	CASSANDRA	MONGO	COUCH	REDIS	ELASTIC SEARCH
TYPICAL USE	Netflix Q	Documents (JSON)	RESTFUL APPS static queries	shopping cart	search
PRO	scalable fault-tolerant high parallelism →	simple learning curve →	M/R	speed HP	
CON	aggregate fcn (no)	No SQLUI No join	M/R	durability ~ smallish	insertion speed

Batch - chunks at a time, de facto (after done)

Streaming - continuous, realtime

Cassandra: actual columns dealt w/ client side, ring-structure, consistent hash

Mongo: document-oriented (JSON-like)

Couch: document oriented, view-logical table, REST API, M/R

Redis: in-memory key-value data store, session store

ElasticSearch — search engine, real-time

All systems "integrate" with Hadoop