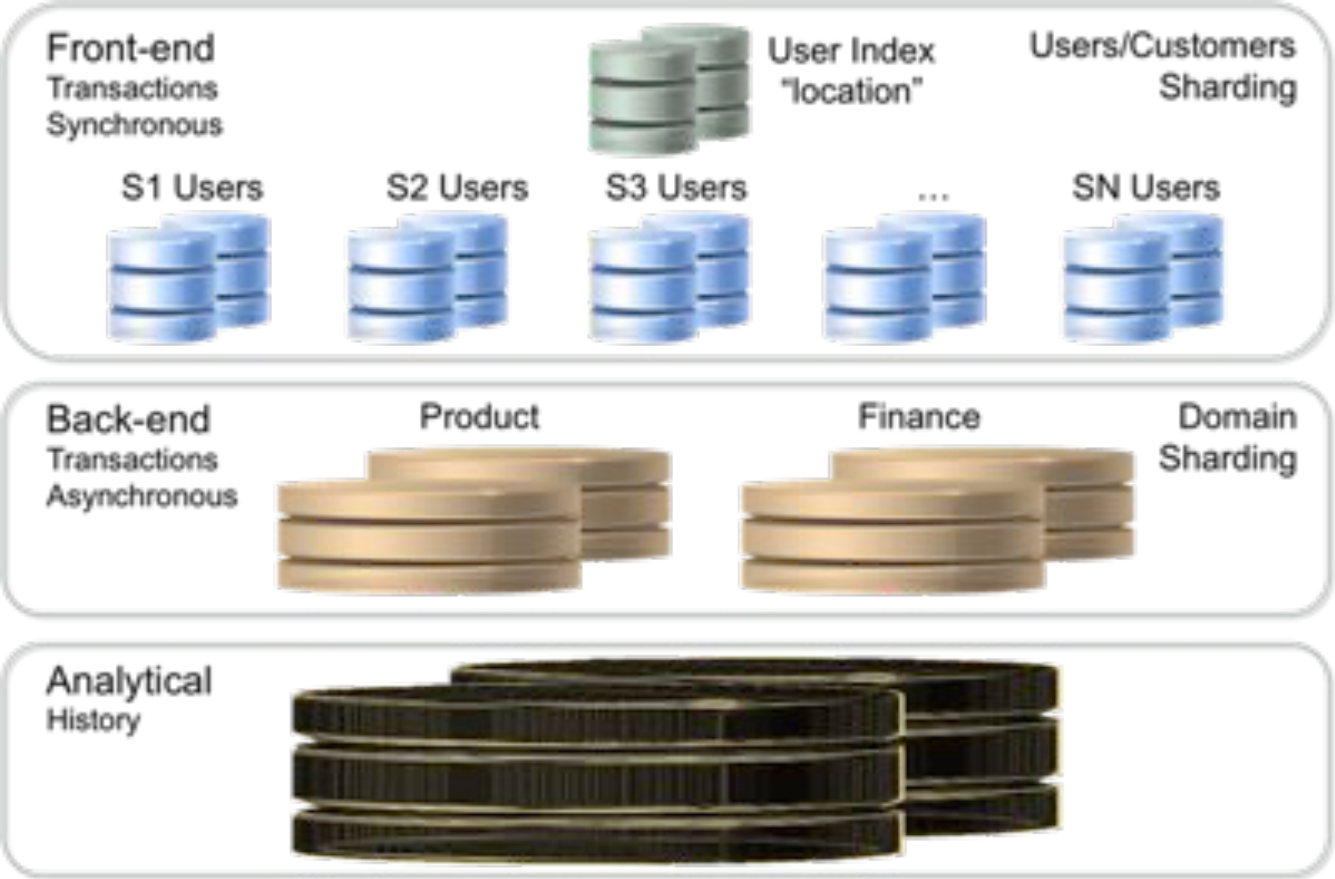
Apache Hadoop

Type	Distributed file & processing system
Written in	Java
Main point	Big data sets
License	Apache
Protocol	Java, Thrift
Java bindings	Native
Spring data	Yes
Replication	Fault-tolerant distr.
Transactions	No
Other features	Hadoop streaming
Application	Big data at scale

