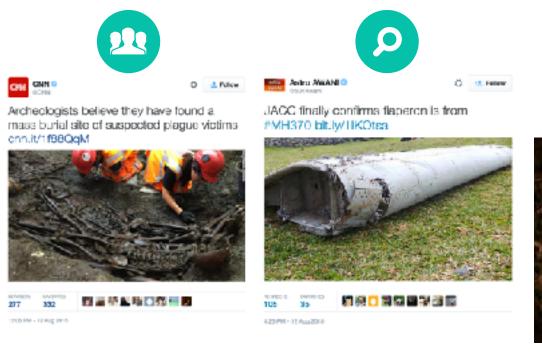


Information Age

Event Data is key







Increasingly Connected World



Internet of Things

30 B connected devices by 2020



Connected Vehicles

Data transferred per vehicle per month 4 MB -> 5 GB



Health Care

153 Exabytes (2013) -> 2314 Exabytes (2020)



Digital Assistants (Predictive Analytics)

\$2B (2012) -> \$6.5B (2019) [1]

Siri/Cortana/Google Now



Machine Data

40% of digital universe by 2020



Augmented/Virtual Reality

\$150B by 2020 [2]

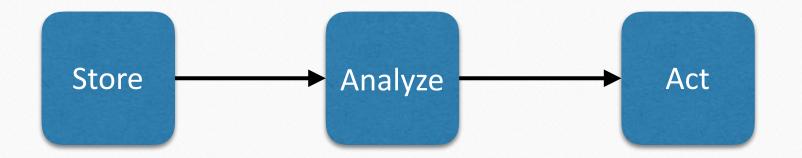
Oculus/HoloLens/Magic Leap

Traditional Batch Processing

Challenges

- Introduces too much "decision latency"
- Responses are delivered "after the fact"
- Maximum value of the identified situation is lost

- Decisions are made on old and stale data
- Data at Rest

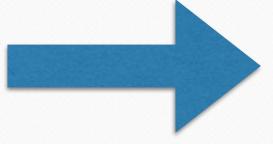


The New Era: Streaming Data/Fast Data

- Events are analyzed and processed in real-time as they arrive
- Decisions are timely, contextual and based on fresh data
- Decision latency is eliminated

■ Data in motion

Modern Data Pipelines

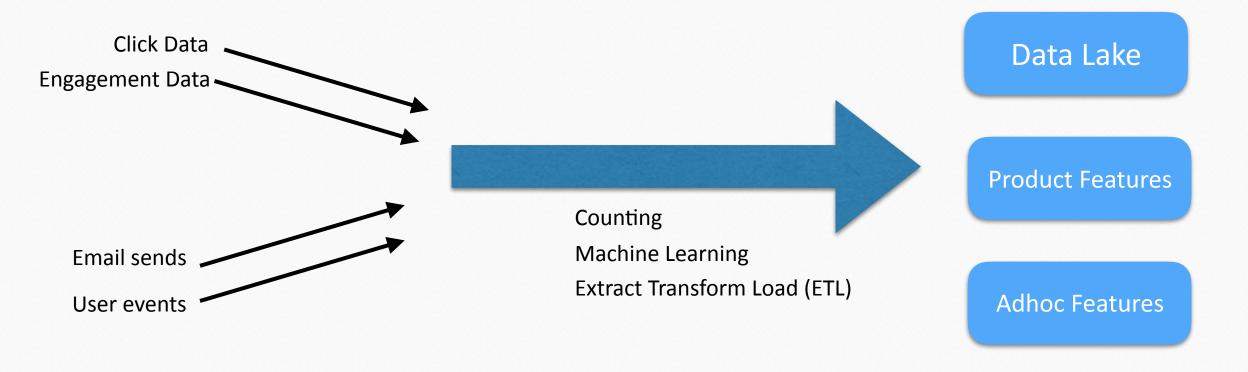


Streaming Data Pipelines

Streaming Data Pipeline

A Streaming Data Pipeline captures events for analysis, process as they arrive and produce continuous results

Streaming Data Pipeline





Product Safety

Observations

- Fight spammy content, engagements, and behaviors in Twitter
- Spam campaign comes in large batch
- Despite randomized tweaks, enough similarity among spammy entities are preserved

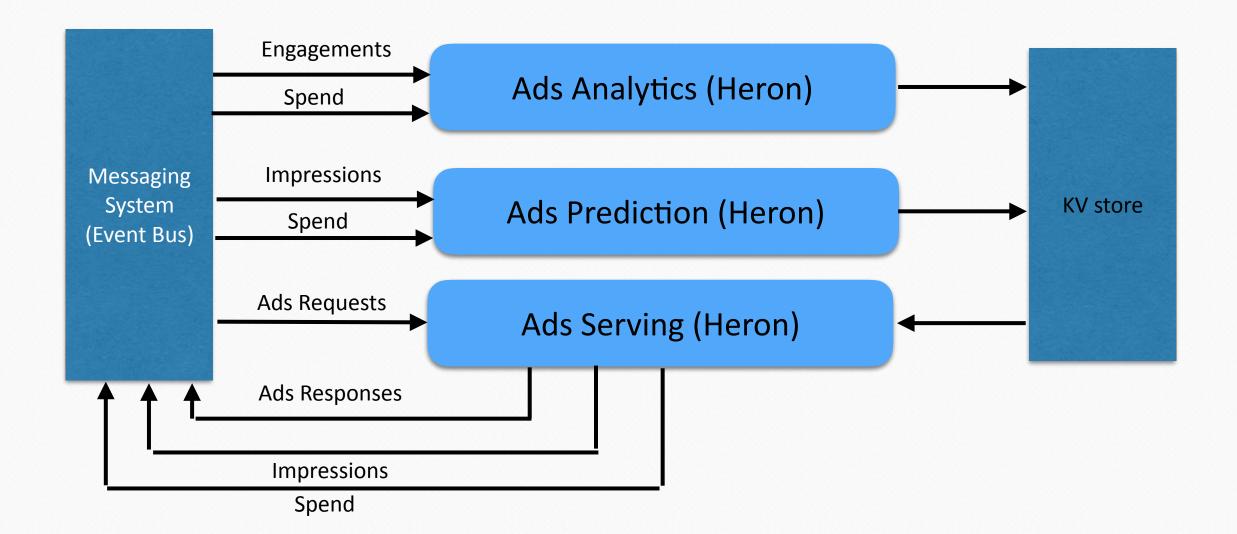
Requirement

- Real time a competition with spammers (i.e) "detect" vs "mutate"
- Generic need to support all common feature representations

