DataStax Hands-On Workshop

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Agenda

1	**Workshop:** Apache Cassandra™ Data Structures and Replication	9:15
2	**Workshop**: DataModelling with DataStax Enterprise and Apache Cassandra™	10:15
	BREAK	11:30
3	**Workshop**: DataStax Enterprise Search	11:45
4	**Workshop**: DataStax Enterprise Analytics with Apache Spark	12:15
5	DataStax Enterprise Graph	12:45
6	Discussion, Questions and Answers	13:00

DATASTAX

Introducing DataStax the Company

Founded in April 2010

Santa Clara (HQ) • San Francisco • Austin
• London • Paris • Berlin • Tokyo • Sydney

Diverse customer base

ebay   ING   Walmart
SAFEWAY   sky
First Utility   Capital One   UBS
Microsoft   MACQUARIE
CISCO   SONY   COMCAST

30% + FORTUNE 100

Cloud Application Characteristics
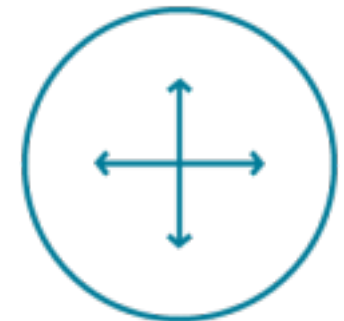
Contextual   Always-On   Real-Time   Distributed   Scalable

