



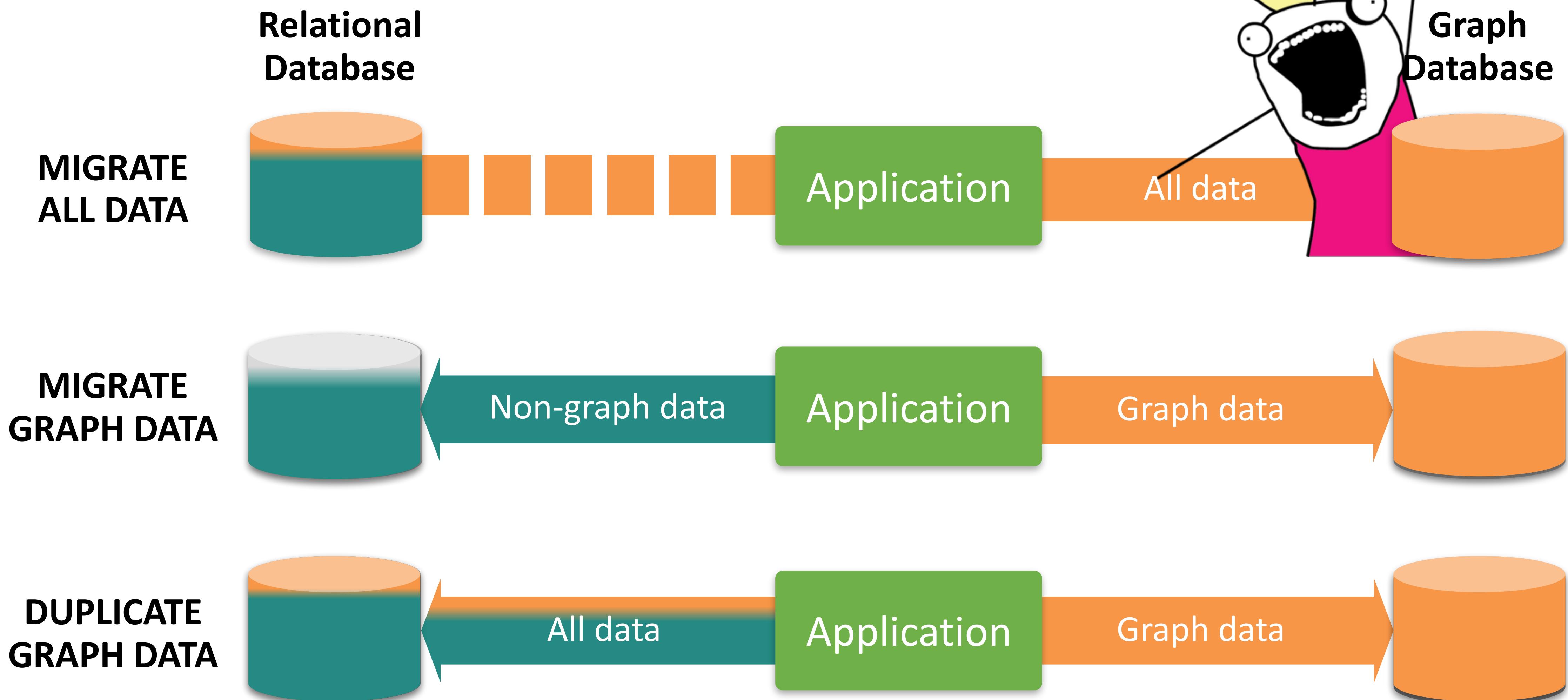
# Neo4j in Action.

