



EPL646 – Advanced Topics in Databases

Lecture 11

**Big Data Management I
(Introduction)**

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Lecture Outline



- ***Big Data Definitions and Background***
- *Big Data Definition by 3V Examples*
 - ***Velocity***
 - *Sensor Monitoring, Network Monitoring, Web2.0 Media, Smartphone Services*
 - ***Volume***
 - *Text<Multimedia<Sciences, Web Data, Filesystems*
 - ***Variety***
 - *The New Database Landscape*
 - *NoSQL (Document Stores, Replication, Consistency, Map-Reduce, Column Stores)*
 - *NewSQL Trends*

Big Data Definitions



- *"Refers to data sets whose **size and structure strains** (stretches) the **ability** of commonly used **relational DBMSs** to **capture, manage, and process** the data within a **tolerable elapsed time.**"*
 - *Hoffer, Ramesh, Topi: Modern Database Management, 11E, 2013.*
- *Similar from Wikipedia, Feb. 2013*
 - *"big data is a collection of data sets **so large and complex** that it becomes **difficult** to process **using on-hand database management tools** or **traditional data processing applications.**"*

Big Data Characteristics



- **Size:** from a few **dozen terabytes** to many **petabytes** in a single database.
- **Data model:** anything from *structured* (relational or tabular) to *semi-structured* (XML or JSON) or even *unstructured* (Web text and log files).
- **Architectures:** highly *parallel* and *distributed* in order to cope with the inherent I/O and CPU limitations.
- **Hardware:** mid-scale *private clouds* (datacenters), offering higher privacy, to *large-scale public clouds*.
- **Functionality:** *operational (OLTP)* and *analytic (OLAP)* functionality *stand-alone* or *as-a-Service*.

Background: Public Clouds



Google's Datacenter in Oregon



Background: Public Clouds



Microsoft Azure in Chicago



112 containers x 2000 servers = 224,000 servers

Background: *-as-a-Service



To Amazon RDS (Relational Database Service)

Pay by the hour your DB Instance runs.

US – N. Virginia	US – N. California	EU – Ireland	APAC – Singapore
DB Instance Class			Price Per Hour
Small DB Instance		963\$ / year	\$0.11
Large DB Instance		↓	\$0.44
Extra Large DB Instance			\$0.88
Double Extra Large DB Instance			\$1.55
Quadruple Extra Large DB Instance		27,165 \$ / year	\$3.10

DB Instance Classes

Amazon RDS currently supports five DB Instance Classes:

- Small DB Instance: 1.7 GB memory, 1 ECU (1 virtual core with 1 ECU), 64-bit platform, Moderate I/O Capacity
- Large DB Instance: 7.5 GB memory, 4 ECUs (2 virtual cores with 2 ECUs each), 64-bit platform, High I/O Capacity
- Extra Large DB Instance: 15 GB of memory, 8 ECUs (4 virtual cores with 2 ECUs each), 64-bit platform, High I/O Capacity
- Double Extra Large DB Instance: 34 GB of memory, 13 ECUs (4 virtual cores with 3.25 ECUs each), 64-bit platform, High I/O Capacity
- Quadruple Extra Large DB Instance: 68 GB of memory, 26 ECUs (8 virtual cores with 3.25 ECUs each), 64-bit platform, High I/O Capacity

For each DB Instance class, RDS provides you with the ability to select from 5GB to 1TB of associated storage capacity. One ECU provides the equivalent CPU capacity of a 1.0-1.2 GHz 2007 Opteron or 2007 Xeon processor.

Background: Private Clouds



Our Laboratory Private IaaS

A screenshot of the VMware vCenter Management console. The interface shows a tree view on the left with 'zenix' selected under 'DMSL1'. The main pane displays the 'Summary' tab for the 'zenix' host, showing overall status as 'Normal', guest OS details for 'CentOS 4/5/6 (64-bit)', and VM hardware specifications including 2 CPUs, 2048 MB memory, and a 16.00 GB hard disk. The console window is currently black, and the VMware Tools are not running.

vmware vCenter Management

zenix

Summary Monitor Resource Management

Status

Overall ✔ Normal

Guest OS Details


Power State Powered Off

Guest OS CentOS 4/5/6 (64-bit)

IP Addresses

DNS Name

VMware Tools ✔ Not running (Current)

Console  Launch console

VM Hardware

CPU 2 CPU(s), 0 MHz used

Memory 2048 MB, 0 MB used

Hard disk 1 16.00 GB

Network adapter 1 DMSLGuestNet disconnected

CD/DVD drive 1 Disconnected

Floppy drive 1 Disconnected

Other Additional Hardware

HW Version 8

Edit Settings...

Related Items

Storage esx5store

Networks DMSLGuestNet

Host esx5.in.cs.ucy.ac.cy

Resource Pool esx5.in.cs.ucy.ac.cy

Annotations

Notes

Big Data: Velocity-Volume-Variety



- **Velocity**

- ***how fast data is being produced and how fast the data must be processed to meet demand.***
 - *How to deal with torrents of data, in near-real time, streaming from **RFID tags** and **smart metering systems**?*
 - *How to **identify fraud** in 5 million trade events created **each day**?*
 - **Reacting quickly enough** to deal with velocity is a **challenge** to most organizations.

Source: IDC. "Big Data Analytics: Future Architectures, Skills and Roadmaps for the CIO," September 2011.

Big Data: Velocity-Volume-Variety

- **Volume**



- **Past Challenge: Store data.**

- transaction-based data stored through the years.
- sensor data being collected
- Integration with web applications & social media

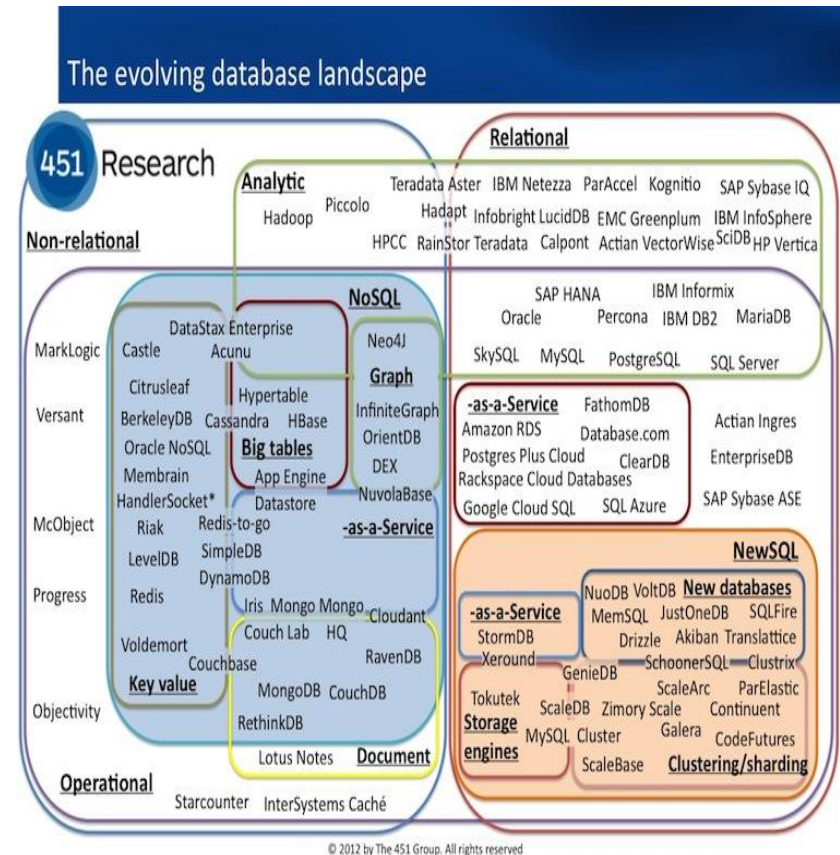
- **New Challenge: Create value from data**

- Turn 12 TB of Tweets each day into a *sentiment analysis* (opinion mining) product.
 - e.g., People feel positive/negative/neutral about brand X.
- Turn 350 billion annual smart meter readings to knowledge that helps predicting power consumption.