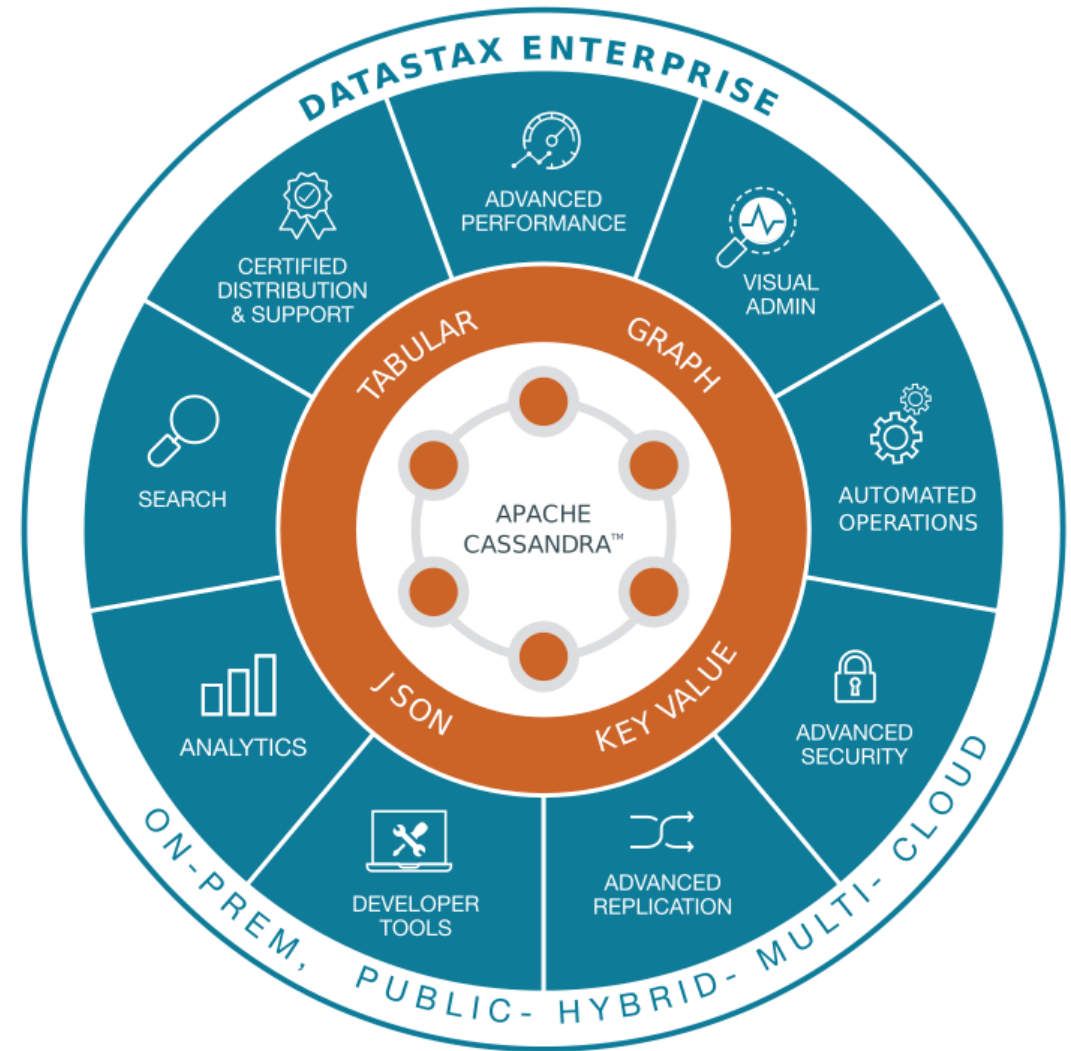DATASTAX

Powering Cloud Applications

Always-on

- Designed to handle any failure, no matter how catastrophic.
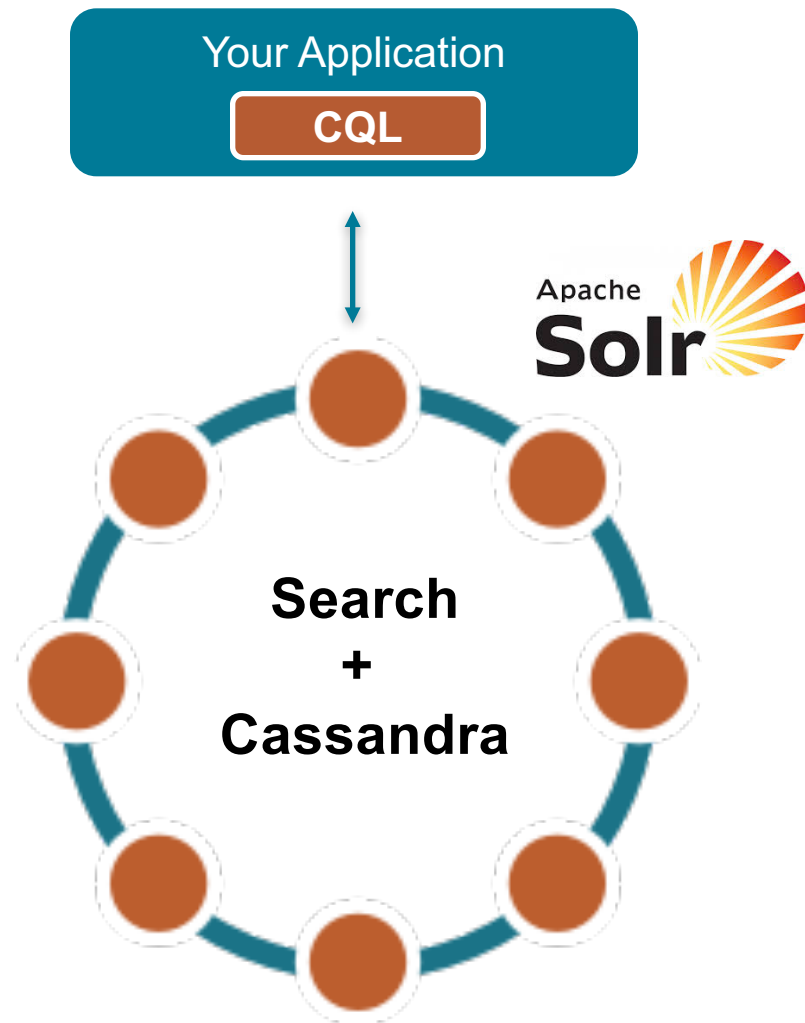
Effortless scale

- Take advantage of every opportunity.
- Focus on what matters most to you.

Instant insight

- Built into your application to create actionable, modern experiences.