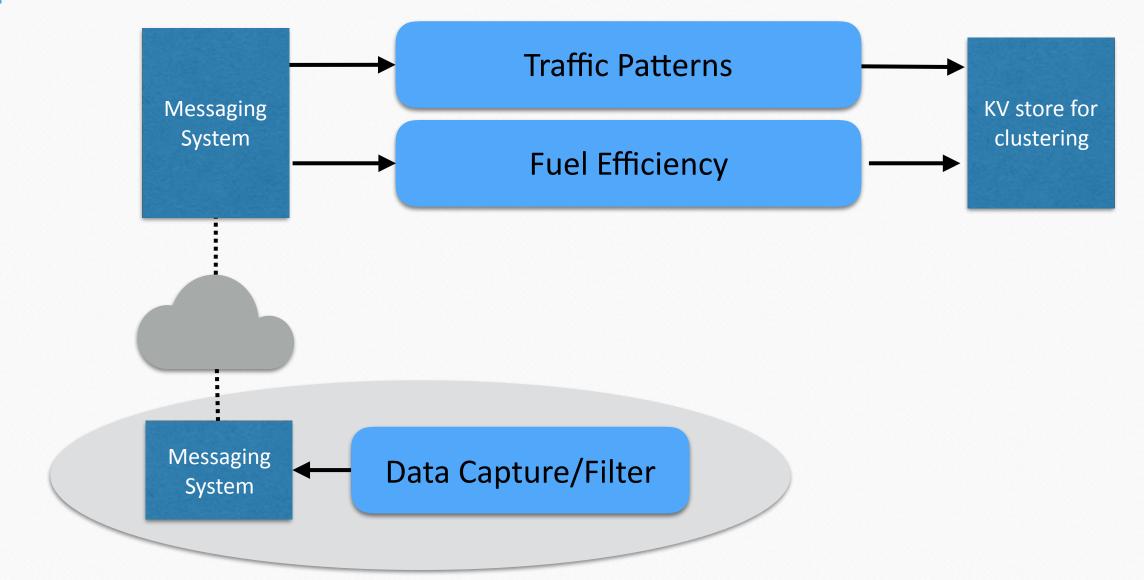
Product Safety - System Overview



Real Time Ads



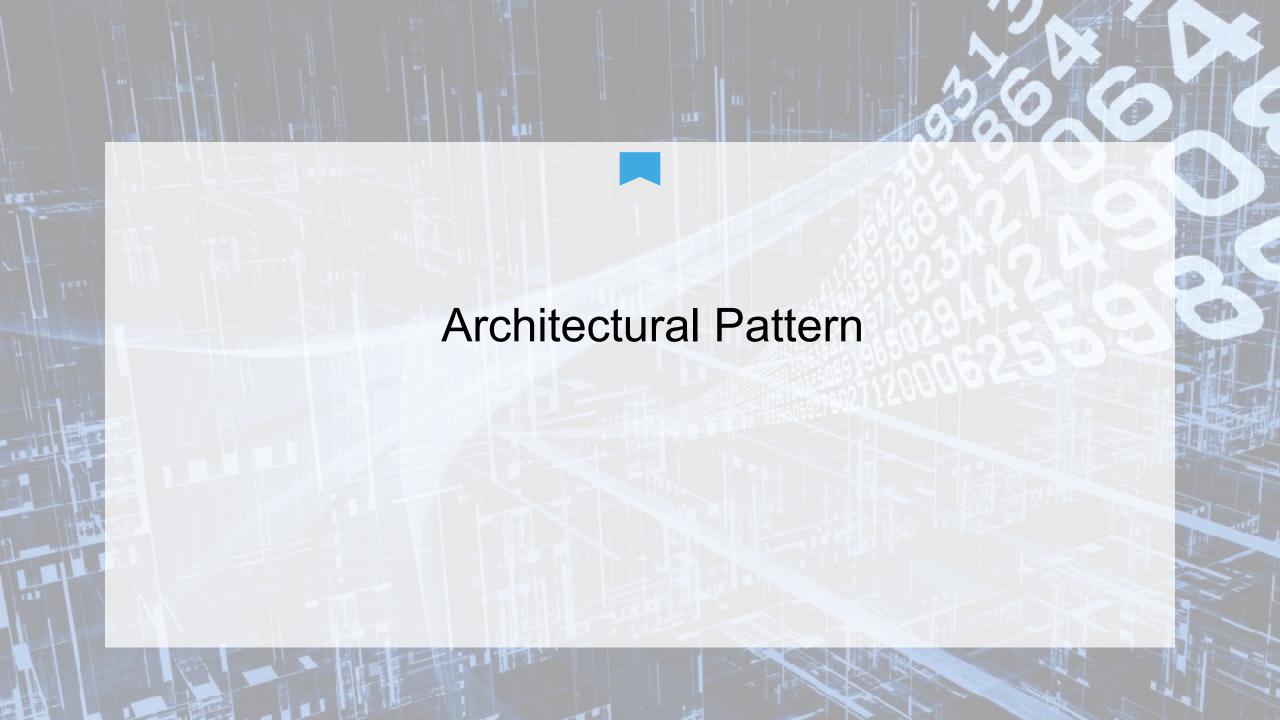
Connected Cars



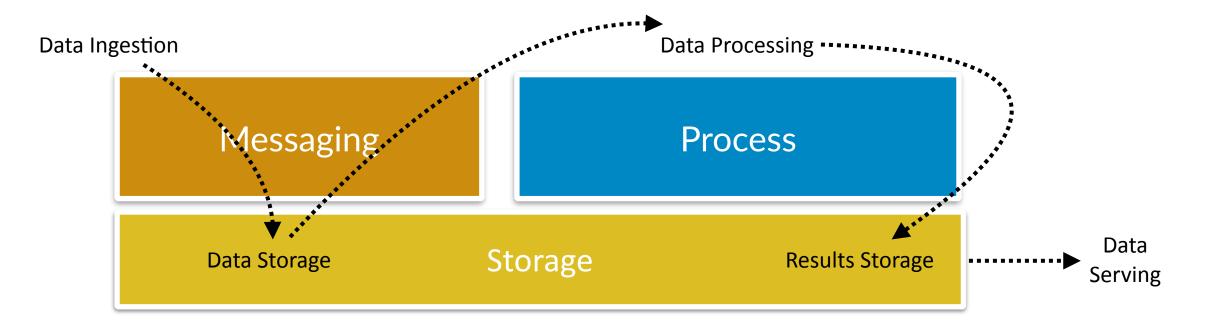
Streaming Use Cases

- Algorithmic trading
- Online fraud detection
- Geo fencing
- Proximity/location tracking
- Intrusion detection systems
- Traffic management

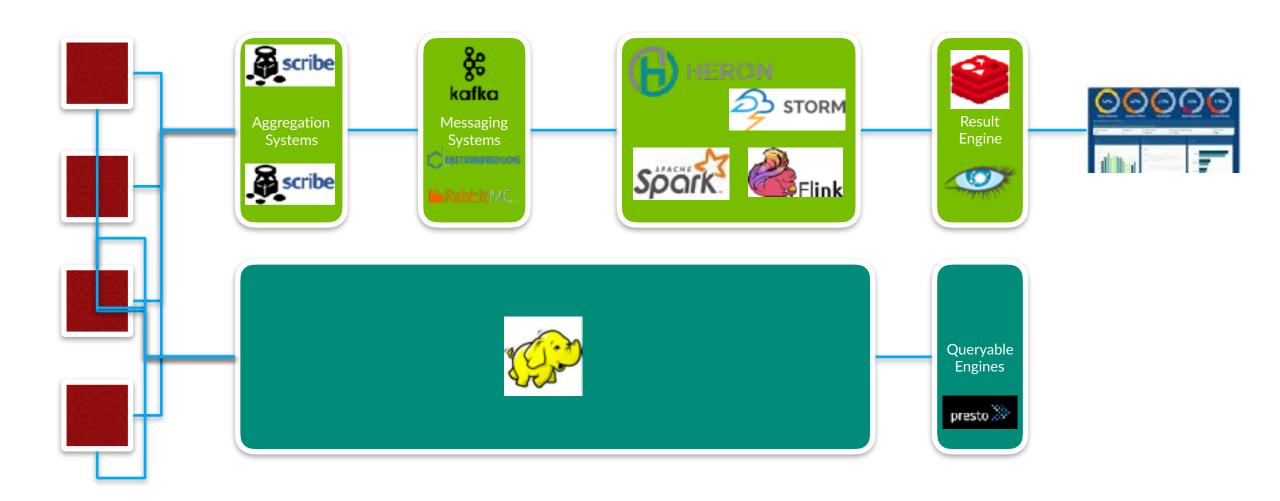
- Real time recommendations
- Churn detection
- Internet of things
- Social media/data analytics
- Gaming data feed
- IoT Edge Analytics