Big Data: Velocity-Volume-Variety

- **Variety:**

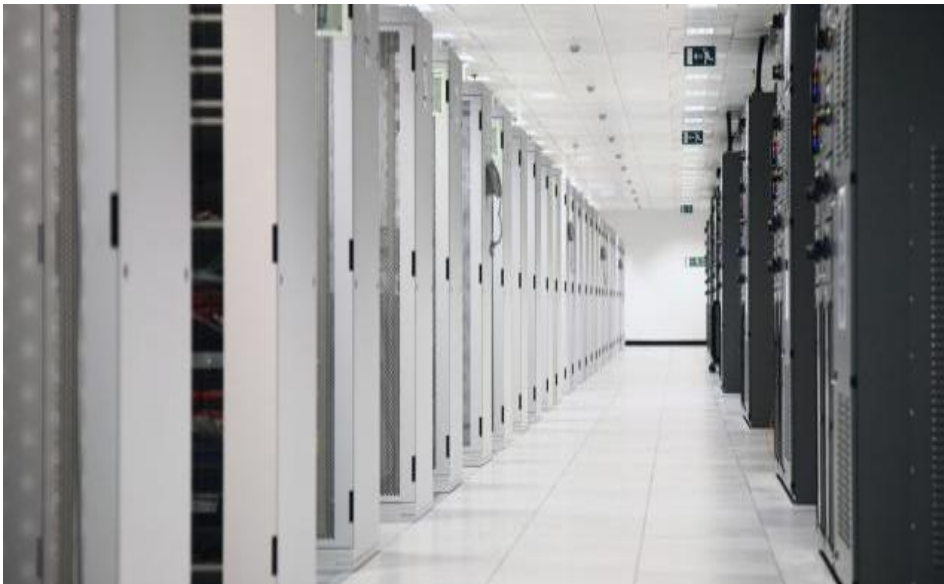
- By some estimates, **80 percent** of an organization's data is **not numeric!**
- Different data format: *unstructured, structured, semi-structured*
- text, sensor data, audio, video, click streams, log files, etc.



Velocity #1: Smart Meters



- **Smart meter:** records consumption of **electric energy** in **intervals** and communicates that information to the utility for **monitoring** and **billing purposes**.



Every 15m



Velocity #1: Smart Meters



- **Ontario's Meter Data Management and Repository (MDM/R):** storing, processing and managing all smart meter data in Ontario, Canada
- **Characteristics:**
 - Provides hourly billing quantity and extensive reports.
 - 4.6 million smart meters.
 - Storage/Bandwidth: 4.6M meters x 0.5K message (typical HTTP)
= 2.3 GB / round
 - 110 million meter reads per day
 - on an annual basis, exceeds the number of debit card transactions processed in the **country** (Canada!)

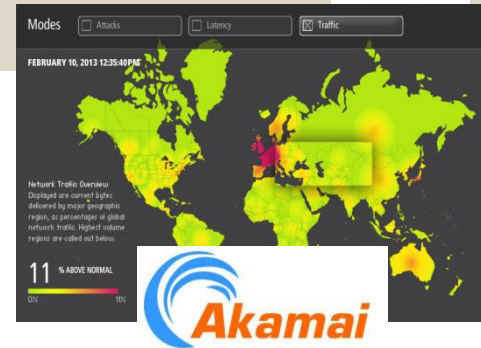
Source: Smart Metering Entity: <http://www.smi-ieso.ca/mdmr>

Velocity #2: Network Monitoring



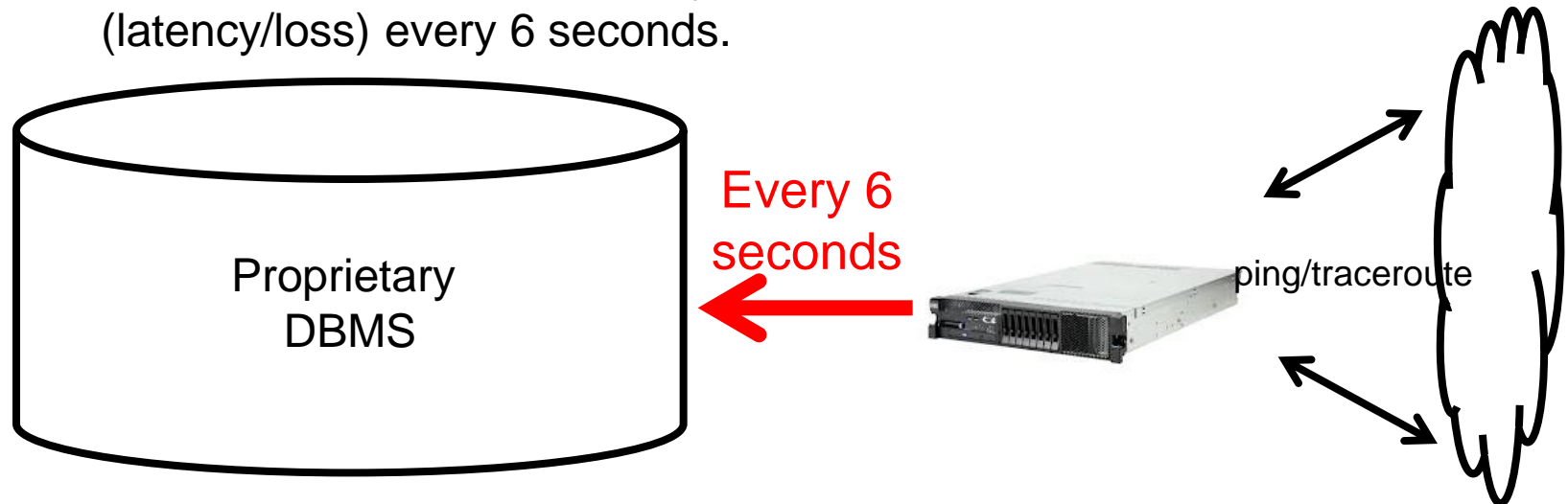
- **Akamai:**

- CDN serving 15-30% of all Web traffic (10TB/sec)
 - One out of every three Global 500® companies
 - All of the top Internet portals
- Has a picture of the global traffic every **6 seconds**



- **How?**

- 119,000 servers in 80 countries within over 1,100 networks.
- Servers report to a proprietary database network health information (latency/loss) every 6 seconds.



Velocity #2: Network Monitoring



Location: US-MA-Cambridge

Posted Date: 8/23/2012

Cost Center: 215

Category: Engineering

ID: 6493

Apply for this job:

Your application choices are:

- Apply for this job [online](#)

If you would like to include a cover letter, please be sure combine your cover letter and resume into one document.

