HOW GOOGLE SCALABILITY

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GOOGLE'S PRODUCTS

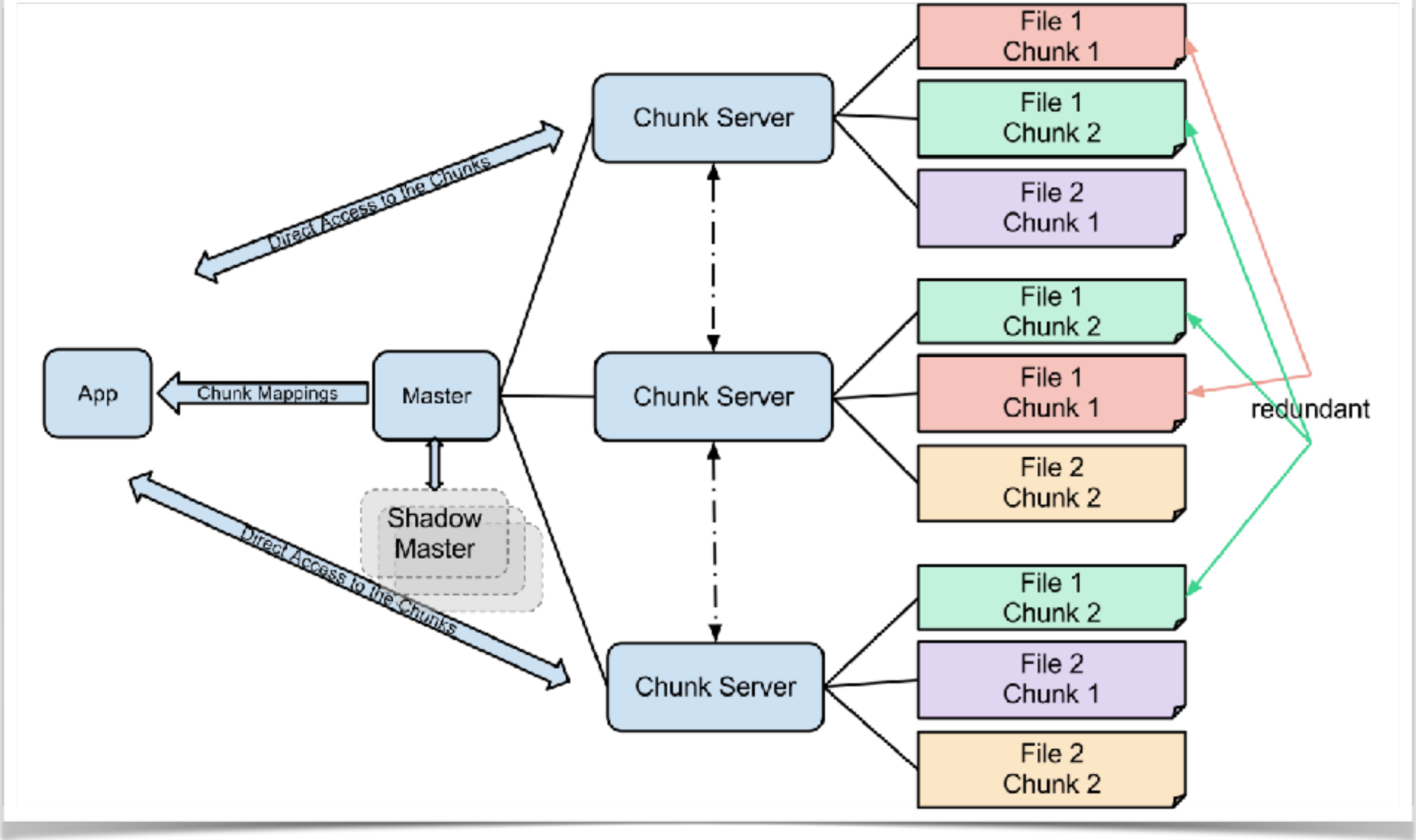
AdMob
AdSense
AdWords
AdWords Express
Analytics
Android
Blogger
Chrome
Digital Workshop
DoubleClick by Google
G Suite
Google Cloud Platform
Google Domains
Google Enterprise Search
Google Maps APIs
Google Merchant Center
Google My Business
Google Shopping Campaigns
Google Street View
Google Surveys
Google Tag Manager
Google Trends
Google Trusted Stores
Google Web Designer
Google+ Brands
Local Inventory Ads
Search Console
Waze Local