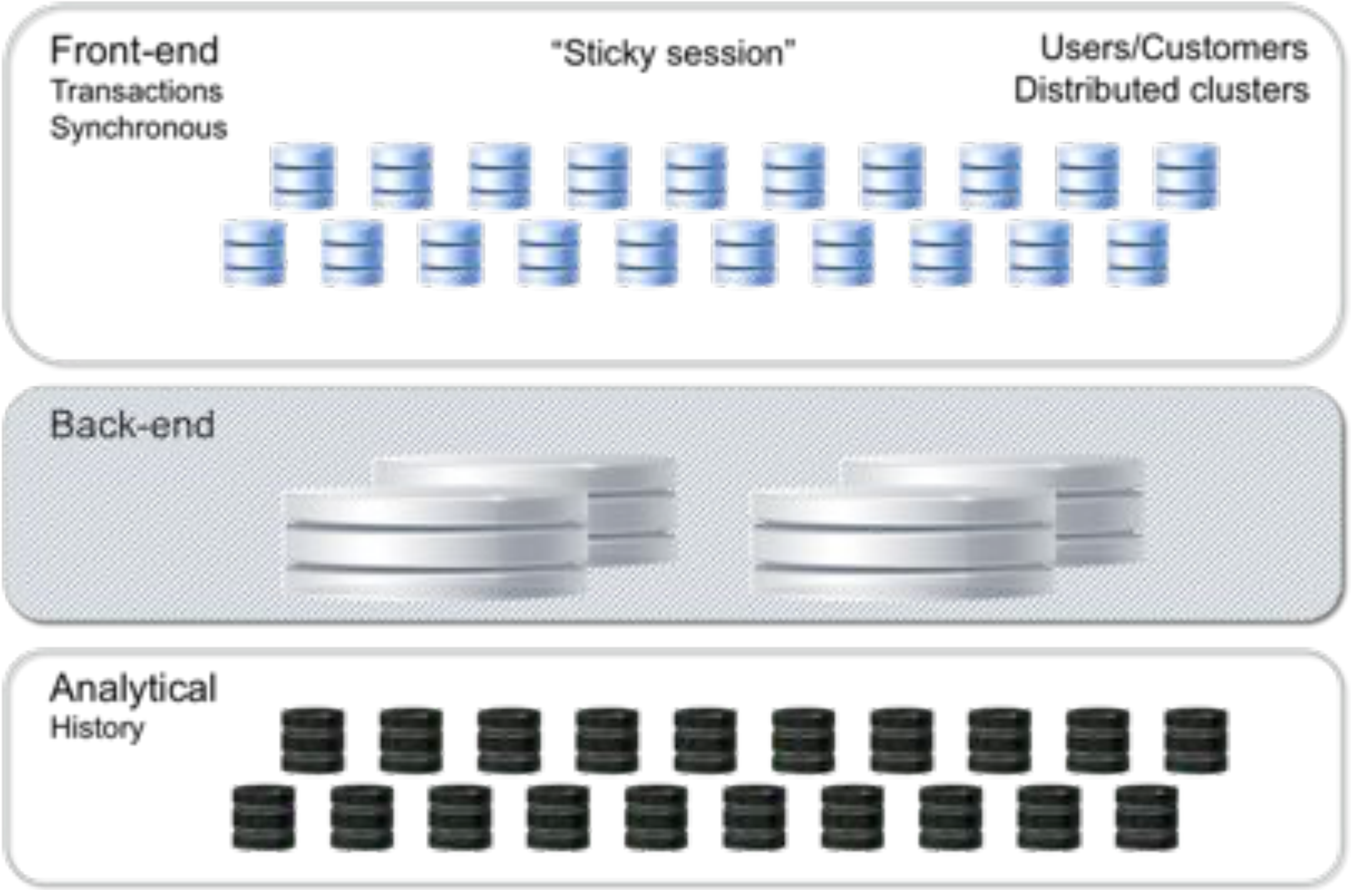
Neo4j
the graph database

Type	Graph
Written in	Java
Main point	Connected data
License	GPL / Com.
Protocol	HTTP/REST
Java bindings	Native
Spring data	Yes
Replication	Master-slave
Transactions	Yes (ACID)
Other features	Online backup, monitoring
Application	Interconnected data. Networks, relations.