More information about this job:

Overview:

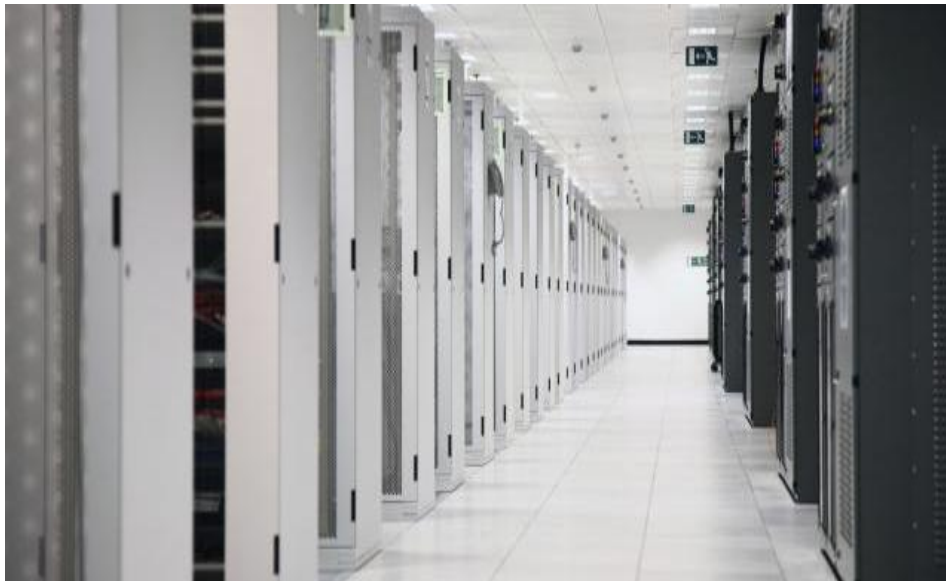
About the Job
Be a Big Data software engineer. Extract statistics to provide insight into usage logs collected by Akamai's edge services. You will use our extensible distributed processing cluster to parse, aggregate and generate reports from logfiles with volume of more than Peta-Byte per day. You will work with the QA team to ensure that the resulting data products are highly accurate and available to all consumers.

Companies started seeking Big data engineers.

Velocity #3: Web2.0 Media



- Analyze online conversations in Social Nets.
- Accelerated responses to marketplace shifts.



Continuously



Over Web2.0
protocols



Velocity #3: Web2.0 Media



Web1.0: The Unstructured Web

<http://books.google.com/>

The screenshot shows a Google search interface with the search term 'databases'. The search results are displayed in a list format with various filters on the left. The results include:

- Search** About 15,300,000 results (0.61 seconds)
- Web** [Databases: Organizing Information](#)
 books.google.com/books?isbn=143589426X
Greg Roza - 2010 - Preview - More editions
Describes how databases work and how to use tables, files, and relational databases.
- Books** [Advanced Database Systems: 10th British National Conference on ...](#)
 books.google.com/books?isbn=3540556931
Peter M.D. Gray, Rob J. Lucas - 1992 - Preview - More editions
The theme of this book is the potential of new advanced database systems. The volume presents the proceedings of the 10th British National Conference on Databases, held in Aberdeen, Scotland, in July 1992.
- Browse books** [Databases Illuminated](#)
 books.google.com/books?isbn=1449606008
Catherine Ricardo - 2011 - Preview - More editions
This Second Edition has been revised and updated to incorporate information about the new releases of Access 2010, Oracle 11g, and InterSystems Cache.
- [Fuzzy Databases: Modeling, Design And Implementation](#)
 books.google.com/books?isbn=1501402243

Left sidebar filters: Web, Images, Maps, Videos, News, Shopping, Books, More, Browse books, Any view, Preview and full view, Full view.

(content in HTML only
apprehensible to User)

Velocity #3: Web2.0 Media



Web2.0: The Semi-structured Web!

<https://www.googleapis.com/books/v1/volumes?q=databases>

content in XML/JSON
apprehensible to Computer

```
{
  "kind": "books#volumes",
  "totalItems": 899,
  "items": [
    {
      "kind": "books#volume",
      "id": "4Z6tfpuBmmgC",
      "etag": "urgGiT9QlG4",
      "selfLink": "https://www.googleapis.com/books/v1/volumes/4Z6tfpuBmmgC",
      "volumeInfo": {
        "title": "Databases",
        "subtitle": "Organizing Information",
        "authors": [
          "Greg Roza"
        ],
        "publisher": "Rosen Central",
        "publishedDate": "2010-08-15",
        "description": "Describes how databases work and how to use tables, files, and relational databases.",
        "industryIdentifiers": [
          {
            "type": "ISBN_10",
            "identifier": "143589426X"
          },
          {
            "type": "ISBN_13",
            "identifier": "9781435894266"
          }
        ],
        "pageCount": 48,
        "printType": "BOOK",
        "contentVersion": "preview-1.0.0",
        "imageLinks": {
          "smallThumbnail": "http://bks3.books.google.com/books?id=4Z6tfpuBmmgC&printsec=frontcover&img=1&zoom=5&edge=cu",
          "thumbnail": "http://bks3.books.google.com/books?id=4Z6tfpuBmmgC&printsec=frontcover&img=1&zoom=1&edge=curl&so"
        },
        "language": "en",
        "previewLink": "http://books.google.com/books?id=4Z6tfpuBmmgC&printsec=frontcover&dq=databases&hl=&cd=1&source=",
        "infoLink": "http://books.google.com/books?id=4Z6tfpuBmmgC&dq=databases&hl=&source=qbs_api"
      }
    }
  ]
}
```

Velocity #3: Web2.0 Media



Twitter API

<https://twitter.com/users/dmslucy.json>

```
- {
  "id":742558014,
  "follow_request_sent":null,
  "following":null,
  "screen_name":"DMSLUCY",
  "url":"http://dmsl.cs.ucy.ac.cy/",
  "profile_use_background_image":true,
  "created_at":"Tue Aug 07 09:36:30 +0000 2012",
  "profile_text_color":"333333",
  "utc_offset":7200,
  "statuses_count":10,
  "default_profile_image":false,
  "verified":false,
  "name":"DMS Laboratory, UCY",
  "favourites_count":10,
  "profile_sidebar_border_color":"CODEED",
  "friends_count":0,
  "profile_image_url_https":"https://si0.twimg.com/profile_images/2728729106/130bc7921970a06228d1ad0d352260de_normal.png",
  "description":"DMSL belongs to the Computer Science Department at the University of Cyprus. We focus on Data Engineering Systems and Knowledge Discovery Solutions. ",
  "profile_image_url":"http://a0.twimg.com/profile_images/2728729106/130bc7921970a06228d1ad0d352260de_normal.png"
}
```


Velocity #3: Web2.0 Media



In fact, Web2.0 Services are omnipresent!
(Google, Twitter, Facebook, Youtube, Linkedin, ...)

<http://www.programmableweb.com/> - 7800 APIs!!! + 6800 Mashups!