**HOW DO I GET MY  
DATA OUT OF MY  
RELATIONAL  
WASTELAND?**

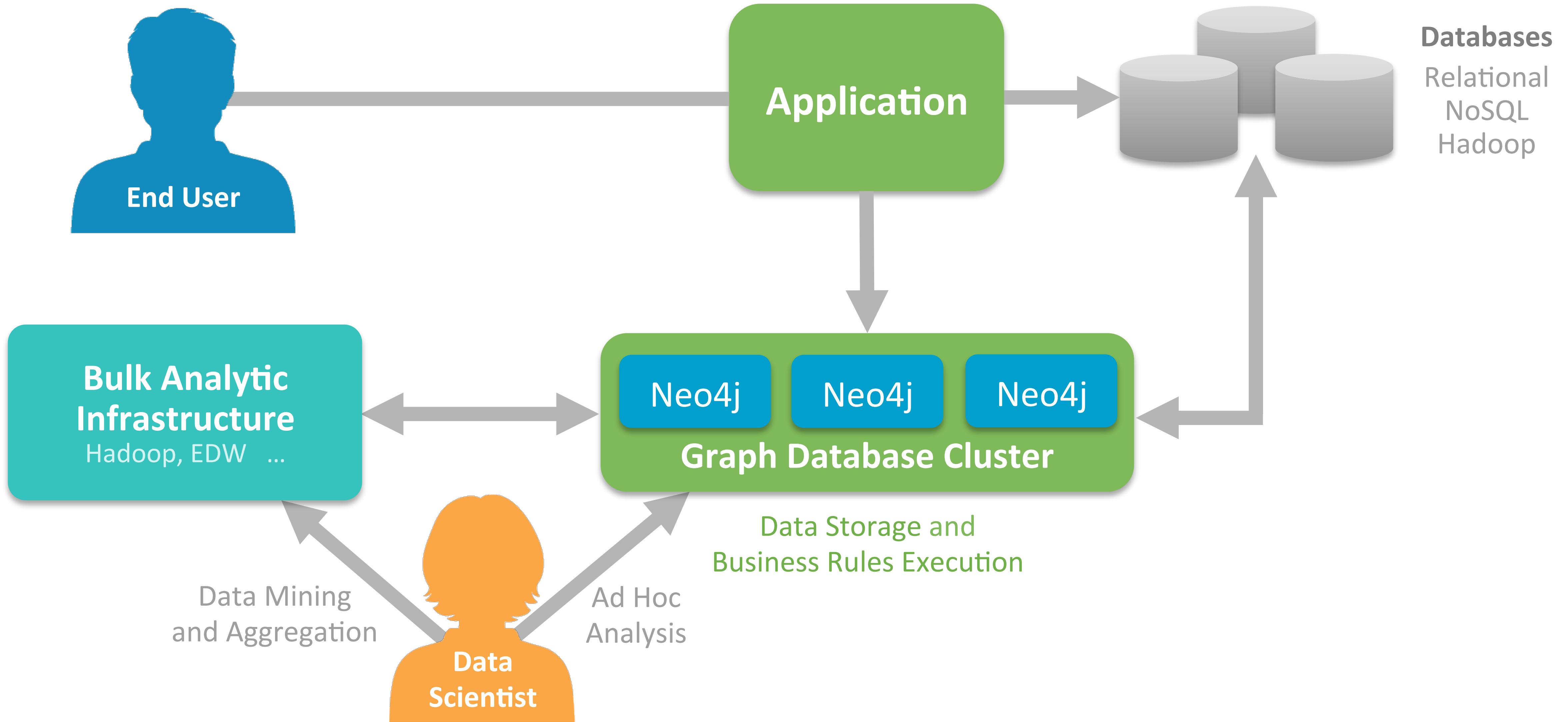
## Built in ETL TOOLS:

- LOAD CSV
- SUPERFAST BATCH LOADER
- APOC.LOAD(Mongo, PostGres, etc.)