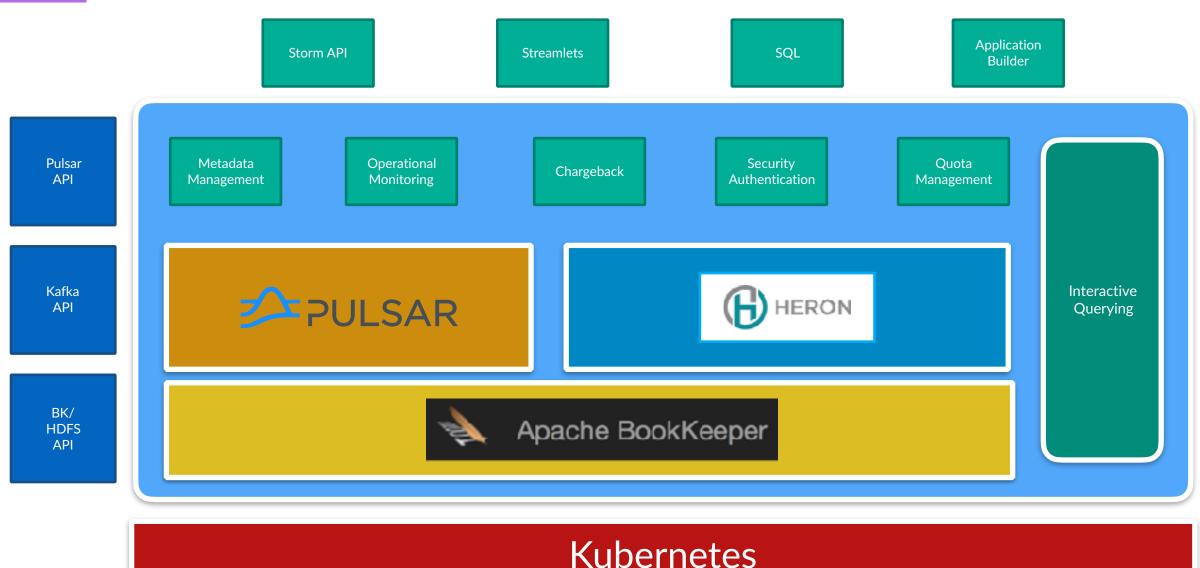
Recurring Pattern

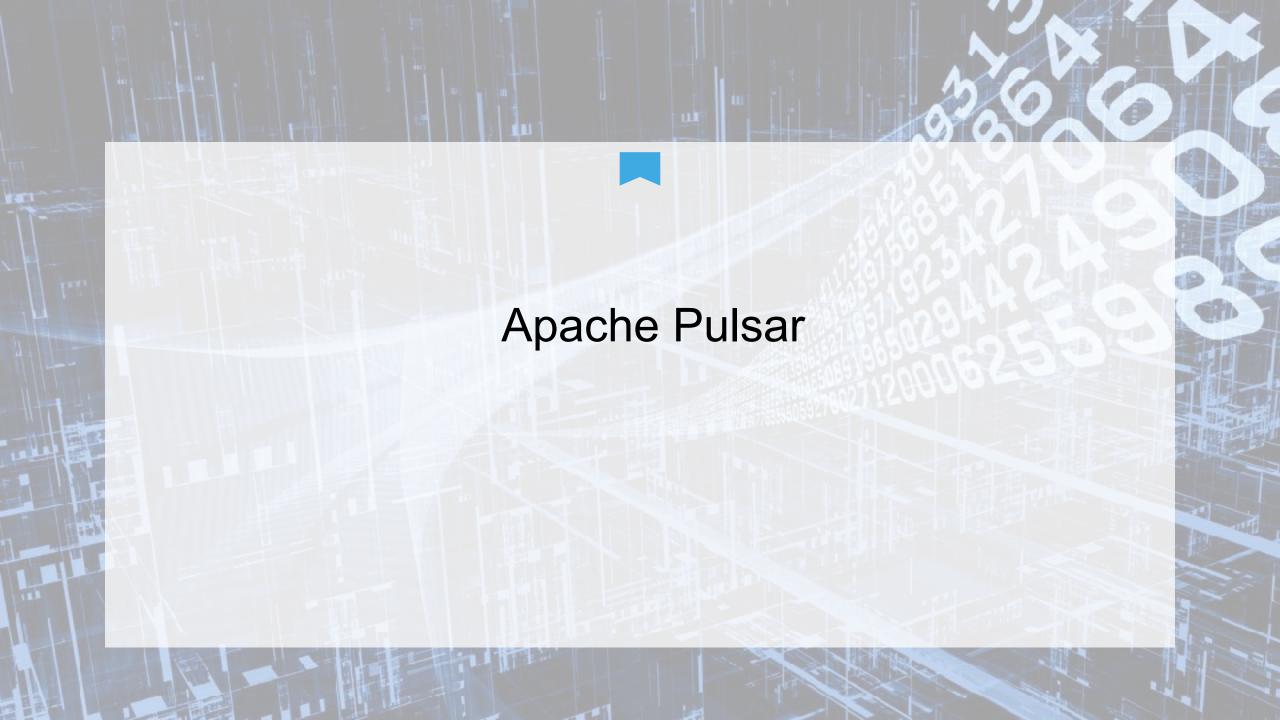


State of the World



Towards Unification and Simplification





Why Apache Pulsar?