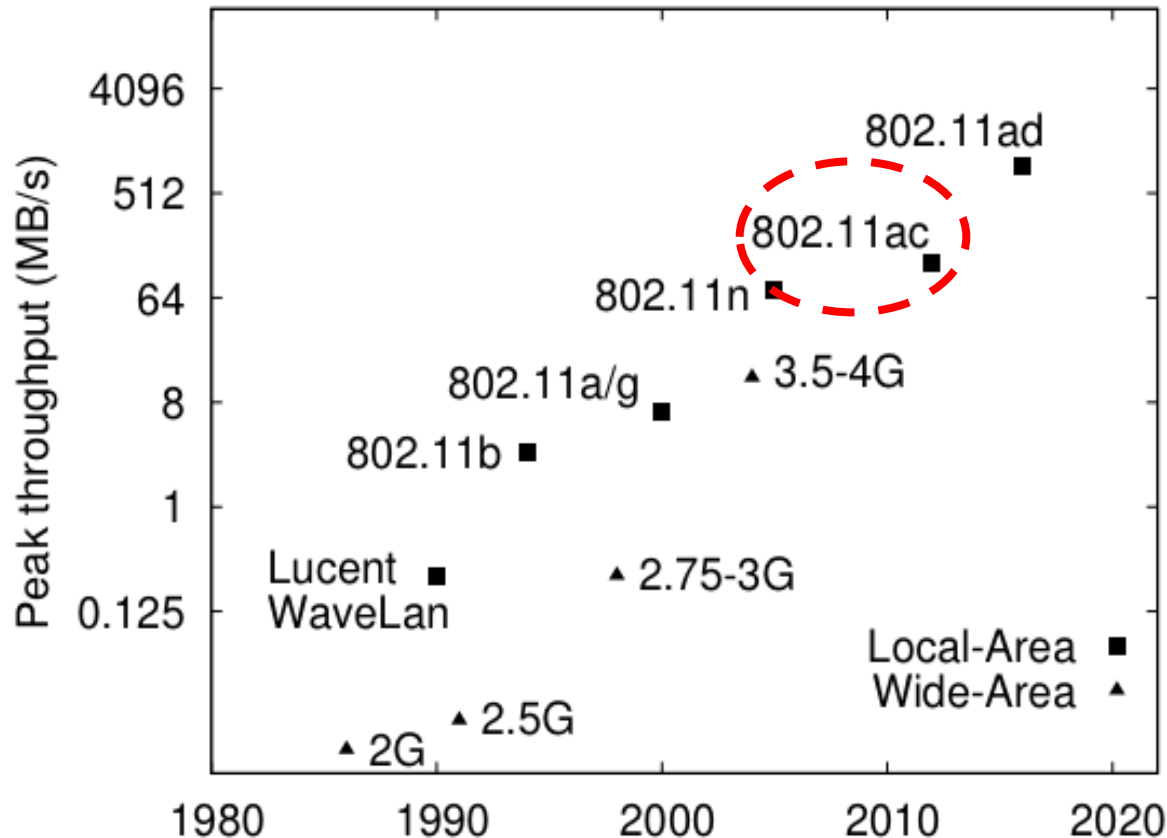
The screenshot shows the Google APIs console interface. The URL is <https://code.google.com/apis>. The page title is "All services" and it says "Select services for the project." There are 51 total services, with 2 active and 48 inactive. The services listed are:

Service	Status	Notes
Ad Exchange Buyer API	OFF	Courtesy limit: 1,000 requests/day
AdSense Host API	Request access...	Courtesy limit: 100,000 requests/day
AdSense Management API	OFF	Courtesy limit: 10,000 requests/day
Analytics API	OFF	Courtesy limit: 50,000 requests/day
Audit API	OFF	Courtesy limit: 10,000 requests/day
BigQuery API	OFF	Courtesy limit: 10,000 requests/day • Pricing
Blogger API v3	Request access...	Courtesy limit: 10,000 requests/day
Books API	ON	Courtesy limit: 1,000 requests/day
Calendar API	OFF	Courtesy limit: 10,000 requests/day
Custom Search API	OFF	Courtesy limit: 100 requests/day • Pricing

Velocity #4: Smartphone Services



Wireless Data Transfer Rates



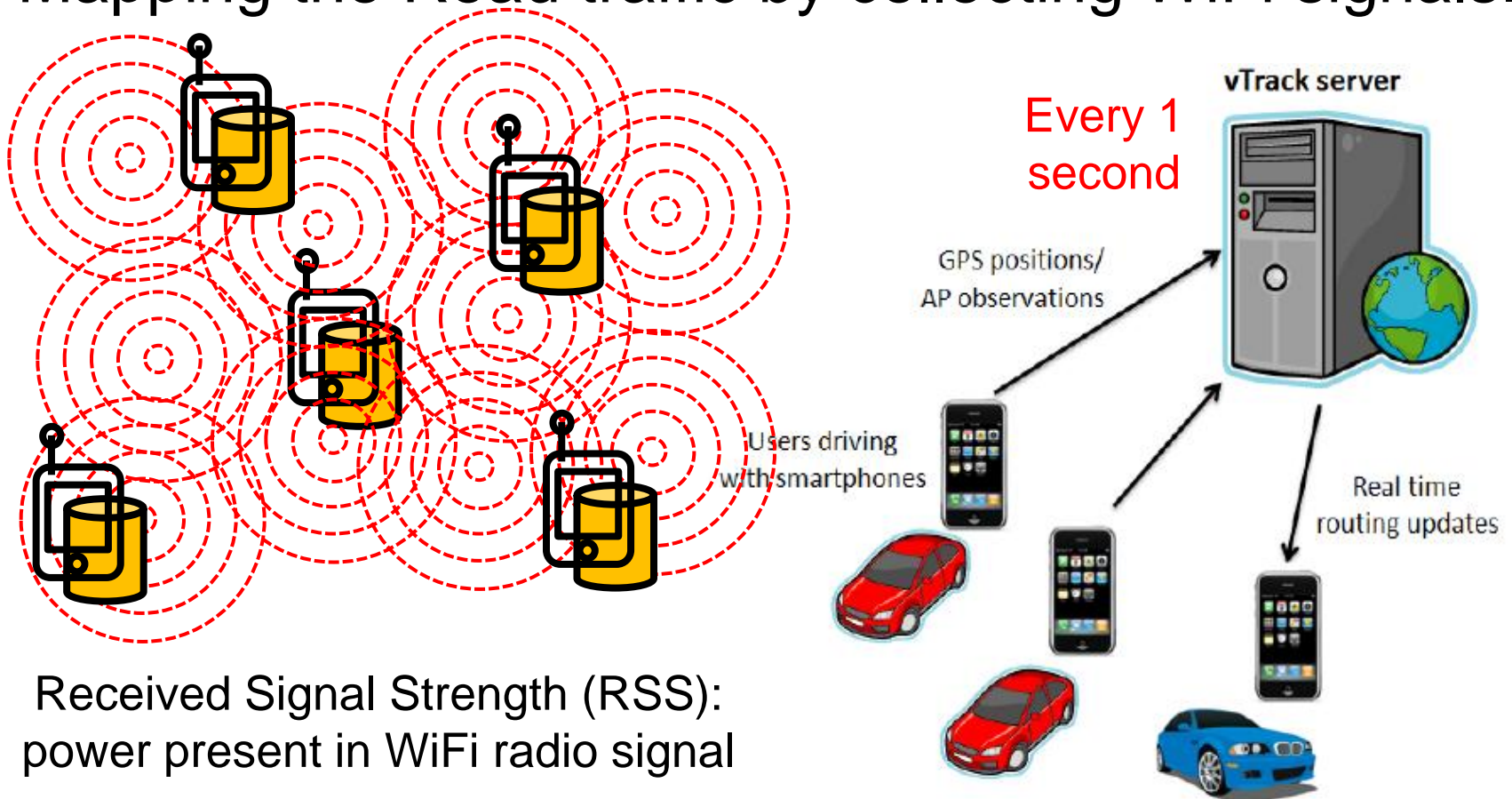
- 4G ITU peak rates:
- 100 Mbps (high mobility, such as trains and cars)
 - 1Gbps (low mobility, such as pedestrians and stationary users)

*Plot Courtesy of H. Kim, N. Agrawal, and C. Ungureanu, "Revisiting Storage for Smartphones", The 10th USENIX Conference on File and Storage Technologies (FAST'12), San Jose, CA, February 2012. *** Best Paper Award ****

Velocity #4: Smartphone Services



Mapping the Road traffic by collecting WiFi signals.