# Three Ways to Load Data into your Graph Database



# Polyglot Success



## Neo4j Clustering

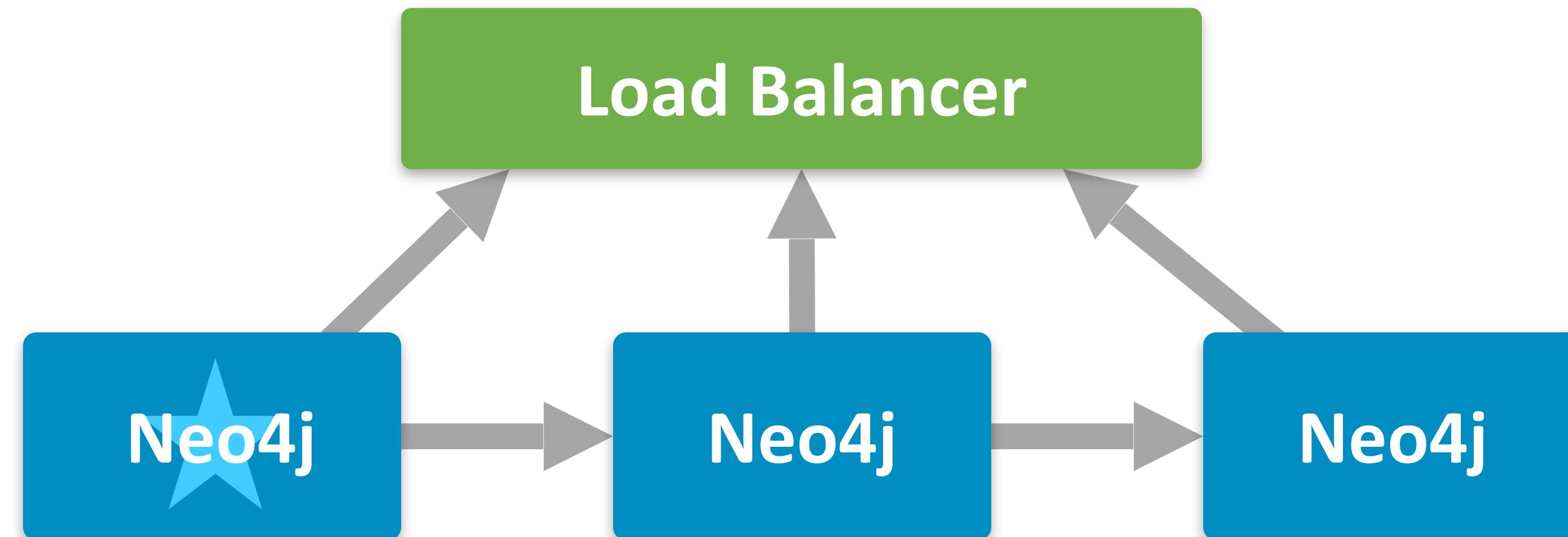
# Architecture Optimized for Speed & Availability at Scale

### Clustering Features:

- Master-slave replication with ***master re-election*** and ***failover***
- Each instance has its own ***local cache***
- Horizontal scaling & disaster recovery

### Performance Benefits:

- ***No network hops*** within queries
- ***Real-time operations*** with fast and consistent response times
- ***Cache Sharding*** spreads cache across cluster for very large graphs



# **Common Use Cases**

# **NEO4j USE CASES**

**Real Time Recommendations**

**Master Data Management**

**Fraud Detection**

**Graph Based Search**

**Network & IT-Operations**

**Identity & Access Management**



# NEO4j USE CASES

Real Time Recommendations

Master Data Management

Fraud Detection

Graph Based Search

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Identity & Access Management



“As the current market leader in graph databases, and with enterprise features for scalability and availability, Neo4j is the right choice to meet our demands.”

**Marcos Wada**  
Software Developer, Walmart



# NEO4j USE CASES

Real Time Recommendations

Master Data Management

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Identity & Access Management



Neo4j is the heart of Cisco HMP: used for governance and single source of truth and a one-stop shop for all of Cisco's hierarchies.