Durability

Data replicated and synced to disk



Ordering

Guaranteed ordering



Delivery Guarantees

At least once, at most once and effectively once



Geo-replication

Out of box support for geographically distributed applications



Multi-tenancy

A single cluster can support many tenants and use cases



Low Latency

Low publish latency of 5ms at 99pct



Unified messaging model

Support both Topic & Queue semantic in a single model



High throughput

Can reach 1.8 M messages/s in a single partition

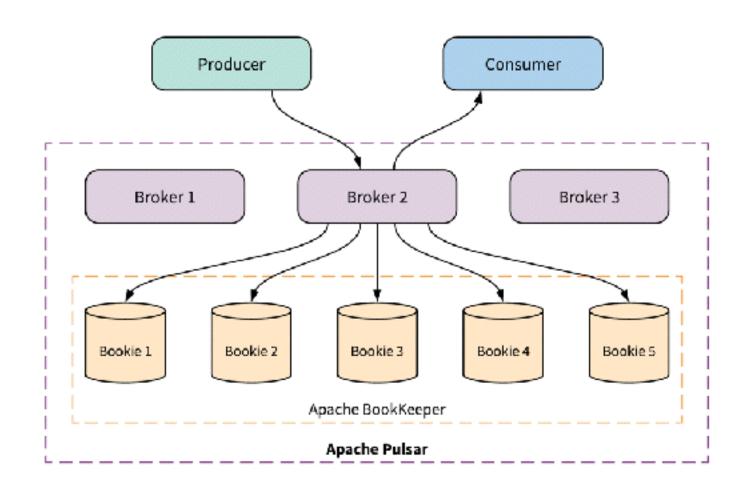


Highly scalable

Can support millions of topics

Pulsar Architecture

Separation of Storage and Serving



SERVING

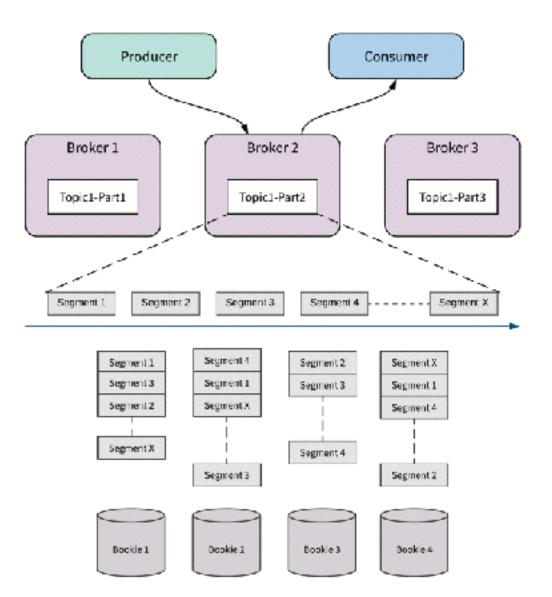
Brokers can be added independently
Traffic can be shifted quickly across brokers

STORAGE

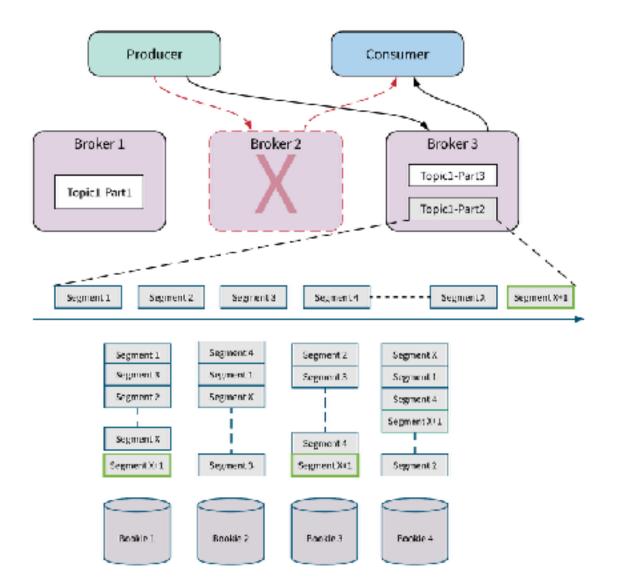
Bookies can be added independently

New bookies will ramp up traffic quickly

Segment Centric Architecture

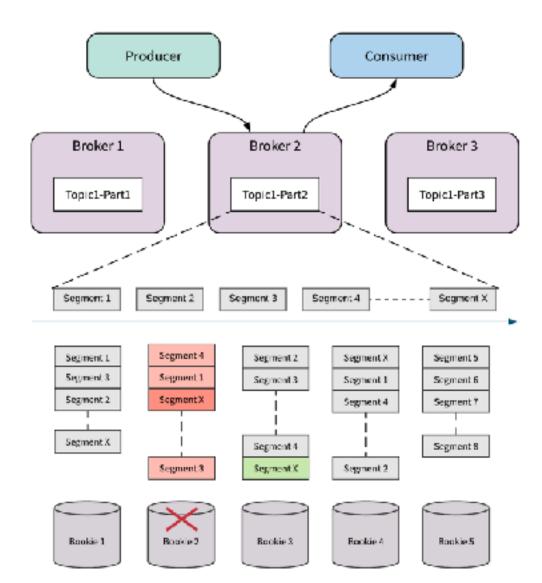


Broker Failure Recovery



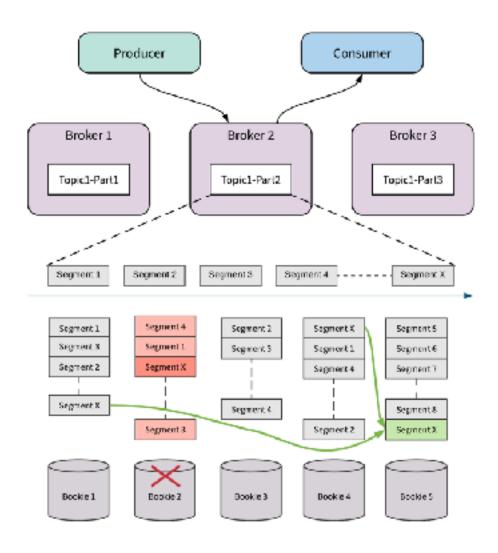
- Topic is reassigned to an available broker based on load
- Can reconstruct the previous state consistently
- No data needs to be copied
- Failover handled transparently by client library

Bookie Failure Recovery



After a write failure,
 BookKeeper will
 immediately switch write to
 a new bookie, within the
 same segment.

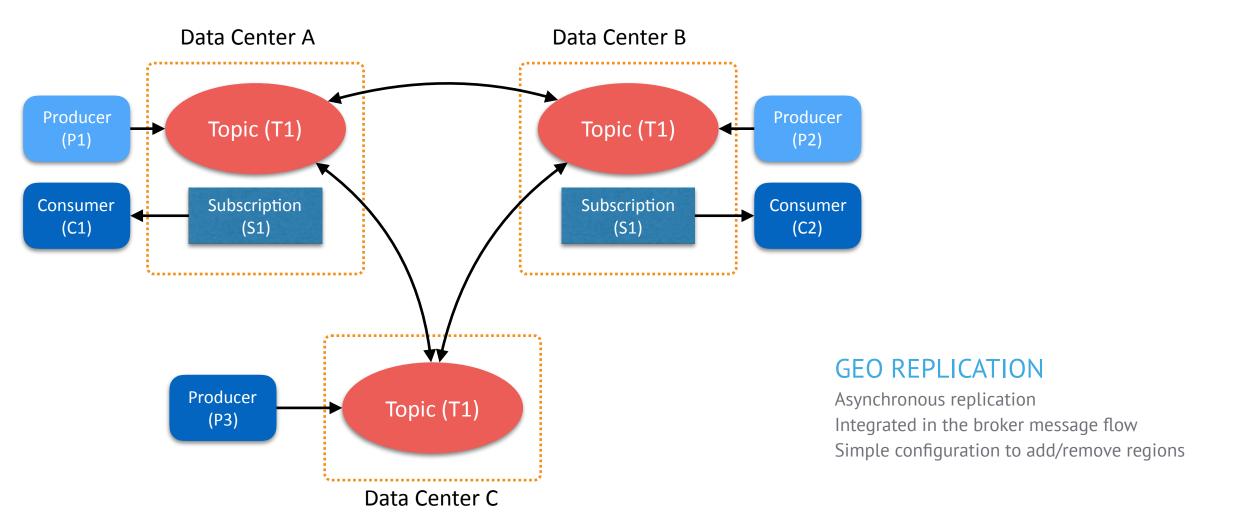
Bookie Failure Recovery



 In background, starts a many-to-many recovery process to regain the configured replication factor