Received Signal Strength (RSS):
power present in WiFi radio signal

Graphics courtesy of: A .Thiagarajan et. al. "Vtrack: Accurate, Energy-Aware Road Traffic Delay Estimation using Mobile Phones, In Sensys'09, pages 85-98. ACM, (Best Paper) MIT's CarTel Group

Velocity #4: Smartphone Services



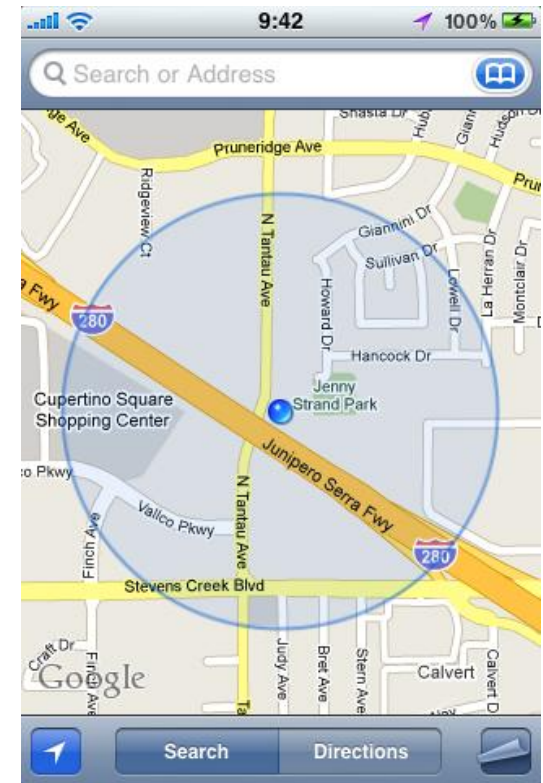
Request Format (request.json)

```
{
  "homeMobileCountryCode": 310,
  "homeMobileNetworkCode": 260,
  "radioType": "gsm",
  "carrier": "T-Mobile",
  "cellTowers": [
    {
      "cellId": 39627456,
      "locationAreaCode": 40495,
      "mobileCountryCode": 310,
      "mobileNetworkCode": 260,
      "age": 0,
      "signalStrength": -95
    }
  ],
  "wifiAccessPoints": [
    {
      "macAddress": "01:23:45:67:89:AB",
      "signalStrength": 8,
      "age": 0,
      "signalToNoiseRatio": -65,
      "channel": 8
    },
    {
      "macAddress": "01:23:45:67:89:AC",
      "signalStrength": 4,
      "age": 0
    }
  ]
}
```

Response Format

The response format is also JSON.

```
{
  "location": {
    "latitude": 51.0,
    "longitude": -0.1,
  },
  "accuracy": 1200.4,
}
```



Will be discussing some further in-house applications in a while



- **From the TB-era to the PB-era.**

Human
Generated

- The U.S. Library of Congress (April 2011): **235 TB**
- Ancestry.com: Genealogical data **600 TB**

Multimedia/
Streaming

- **Games:** World of Warcraft uses **1.3 PB** of storage to maintain its game.
- **Internet Video:** will account for 61% of total Internet Data by 2015 (**966 Exabytes** or nearly **1 Zettabyte!**)

Sciences/
Sensors

- **Climate science:** The German Climate Computing Centre (DKRZ) has a storage capacity of **60 PB** of climate data.
- **Physics:** The experiments in the Large Hadron Collider produce about **15 PB** of data per year, which is distributed over the LHC Computing Grid (Our department is part of the EGEE – Enabling Grids for E-science, now EGI - European Grid Infrastructure).

Source: Petabyte, from Wikipedia: <http://en.wikipedia.org/wiki/Petabyte>

Volume #2: Web Data



Google Volume (in 2006)

IDC: The total amount of global data is expected to grow to 2.7 zettabytes during 2012. This is 48% up from 2011. <http://en.wikipedia.org/wiki/Zettabyte>

Project name	Table size (TB)	Compression ratio	# Cells (billions)	# Column Families	# Locality Groups	% in memory	Latency-sensitive?
<i>Crawl</i>	800	11%	1000	16	8	0%	No
<i>Crawl</i>	50	33%	200	2	2	0%	No
<i>Google Analytics</i>	20	29%	10	1	1	0%	Yes
<i>Google Analytics</i>	200	14%	80	1	1	0%	Yes
<i>Google Base</i>	2	31%	10	29	3	15%	Yes
<i>Google Earth</i>	0.5	64%	8	7	2	33%	Yes
<i>Google Earth</i>	70	–	9	8	3	0%	No
<i>Orkut</i>	9	–	0.9	8	5	1%	Yes
<i>Personalized Search</i>	4	47%	6	93	11	5%	Yes

Bigtable: A Distributed Storage System for Structured Data,
OSDI'06: Seventh Symposium on Operating System Design and Implementation, Seattle,
WA, November, 2006.

Volume #3: Big Data File Systems

- **Big Data Filesystems: How Big?** 
- Results from 2010:

YAHOO!

	Target	Deployed
Capacity	10PB	14PB
Nodes	10,000	4000
Clients	100,000	15,000
Files	100,000,000	60,000,000

facebook

- 21 PB of storage in a single HDFS cluster
- 2000 machines
- 12 TB per machine (a few machines have 24 TB each)
- 1200 machines with 8 cores each + 800 machines with 16 cores each
- 32 GB of RAM per machine
- 15 map-reduce tasks per machine