# NEO4j USE CASES

Real Time Recommendations

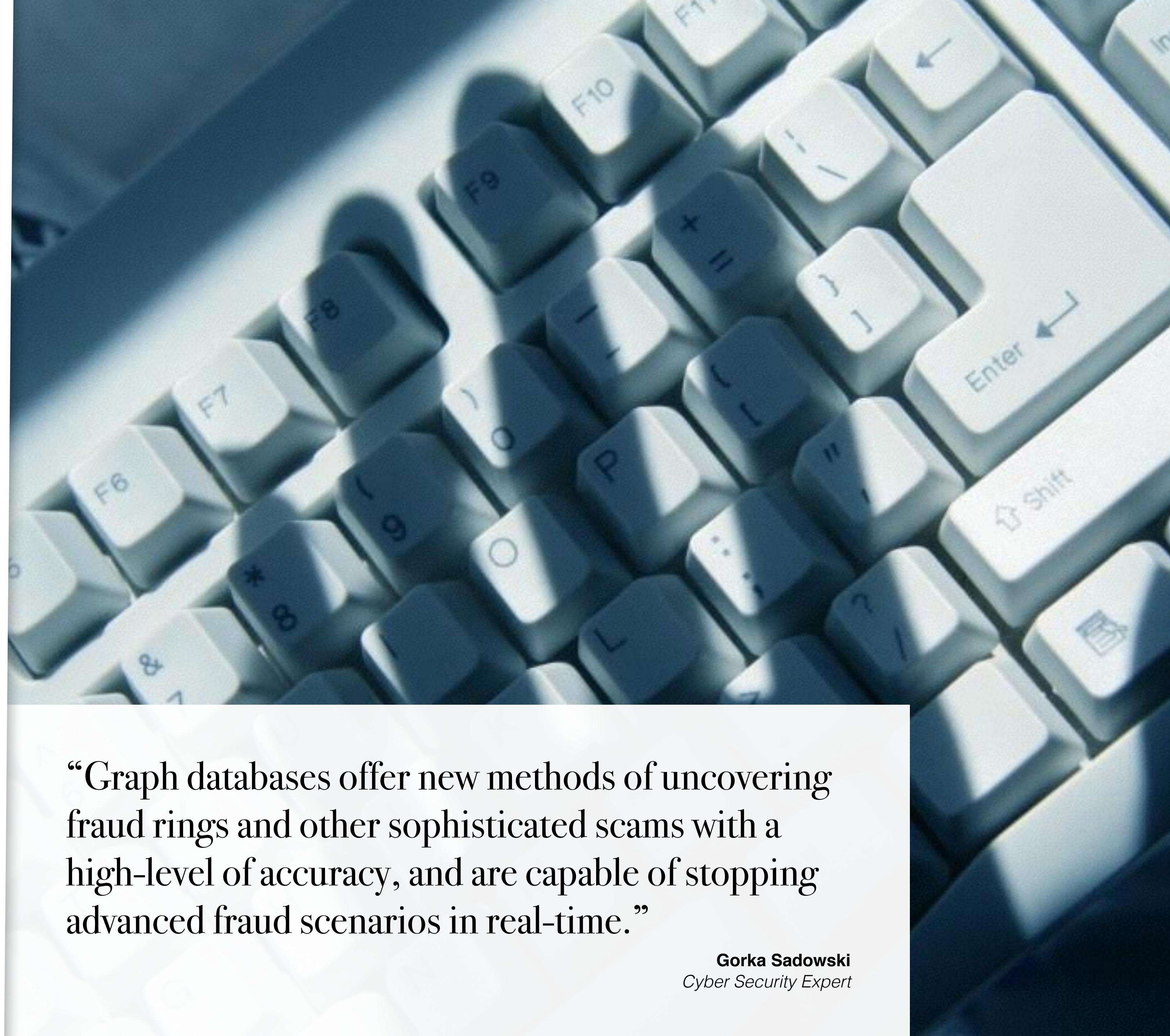
Master Data Management

Fraud Detection

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“Graph databases offer new methods of uncovering fraud rings and other sophisticated scams with a high-level of accuracy, and are capable of stopping advanced fraud scenarios in real-time.”