Pulsar Architecture

Geo Replication



Pulsar in Production

- 3+ years
- Serves 2.3 million topics
- 100 billion messages/day
- Average latency < 5 ms
- 99% 15 ms (strong durability guarantees)
- Zero data loss
- 80+ applications
- Self served provisioning
- Full-mesh cross-datacenter replication -8+ data centers













Heron Design Goals



Native Multi-Language Support

C++, Java, Python



Efficiency

Reduce resource consumption



Use of containers

Runs in schedulers - Kubernetes & DCOS & many more



Task Isolation

Ease of debug-ability/isolation/profiling



Support for diverse workloads

Throughput vs latency sensitive



Multi-level APIs

Procedural, Functional and Declarative for diverse applications



Support for back pressure

Topologies should be self adjusting



Support for multiple semantics

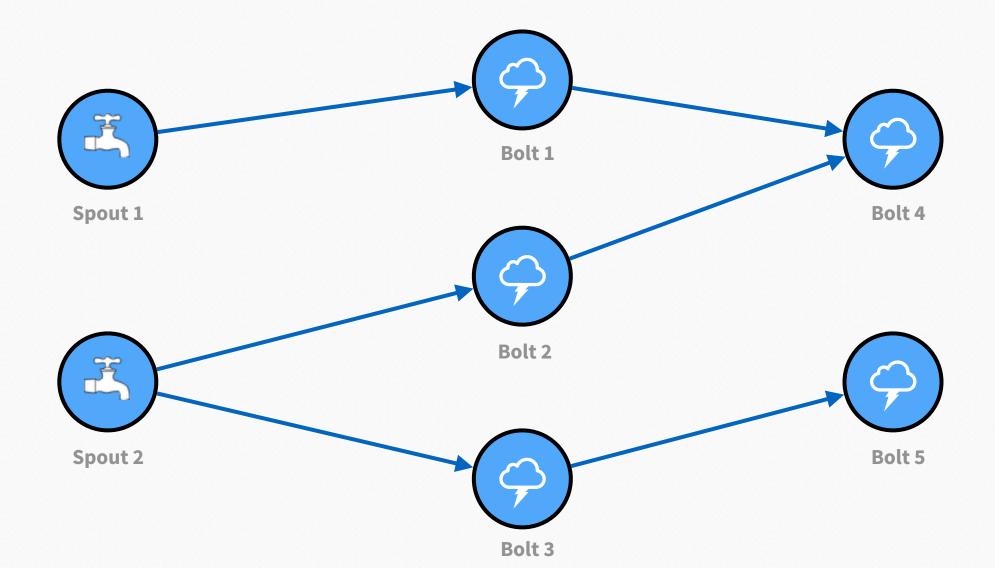
Atmost once, Atleast once, Effectively once



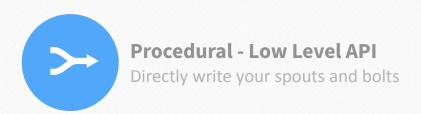
Diverse deployment models

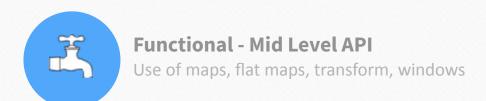
Run as a service or pure library

Heron Data Model



Writing Heron Topologies



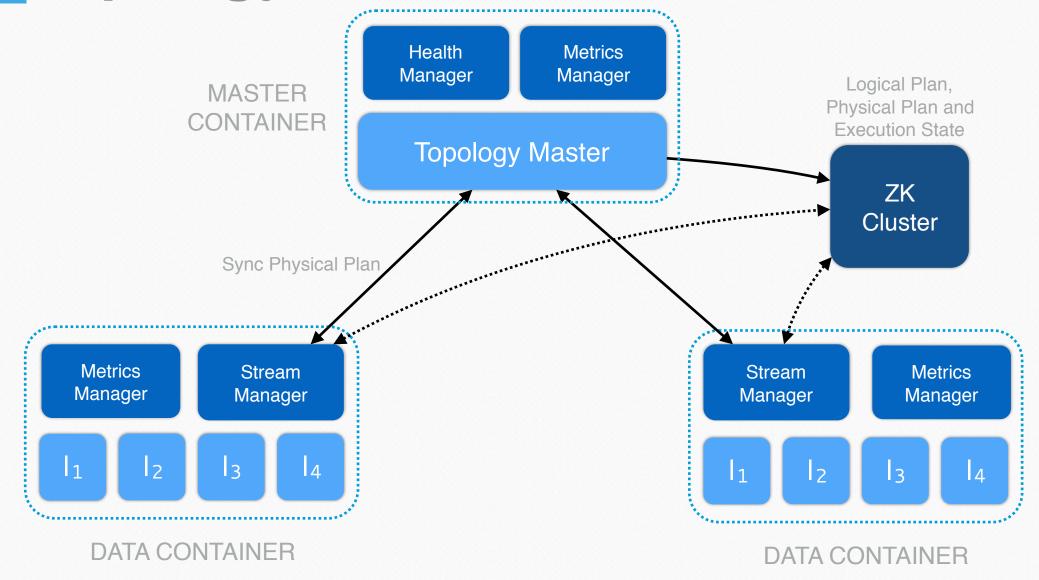




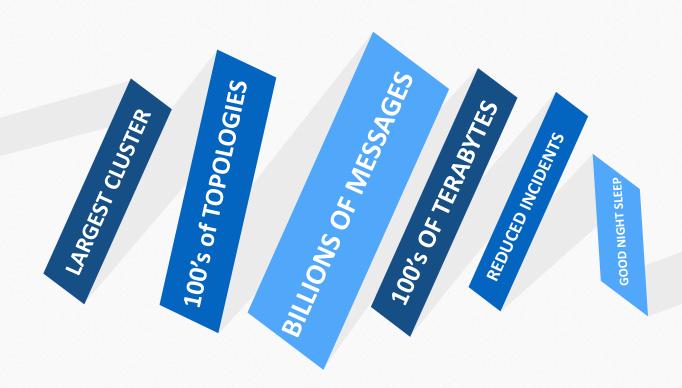
Declarative - SQL (in the works)

Use of declarative !anguage - specify what you want, system will figure it out.