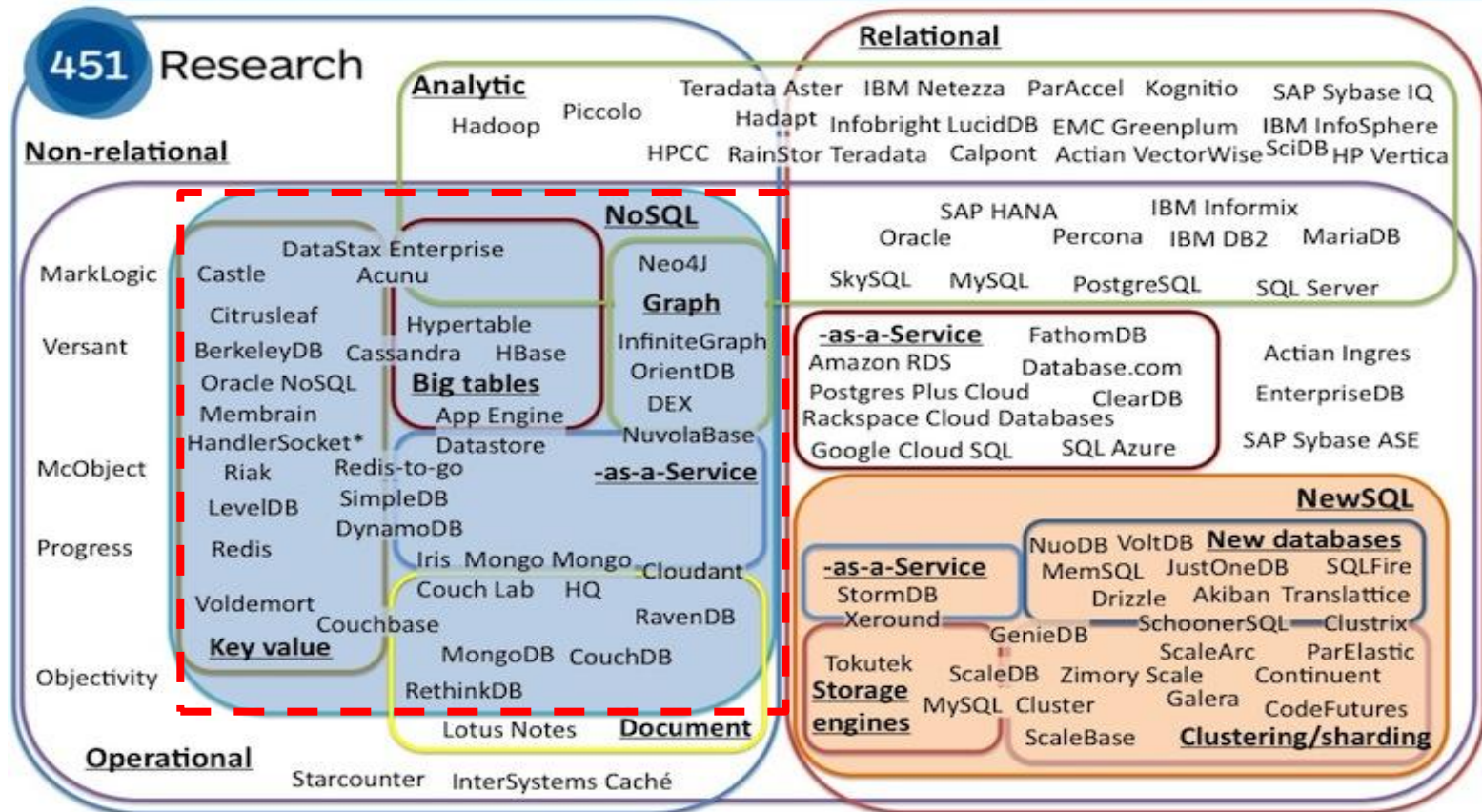
HDFS scalability: the limits to growth

<http://static.usenix.org/publications/login/2010-04/openpdfs/shvachko.pdf>

Variety Overview



The evolving database landscape



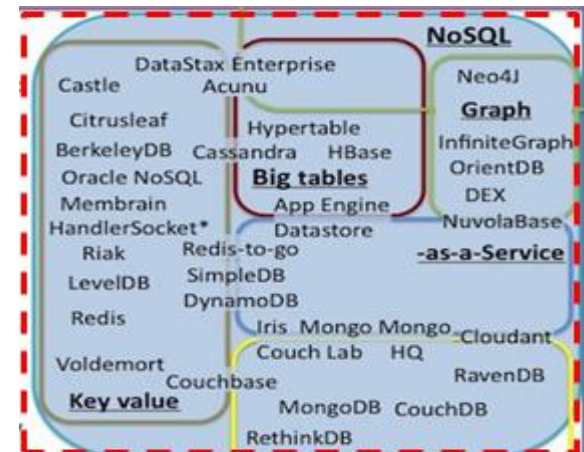
© 2012 by The 451 Group. All rights reserved

451 Research, Matthew Aslett, <http://goo.gl/GYcEx>

Variety #1: NoSQL



- **NoSQL ("not only SQL")** is a broad class of database management systems identified by **non-adherence to the widely used relational database management system model.**
- **NoSQL** databases are **NOT built** primarily on **tables**, and generally **DO NOT** use SQL for data.
- NoSQL => Not Relational!
 - Key Value (e.g., BerkeleyDB – emb, Oracle NoSQL - Distributed)
 - Document Stores (e.g., JSON stores)
 - BigTables (i.e., Column-stores)
 - Graph Databases (e.g., FlockDB)
 - ... potentially much longer list but I will only focus on a few trends



Variety #1: NoSQL / Document Stores



Document in CouchDB

```
{
  "_id": "book10.json",
  "_rev": "1-d0cc2ae0ab3211314a65a5c5244df221",
  "type": "Book",
  "title": "The AWK Programming Language",
  "year": "1988",
  "publisher": "Addison-Wesley",
  "authors": [
    "Alfred V. Aho",
    "Brian W. Kernighan",
    "Peter J. Weinberger"
  ],
  "source": "DBLP"
}
```

Map Function

```
function(doc) {
  for (i in doc.authors) {
    author = doc.authors[i];
    emit(doc._id, author);
  }
}
```

Results (through REST/HTTP or Futon)

Key ▲	Grouping: exact	Value
"book10.json" ID: book10.json		"Alfred V. Aho"
"book10.json" ID: book10.json		"Brian W. Kernighan"
"book10.json" ID: book10.json		"Peter J. Weinberger"

Variety #1: NoSQL / Document Stores



For a real app we could envision much more complex queries.



```
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
```



```
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.rec;
    return val;
  },
  out: 'result1',
  verbose: true
});
db.result1.
  find({ mmin: { '$gt': 0 } }).
  sort({ recs: -1 }).
  skip(4)
```

- 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

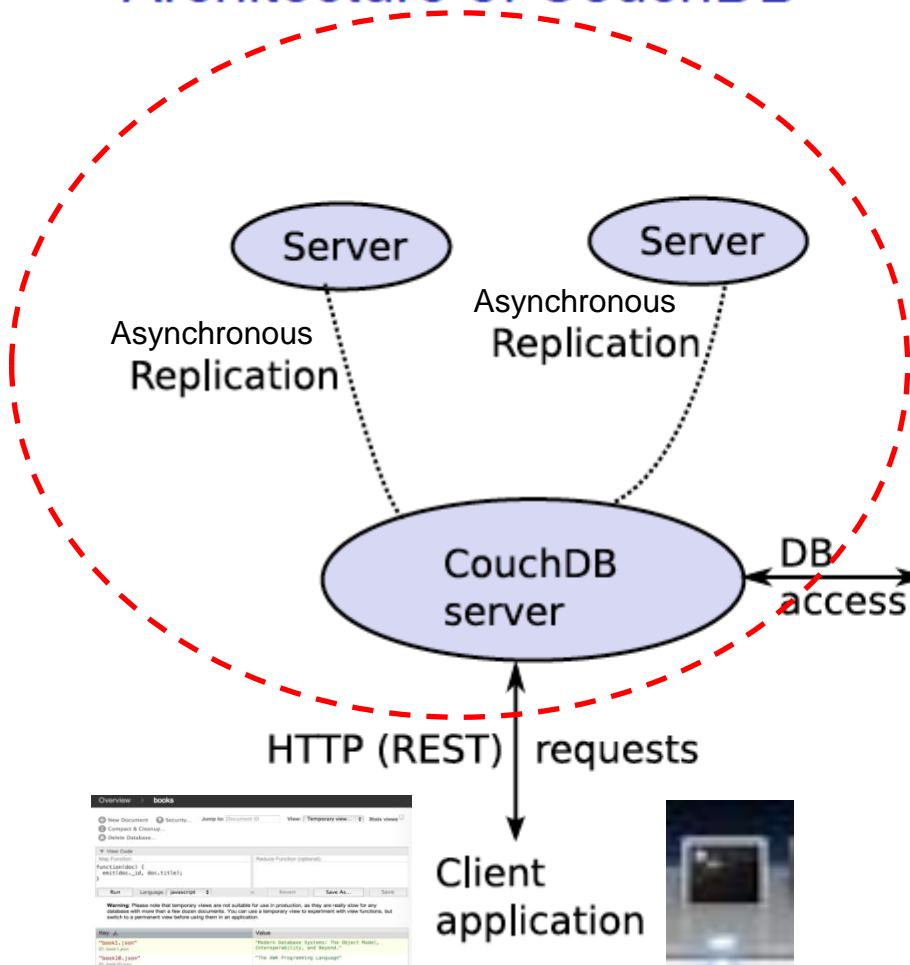
<http://rickosborne.org/download/SQL-to-MongoDB.pdf>