SEARCH ENGINE STATS IN 2017

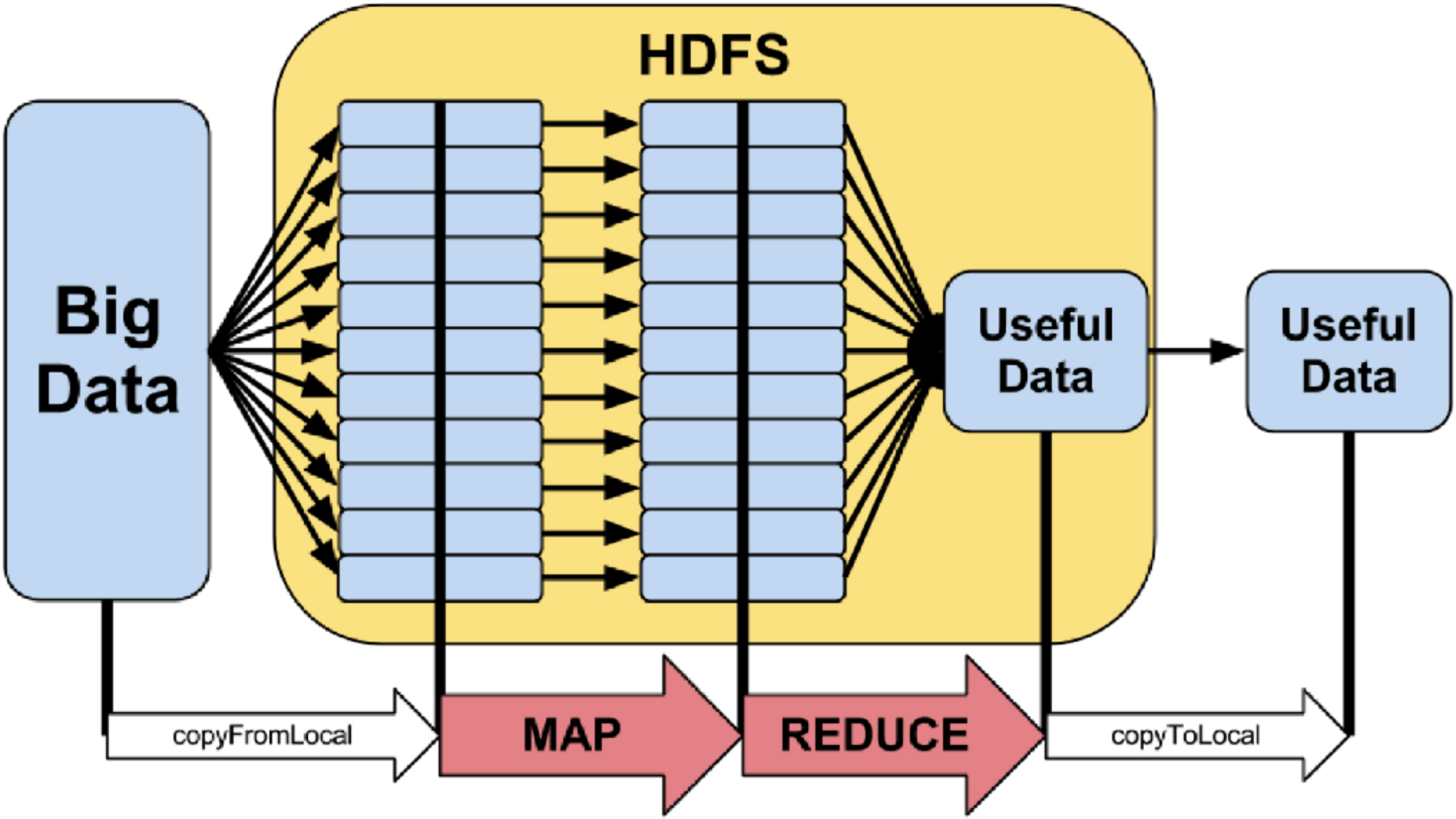
Search Engine	Searches per day
Google	*4,464,000,000*
Bing	*873,964,000*
Baidu	*583,520,803*
Yahoo	*536,101,505*
Other (AOL, Ask etc)	*128,427,264*

WHICH TECHNIQUES THEY USED ?