Gorka Sadowski  
*Cyber Security Expert*

# NEO4j USE CASES

Real Time Recommendations

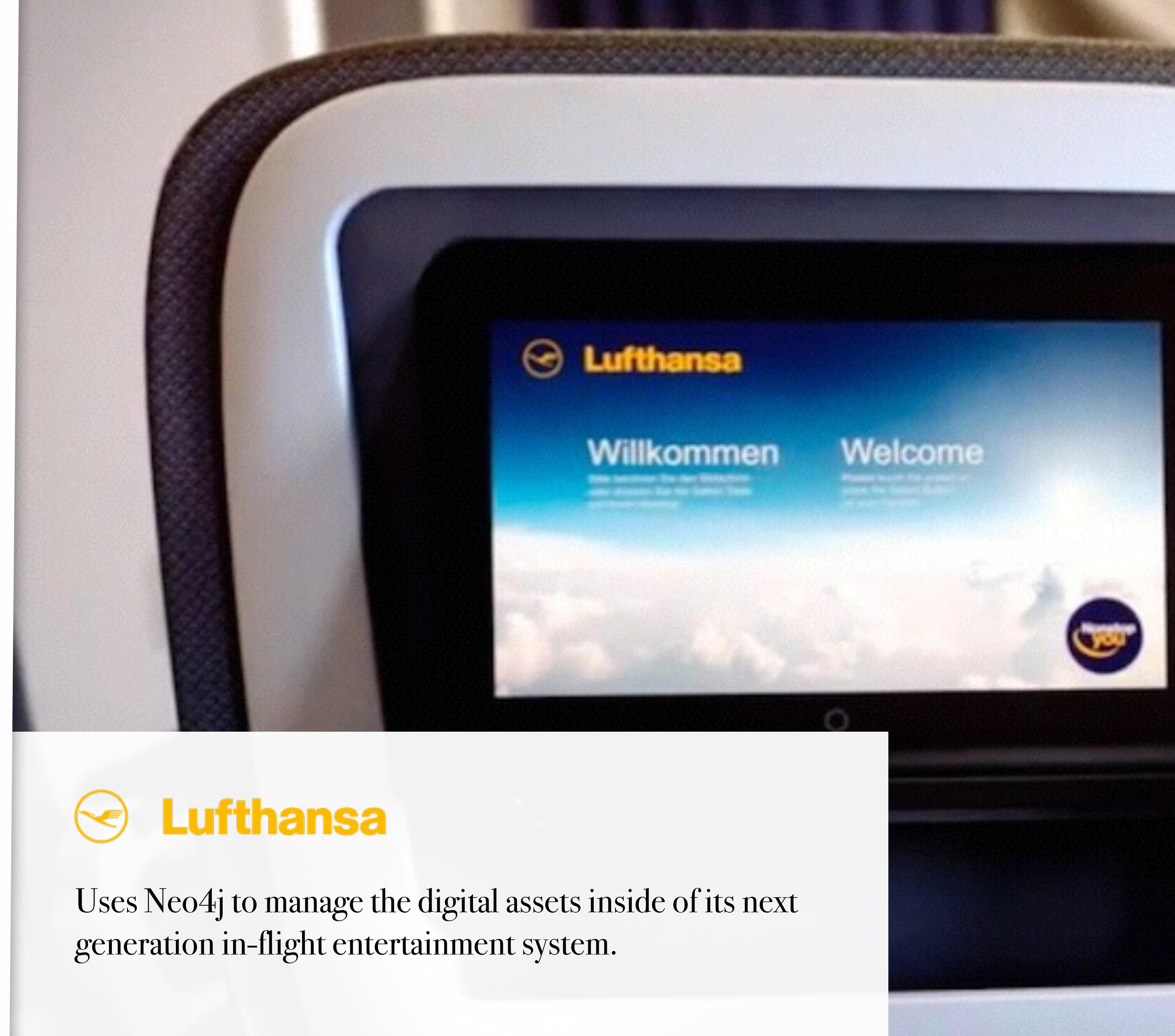
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**Lufthansa**

Uses Neo4j to manage the digital assets inside of its next generation in-flight entertainment system.

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Uses Neo4j for network topology analysis  
for big telco service providers

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UBS was the recipient of the 2014  
Graphie Award for “Best Identify And  
Access Management App”