ion 4, Created 2010-03-06
Osborne, rickosborne.org

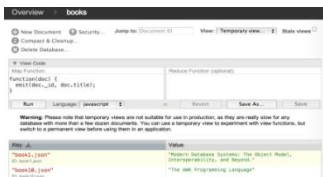
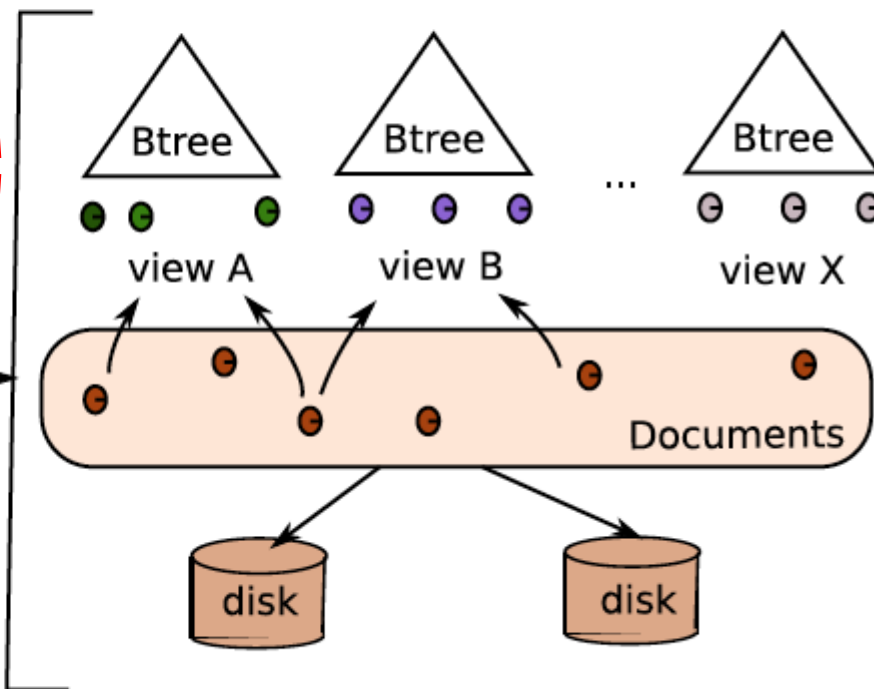
Variety #1: NoSQL / Replication



Architecture of CouchDB



Asynchronous
Replication means
Eventually Consistent



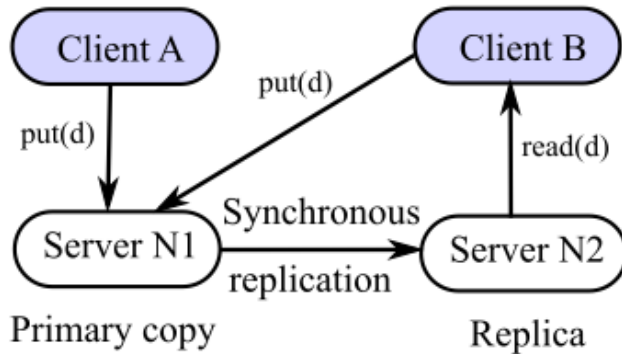
Variety #1: NoSQL / Consistency ☹️



SQL RDBMSs

(Most) NoSQL DBMSs

Some illustrative scenarios





a) Eager replication with primary copy

Strongly consistent!

Eventually consistent!

Variety #2: NoSQL / Map Reduce Analytics

- **Map-Reduce: a programming model for processing large data sets (Not online like Warehouses ☹).** 
 - *Invented by Google! "MapReduce: Simplified Data Processing on Large Clusters, Jeffrey Dean and Sanjay Ghemawat, OSDI'04: Sixth Symposium on Operating System Design and Implementation, San Francisco, CA, December, 2004."*
 - *Can be implemented in any language (Java, example nex)*
- **Hadoop: Apache's open-source software framework that supports *data-intensive distributed applications***
 - *Derived from Google's MapReduce + Google File System (GFS) papers.*
 - *Enables applications to work with thousands of computation-independent computers and petabytes of data.*
 - Download: <http://hadoop.apache.org/>  **hadoop**

Variety #2: NoSQL / Map Reduce Analytics



Example: term count in MapReduce (input)

Count the distinct words in all documents

```
cat *.txt | sort | uniq -c
```

term	count
jaguar	5
mammal	1
family	3
available	1
...	

URL	Document
-----	----------

u_1	the jaguar is a new world mammal of the felidae family.
-------	---

u_2	for jaguar, atari was keen to use a 68k family device.
-------	--

u_3	mac os x jaguar is available at a price of us \$199 for apple's new "family pack".
-------	--

u_4	one such ruling family to incorporate the <u>jaguar</u> into their name is <u>jaguar</u> paw.
-------	---

u_5	it is a big cat.
-------	------------------

1 TB on 1 PC = 2 hours!!!

1TB on 100 PCs = 1min!!!

Variety #2: NoSQL / Map Reduce Analytics



Example: term count in MapReduce

$\text{list}(K', V')$

term	count
jaguar	1
mammal	1
family	1
jaguar	1
available	1
jaguar	1
family	1
family	1
jaguar	2
...	

M
a
p

Example uses 1 mapper / 1 reduce only!

S
h
u
f
l
e

$(K', \text{list}(V'))$

term	count
jaguar	1,1,1,2
mammal	1
family	1,1,1
available	1
...	