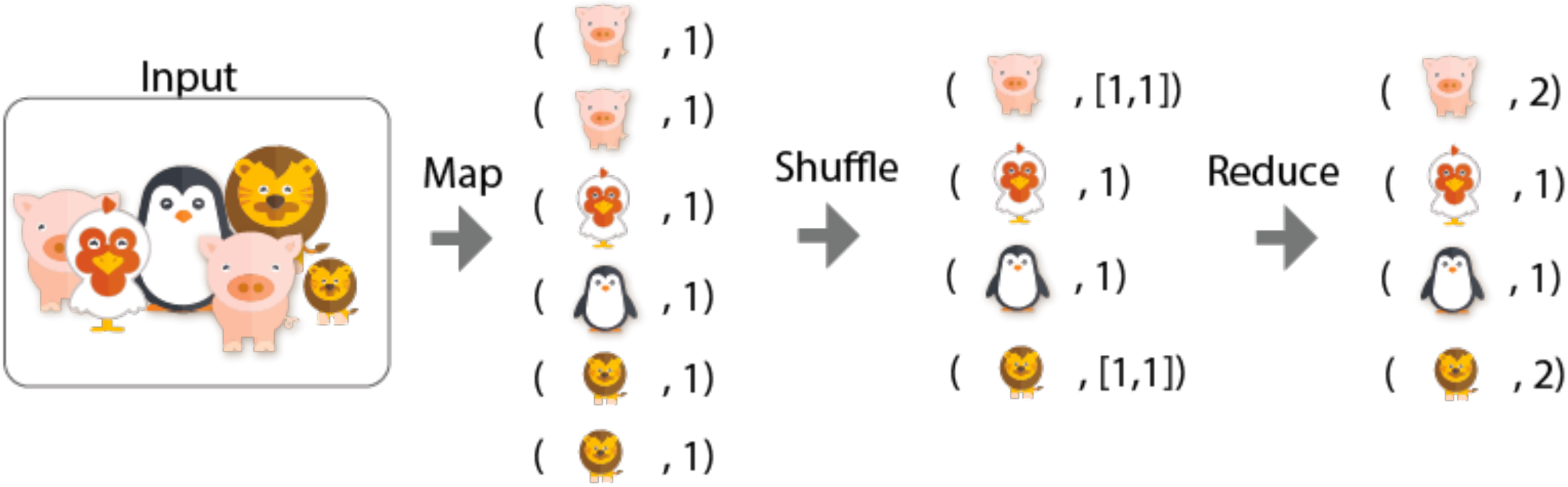
FIRST: THE GOOGLE FILE SYSTEM (GFS)



SECOND: MAPREDUCE



SECOND: MAPREDUCE EXAMPLE (CONT)