DSE Search

Your Application

CQL

Apache Solr

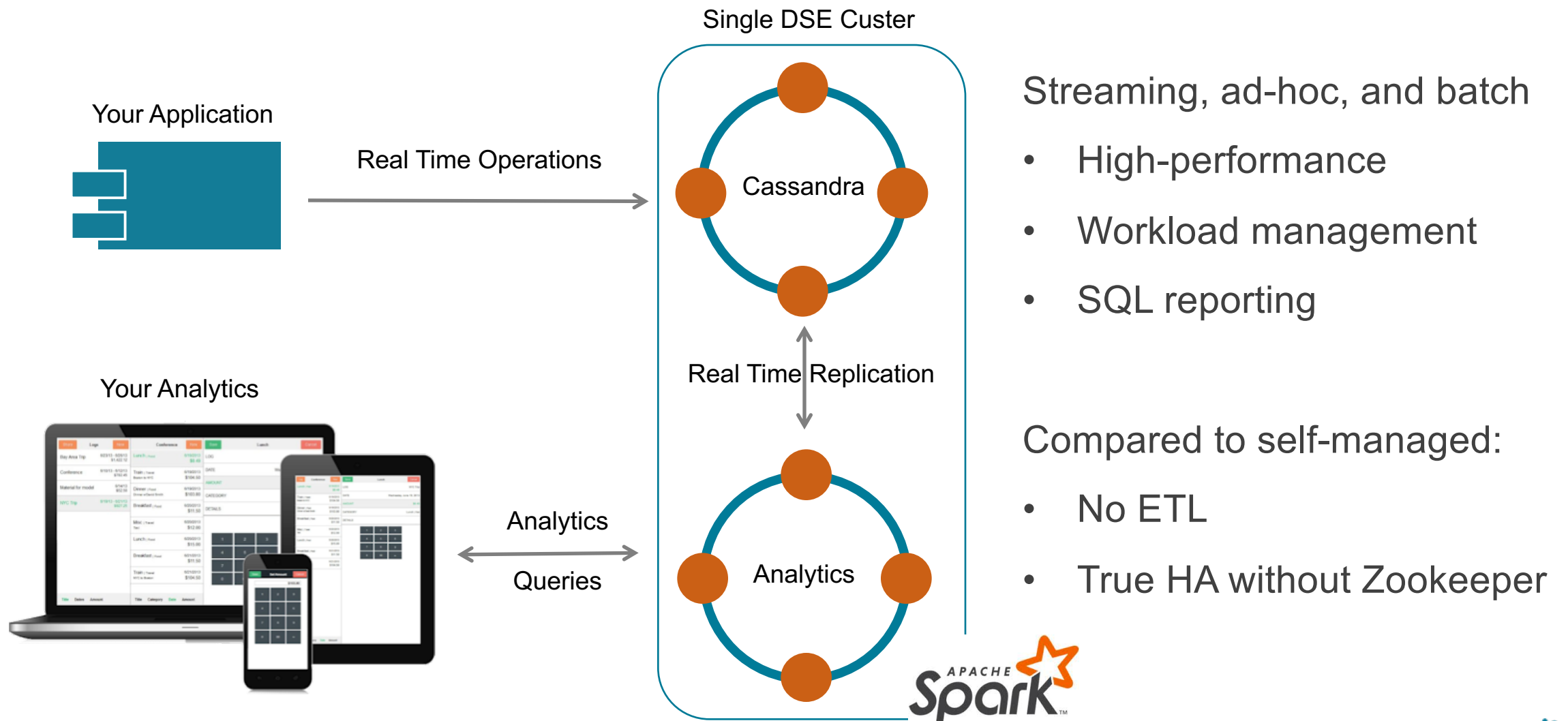**Search
+
Cassandra**

Live indexing engine with powerful search

- Automatic indexing on insert
- Higher ingestion throughput
- Distributed query optimization

Compared to self-managed:

- No separate search cluster to manage
- Probably less total hardware required
- No "Split Brain" data inconsistencies
- No ETL or synch to build and maintain
- No app level data management code

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DSE Analytics

Single DSE Custer

Your Application

Real Time Operations

Cassandra

Real Time Replication

Your Analytics

Analytics
Queries

Analytics

APACHE Spark™

Streaming, ad-hoc, and batch

- High-performance
- Workload management
- SQL reporting

Compared to self-managed:

- No ETL
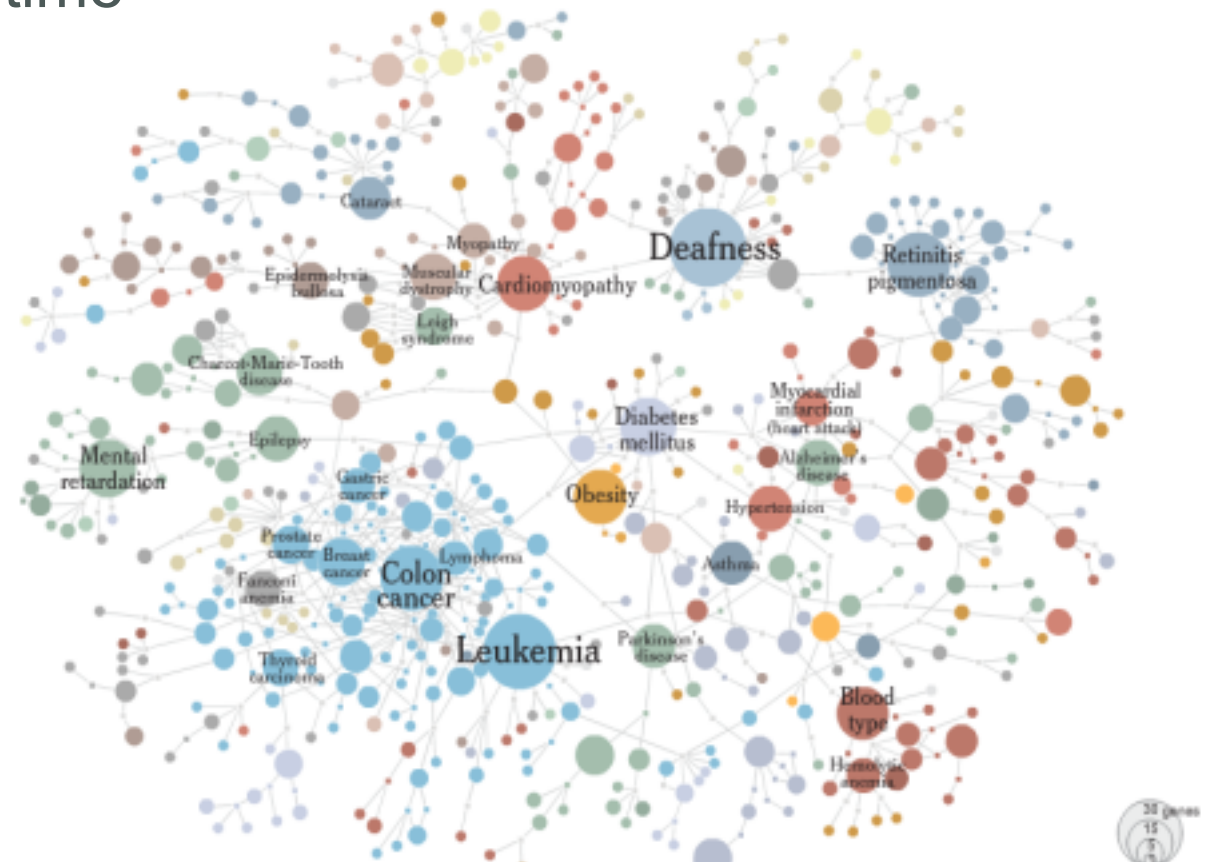- True HA without Zookeeper

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DSE Graph

A scalable, distributed graph database that is optimized for storing, traversing and querying complex graph data in real time

- Value data between relationships

- DSE Analytics and Search integrated

- Perfect for use cases:

    Customer360

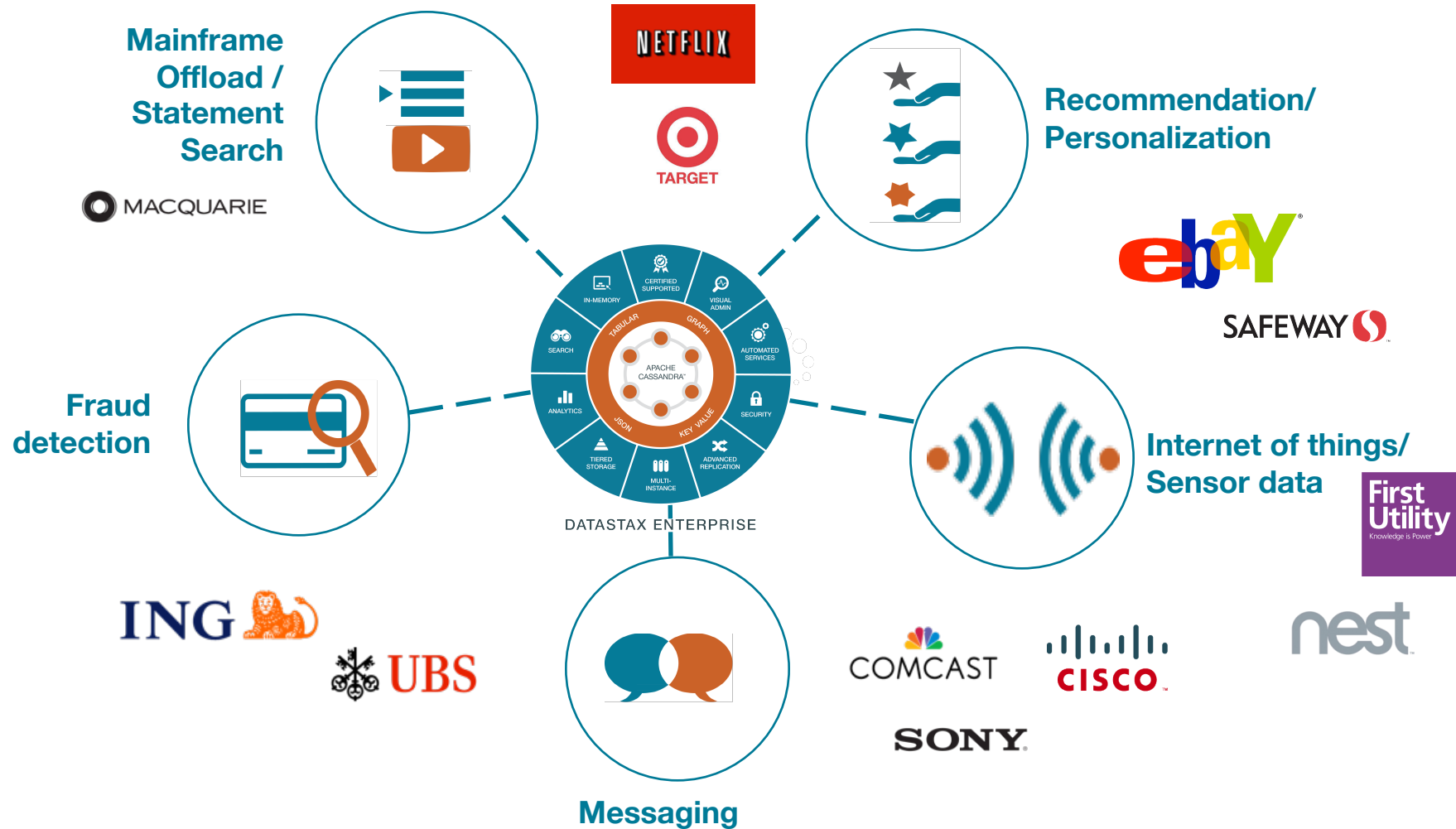   Recommendations

    Fraud Detection

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Functional use cases

Mainframe Offload / Statement Search

Recommendation/ Personalization

Fraud detection

Internet of things/ Sensor data

Messaging

DATASTAX ENTERPRISE

DataStax Enterprise across all Industries

ENERGY & UTILITIES / OIL & GAS

World Fuel · first:utility · suez · petrolink · WESTERN POWER DISTRIBUTION · GE PREDIX · HITACHI · HALLIBURTON · Schlumberger

FINANCIAL SERVICES

Bank of America · First Data · NYSE · MACQUARIE · Fidelity · JPMorgan Chase & Co. · Capital One · RBC · USAA · UBS · VISA

TRANSPORTATION / LOGISTICS

UNITED STATES POSTAL SERVICE · Royal Caribbean INTERNATIONAL · American Airlines · DELTA · WM WASTE MANAGEMENT · BNSF · NS

MEDIA/ TELECOMMUNICATIONS

COMCAST · verizon · dish · CONDÉ NAST · The Walt Disney Company · HBO · abc · IHS Markit

RETAIL / FOOD & BEVERAGE

BED BATH & BEYOND · BEST BUY · THE HOME DEPOT · Kroger · macy's · Starbucks · McDonald's · SAFEWAY · Walgreens · Walmart

TECHNOLOGY & IT SERVICES

CISCO · Dell · ebay · intuit · Microsoft · ORACLE · nvidia · priceline.com · SONY

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