Topology Execution

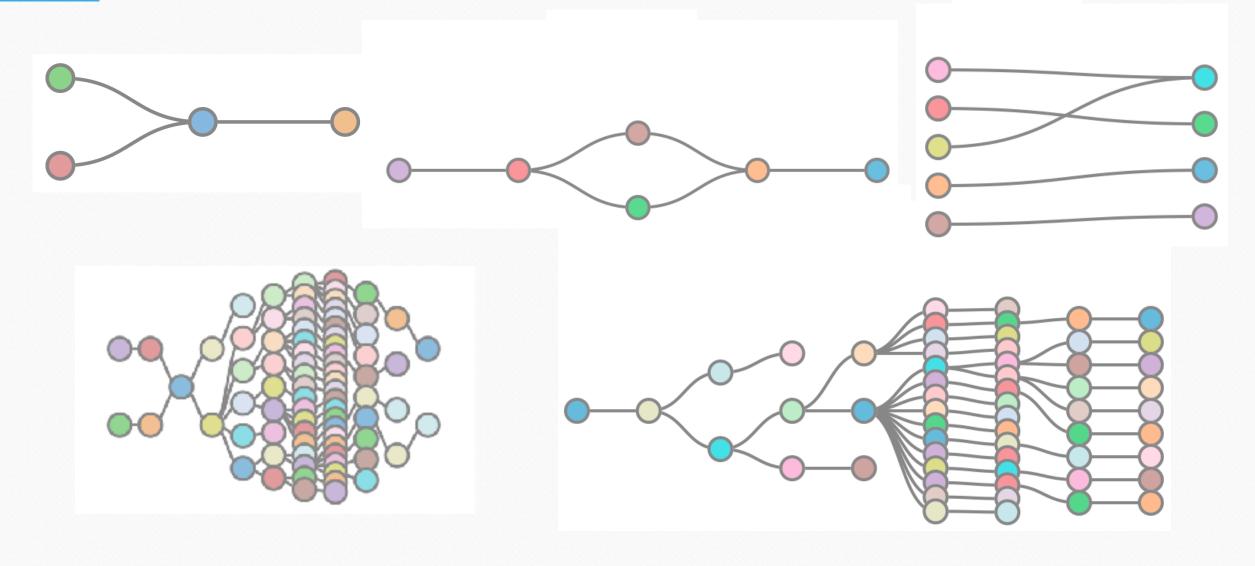


Heron @Twitter



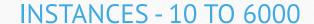
3X - 5X reduction in resource usage

Heron Topology Complexity

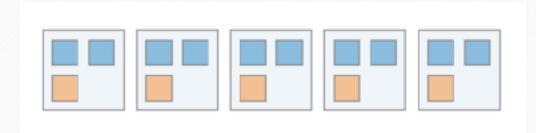


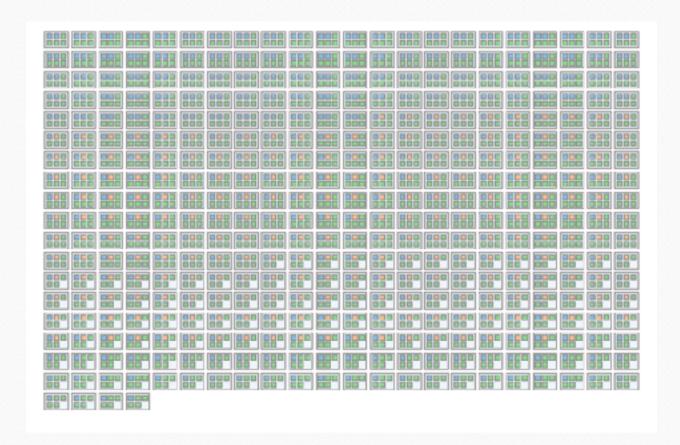
Heron Topology Scale

CONTAINERS - 1 TO 600



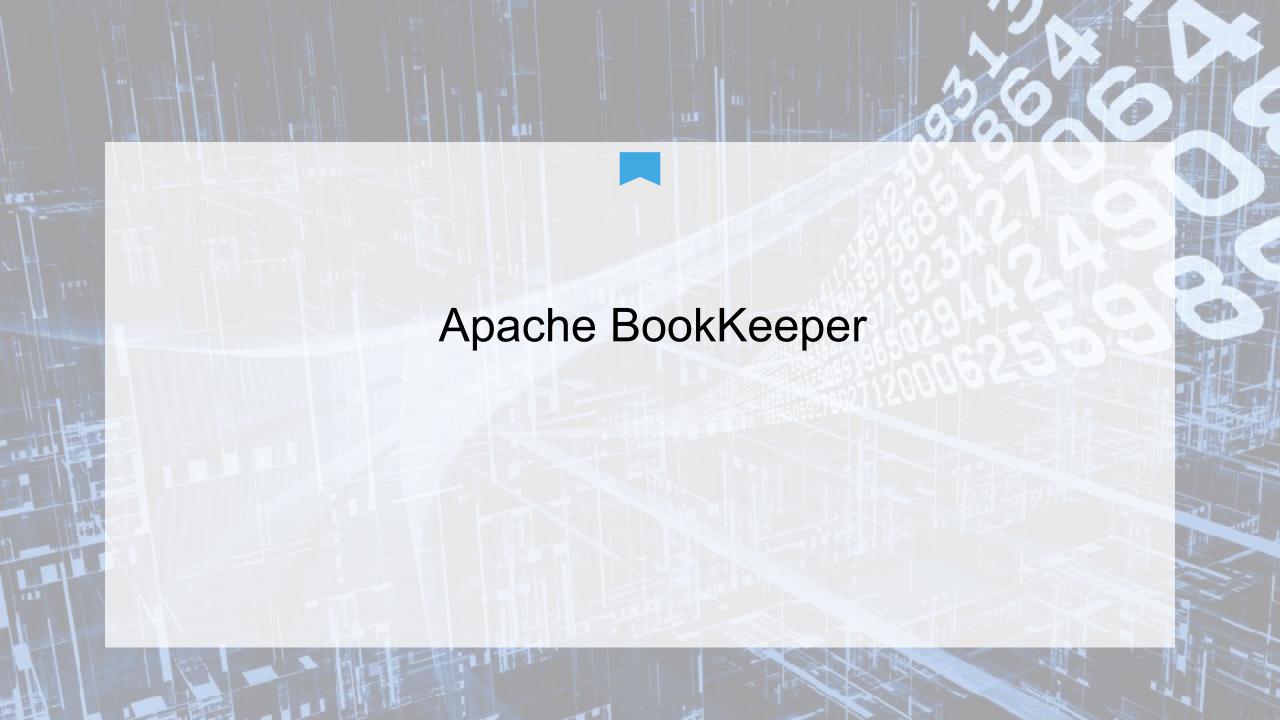






Heron Happy Facts:)

- No more pages during midnight for Heron team
- Very rare incidents for Heron customer teams
- Easy to debug during incident for quick turn around
- Reduced resource utilization saving cost



Observations

- Computation across batch/streaming is similar
 - ◆ Expressed as DAGS
 - ◆ Run in parallel on the cluster
 - ◆ Intermediate results need not be materialized
 - ◆ Functional/Declarative APIs
- Storage is the key
 - ◆ Messaging/Storage are two faces of the same coin
 - ◆ They serve the same data



Storage Requirements

Requirements for a real-time storage platform

- Be able to write and read streams of records with low latency, storage durability
- Data storage should be durable, consistent and fault tolerant
- Enable clients to stream or tail ledgers to propagate data as they're written
- Store and provide access to both historic and real-time data

Apache BookKeeper - Stream Storage

A storage for log streams

- Replicated, durable storage of log streams
- Provide fast tailing/streaming facility
- Optimized for immutable data
- Low-latency durability
- Simple repeatable read consistency
- High write and read availability

Record

Smallest I/O and Address Unit

- A sequence of invisible records
- A record is sequence of bytes
- The smallest I/O unit, as well as the unit of address
- Each record contains sequence numbers for addressing

Logs

Two Storage Primitives

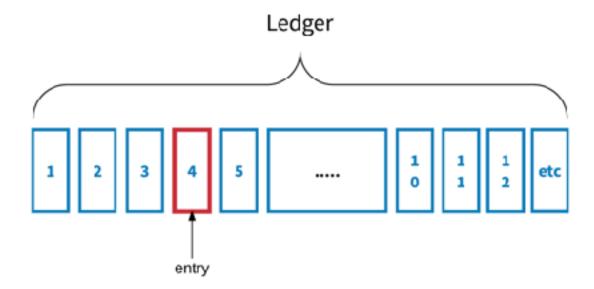
■ Ledger: A finite sequence of records.