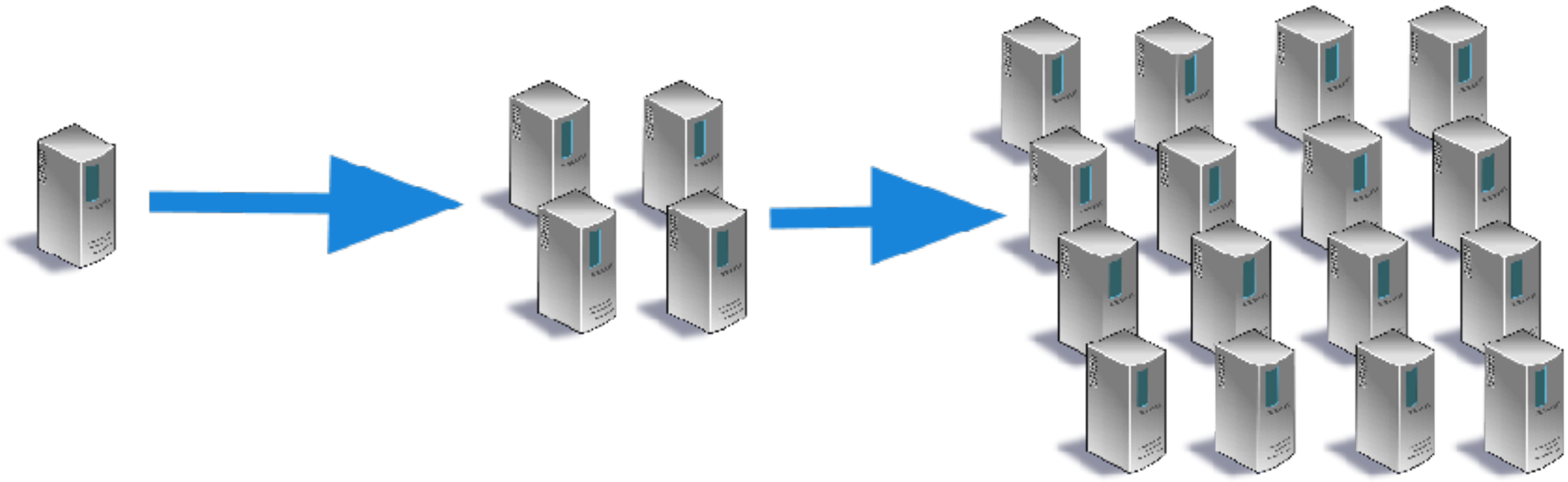
THIRD: THE BIGTABLE

Google Cloud Platform

MAP TO THIS COURSE

Operating System 2

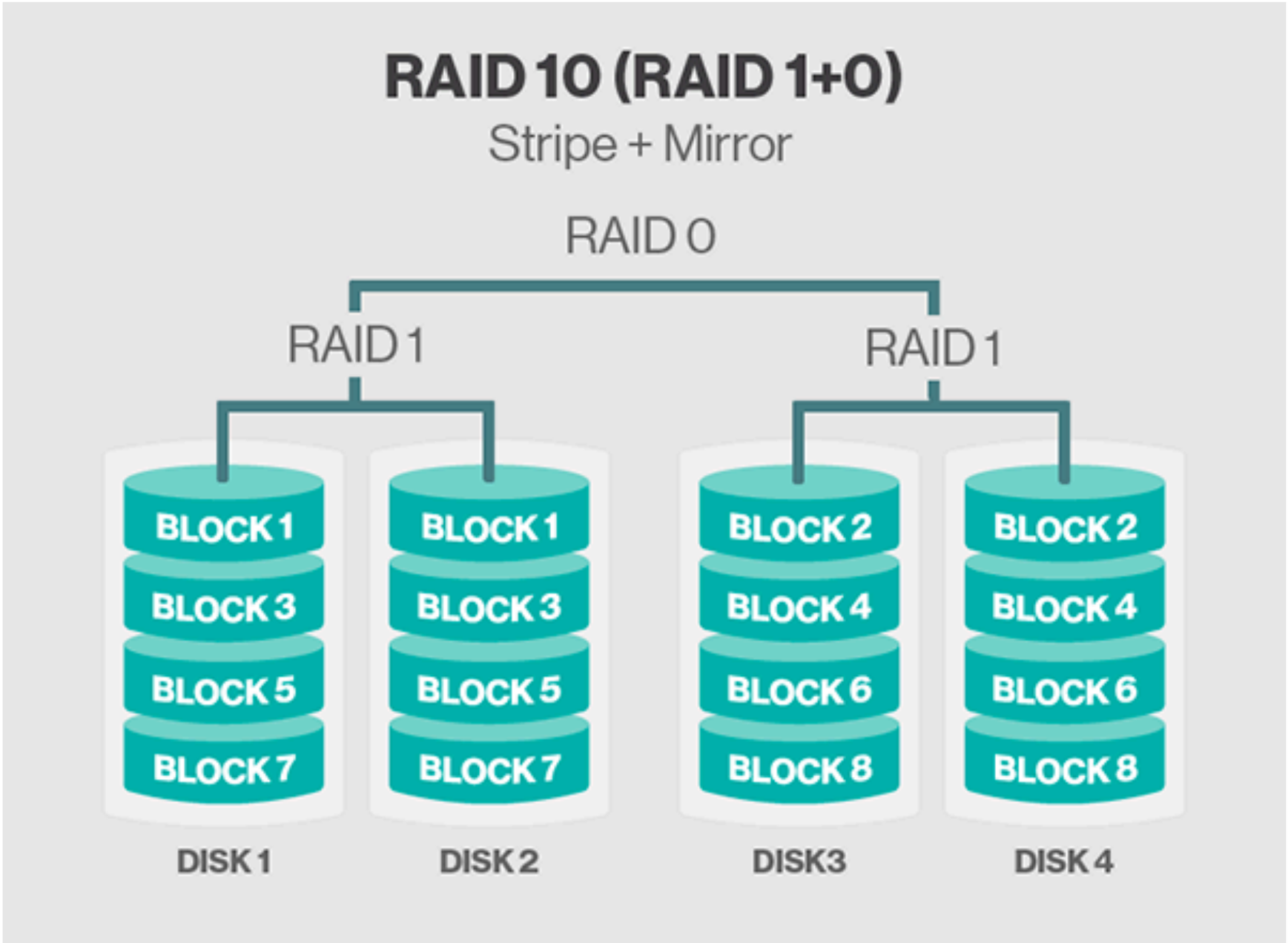
HORIZONTAL SCALING



NOSQL

Google Cloud Platform

RAID AND DATA PARTITIONING



HIGH AVAILABILITY

HIGH RELIABILITY