A typical RDBMS landscape, sharding



Distributed alternative



Front-end
Transactions
Synchronous

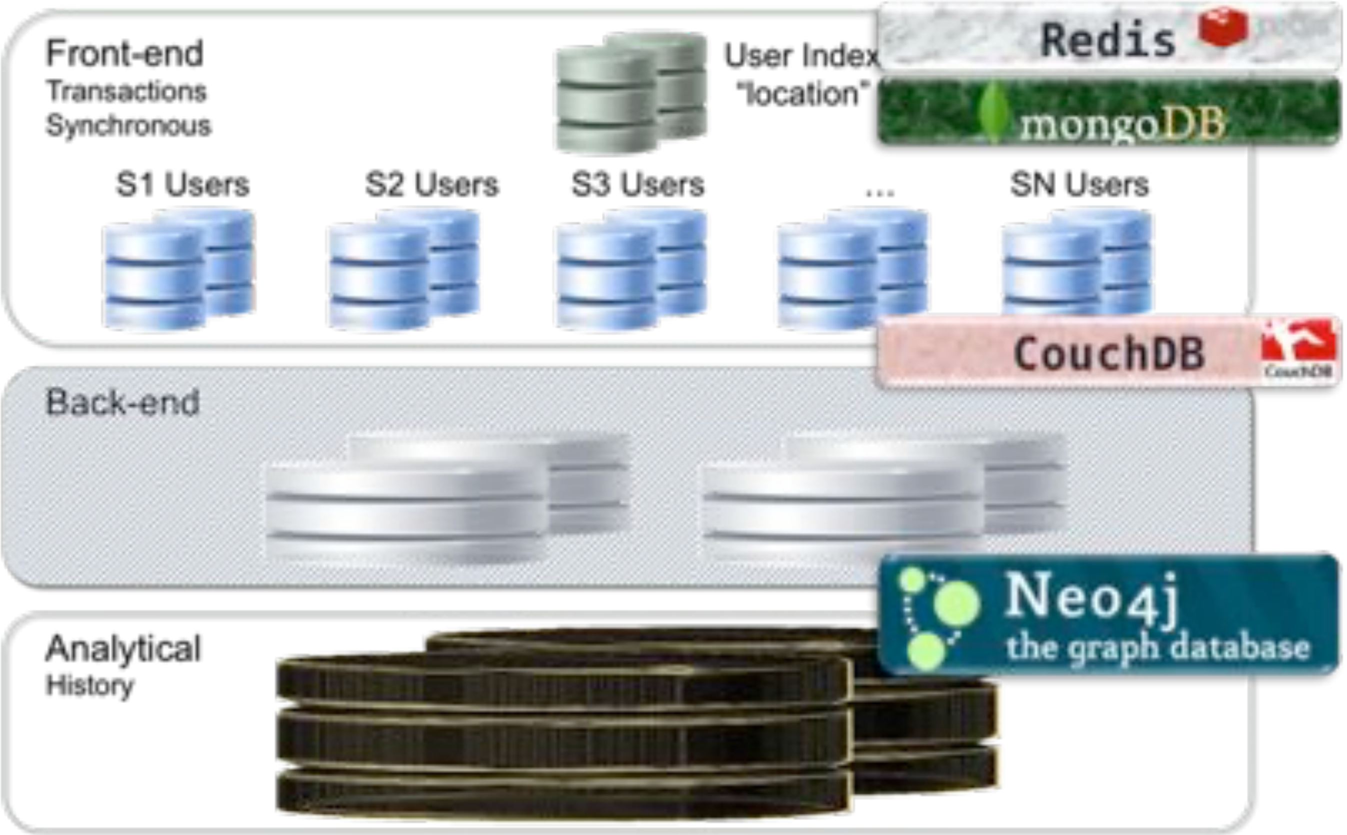
"Sticky session"