■ Stream: An infinite sequence of records.

Ledger

Finite sequence of records

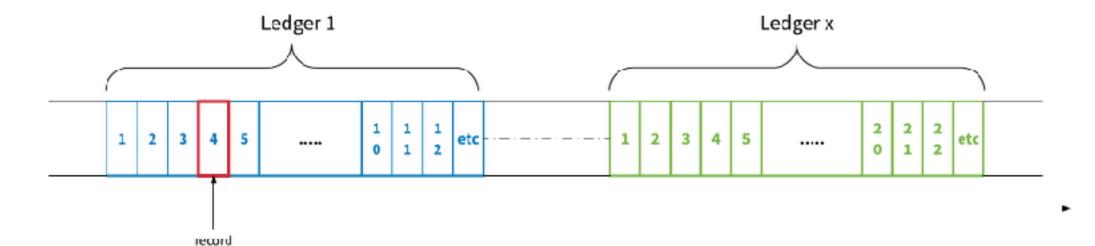
- Ledger: A finite sequence of records that gets terminated
 - A client explicitly close it
 - A writer who writes records into it has crashed.



Stream

Infinite sequence of records

- Stream: An unbounded, infinite sequence of records
 - Physically comprised of multiple ledgers



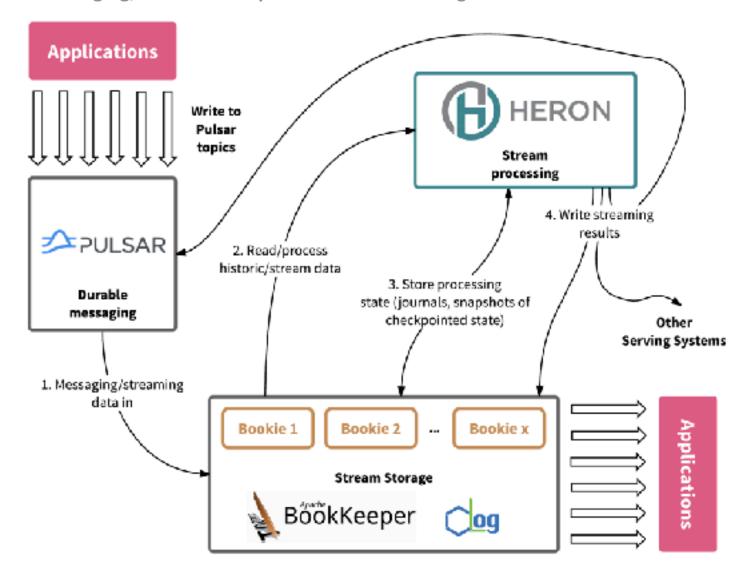
Bookies

Stores fragment of records

- Bookie A storage server to store data records
- Ensemble: A group of bookies storing the data records of a ledger
- Individual bookies store fragments of ledgers

Using BookKeeper

Durable Messaging, Scalable Compute and Stream Storage



Companies using BookKeeper

Enterprise Grade Stream Storage













Companies using the projects

Enterprise Grade Stream Storage









> MagNews

















First Implementation

- Use of naked pods for Heron containers
 - Never gets rescheduled
 - Have to create names similar to Heron container (topology-name-shard-id)
 - Have to keep track of every pod
- Cannot use deployment
 - Reproducible shard id
 - Deployments produce different ids after a pod failure
- Topology names have to be lowercase

Second Implementation

- Use of stateful sets
 - Nice mapping form stateful sets to container shard ids
- Initially used defaults
 - Very long startup time
 - Very long shutdown time
 - Long pod restart time (during machine failure & pod failure)

Second Implementation

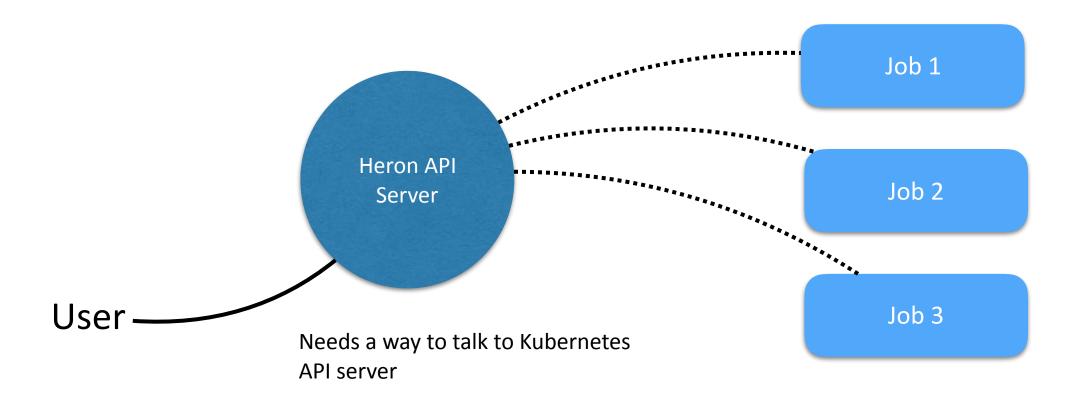
- Investigation pointed out us to
 - Default pod management policy is set to OrderedReady
 - Default rescheduling pod on a node failure is set to 5 mins

- Solutions
 - Sets the tolerations to 10 seconds for restarts
 - node.kubernetes.io/not-ready
 - node.alpha.kubernetes.io/notReady
 - node.alpha.kubernetes.io/unreachable

Second Implementation

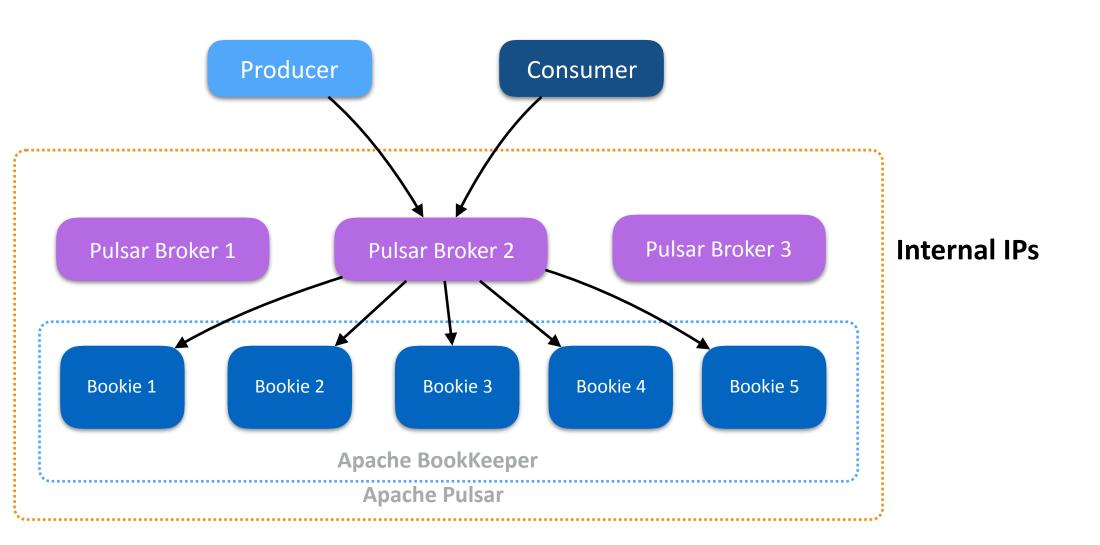
- Dynamically updating the job
 - Patching stateful sets -
 - Kubernetes Java Client library has bug
- Solutions
 - Waiting for a fix!