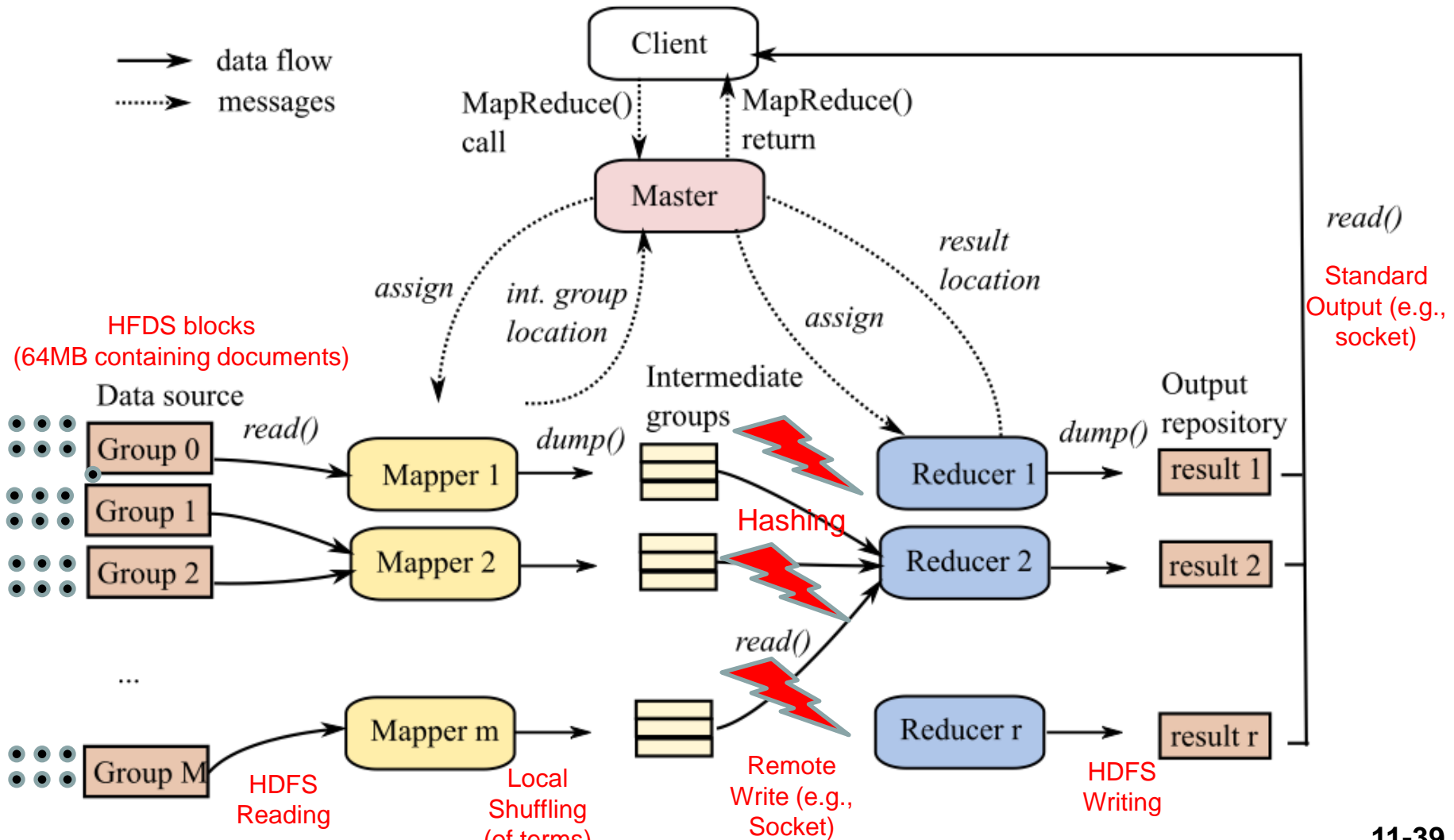
R
e
d
u
c
e

$\text{list}(K'', V'')$

term	count
jaguar	5
mammal	1
family	3
available	1
...	

final

Variety #2: NoSQL / Map Reduce Analytics



Variety #3: NoSQL / Column Stores



- A **column-oriented DBMS** is a database management system (DBMS) that **stores data tables** as sections of **columns** rather than as rows, like most relational DBMSs

Row-Store **OLTP-workloads!**

1,Smith,Joe,40000;
2,Jones,Mary,50000;
3,Johnson,Cathy,44000;

Column-Store **OLAP-workloads!**

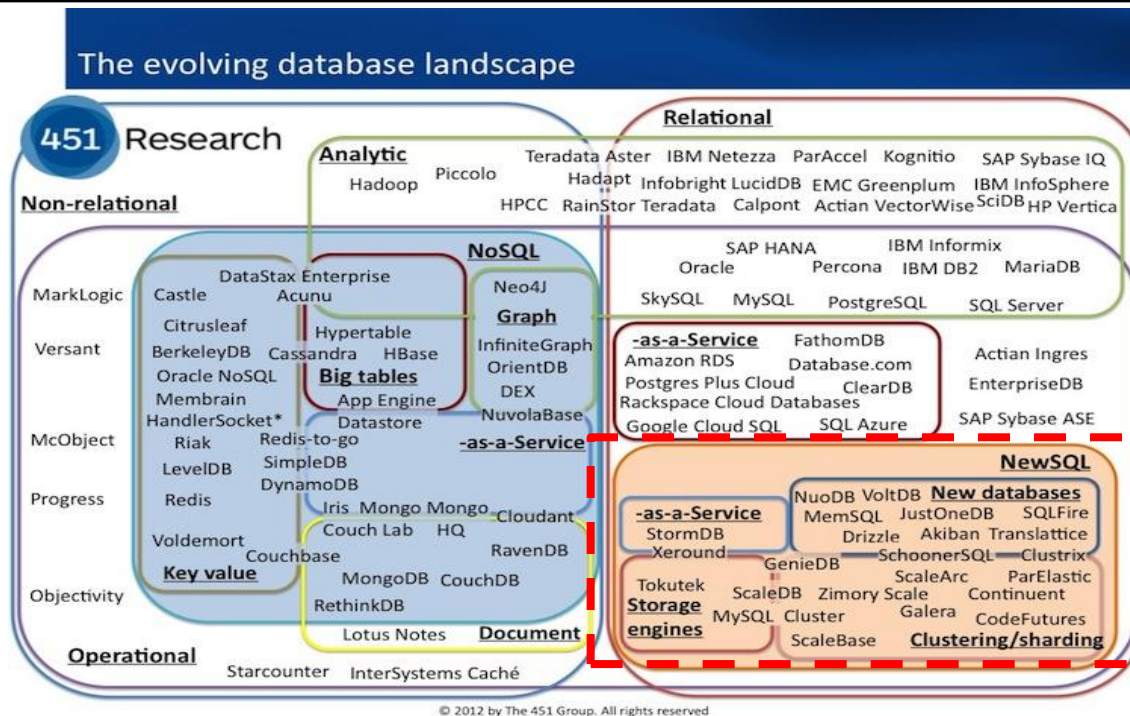
1,2,3;
Smith,Jones,Johnson;
Joe,Mary,Cathy;
40000,50000,44000;

- Suggested for data warehouses, customer relationship management (CRM) systems and other ad-hoc inquiry systems **where aggregates or scans are carried out over large numbers of similar data items**

Variety #4: NewSQL



- **"NewSQL" is a class of modern relational database management systems that seek to provide the same scalable performance of NoSQL systems for OLTP workloads while still maintaining the ACID guarantees (i.e., offering transactions) of a traditional DBMS.**



NewSQL =
NoSQL + Transactions

Variety #4: NewSQL



Google's Trajectory

- **(2003) Google GFS Paper (SOSP'03)**
 - **Objective:** Create a Google-scale Filesystem
 - Apache HDFS is GFS open-source implementation.
- **(2004) Google's Map-Reduce Paper (OSDI'04)**
 - **Objective:** Enable big-data analytics over non-tabular data (e.g., XML or text) ... with the assistance of GFS.
 - Apache's MapReduce: An open source implementation of the paper
- **(2006) Google BigTable Paper (OSDI'06)**
 - **Objective:** Enable big-data analytics over tabular data (i.e., tables)
 - (2008) Apache's Hbase: An open-source implementation of the paper
 - (2010): Facebook Messaging moves from Cassandra to HBase
- **(2012) Google's F1 RDBMS (SIGMOD'12) & Spanner Storage Papers (OSDI'12)**



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