Users/Customers
Distributed clusters

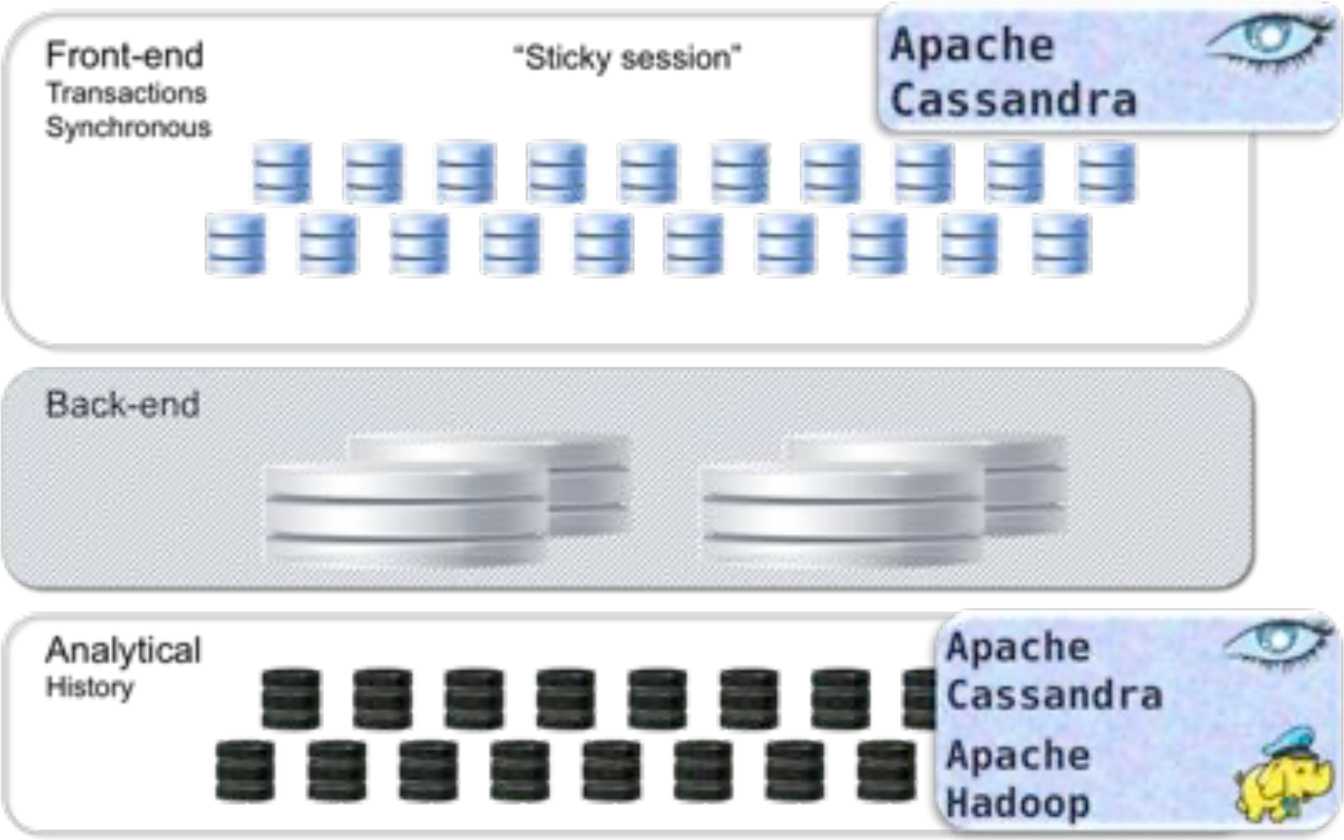
Back-end

Analytical
History

Just like any RDBMS are...



Apache makes a difference...



Front-end
Transactions
Synchronous

"Sticky session"

Apache Cassandra

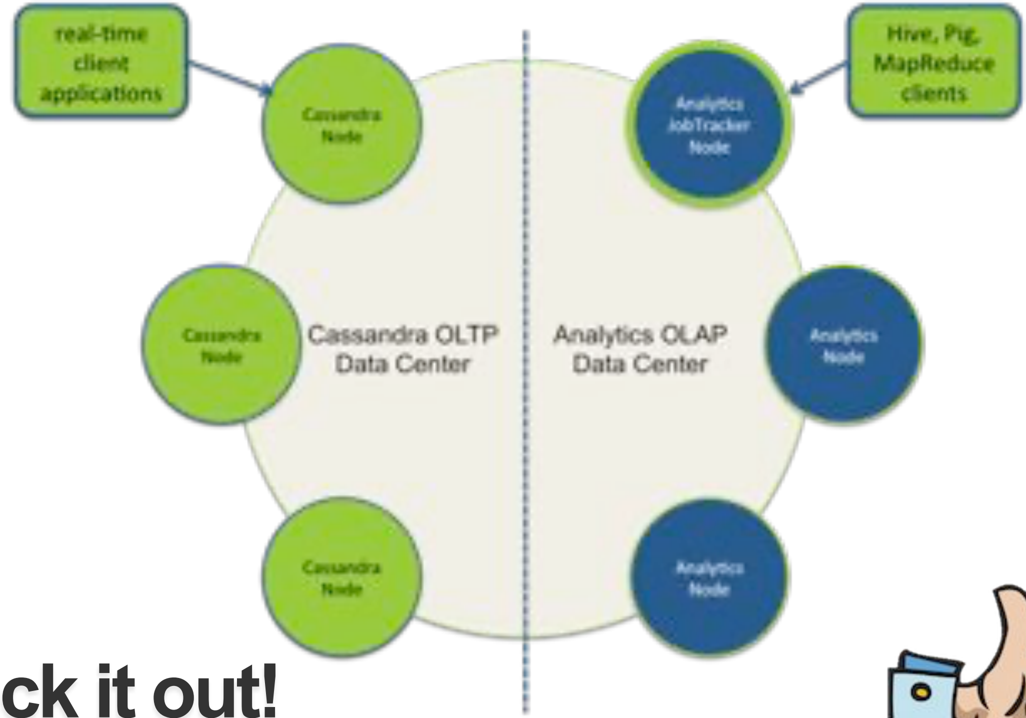
Back-end

Analytical
History

Apache Cassandra

Apache Hadoop

DataStax - Hadoop and Cassandra combined!


real-time client applications
Cassandra Node
Cassandra Node
Cassandra Node
Cassandra OLTP Data Center
Analytics OLAP Data Center
Analytics JobTracker Node
Analytics Node
Analytics Node
Hive, Pig, MapReduce clients

Check it out!

http://www.datastax.com
http://www.nosqldatabases.com/main/2011/3/2/how-to-setup-a-cassandra-cluster-in-2-minutes.html

That's all!

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...and the winner is?