Submitting User jobs

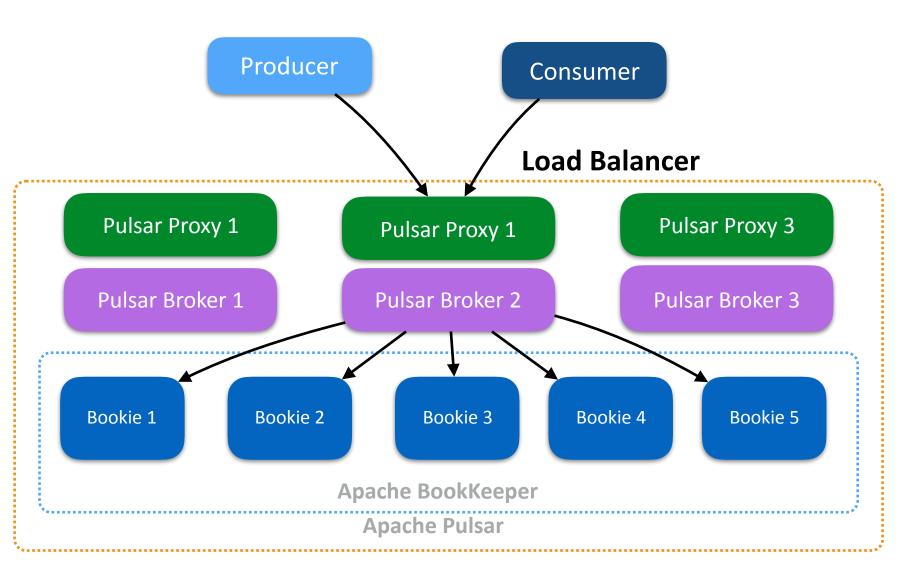


Solution - Run a slim side container with kubectl proxy

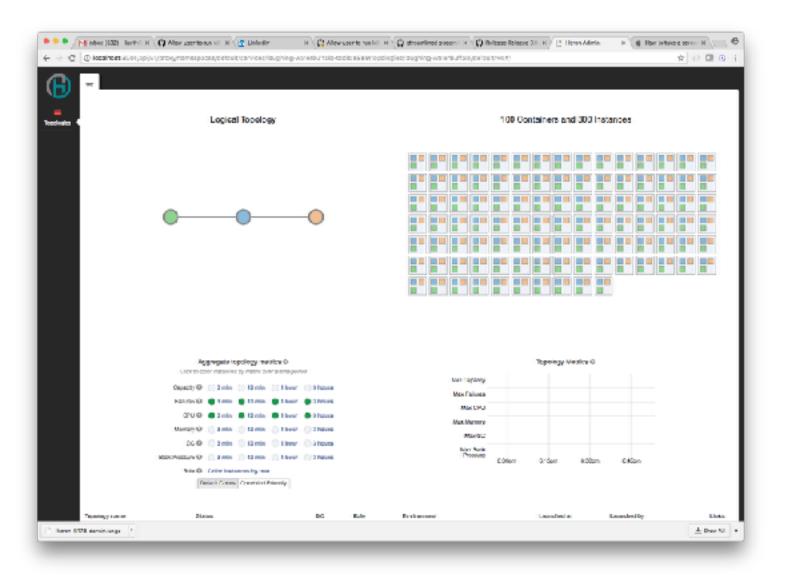
Ingesting Data to Pulsar



Ingesting Data to Pulsar



Finally...









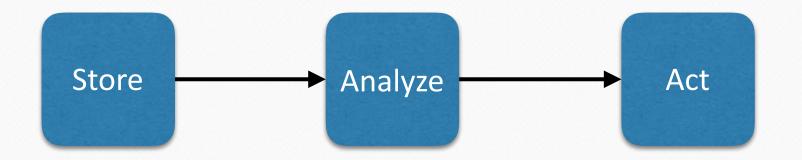
Thank you

Traditional Batch Processing

Challenges

- Introduces too much "decision latency"
- Responses are delivered "after the fact"
- Maximum value of the identified situation is lost

- Decisions are made on old and stale data
- Data at Rest

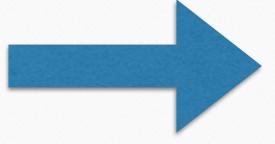


The New Era: Streaming Data/Fast Data

- Events are analyzed and processed in real-time as they arrive
- Decisions are timely, contextual and based on fresh data
- Decision latency is eliminated

■ Data in motion

Modern Data Pipelines

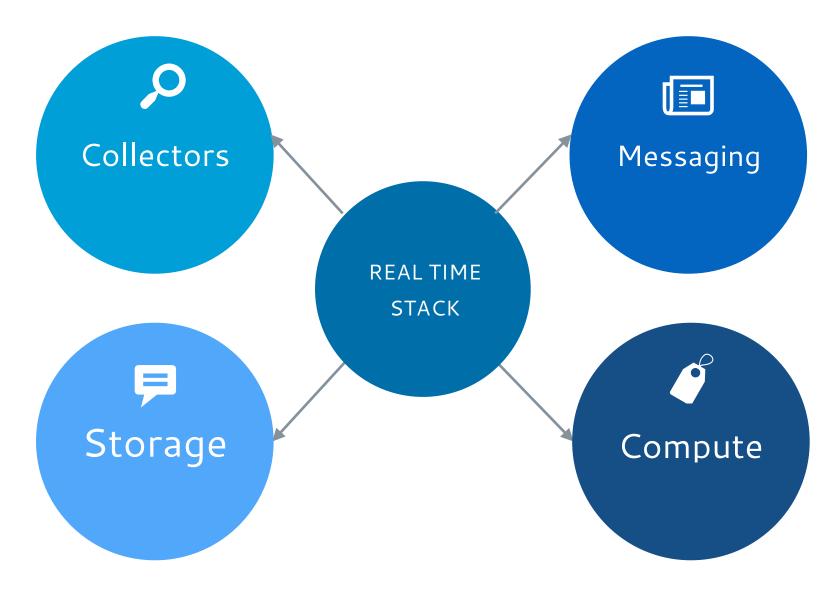


Streaming Data Pipelines

Streaming Data Pipeline

A Streaming Data Pipeline captures events for analysis, process as they arrive and produce continuous results

Streaming Stack



Towards Simplification & Unification

