

## Relational



### Bare Metal

Lift and shift Oracle workloads to Google Cloud



### Cloud SQL

Managed MySQL, PostgreSQL, and SQL Server



### Cloud Spanner

Cloud-native with unlimited scale, consistency, and 99.999% availability

## Non- relational / NoSQL

### (Key Value)



### Cloud BigTable

Cloud-native NoSQL wide-column store for large scale, low-latency workloads

### (Document)



### Firestore

Cloud-native Serverless scalable document store



### Firestore Realtime Database

Store and sync data in real time

### (In-memory)



### Memorystore

Fully managed Redis and Memcached for sub-millisecond data access

### (Additional NoSQL)



### mongoDB® Atlas

Global cloud database service for modern applications

## Partners

Managed offerings from open-source partner network, including MongoDB, Datastax, Redis Labs, and Neo4j.

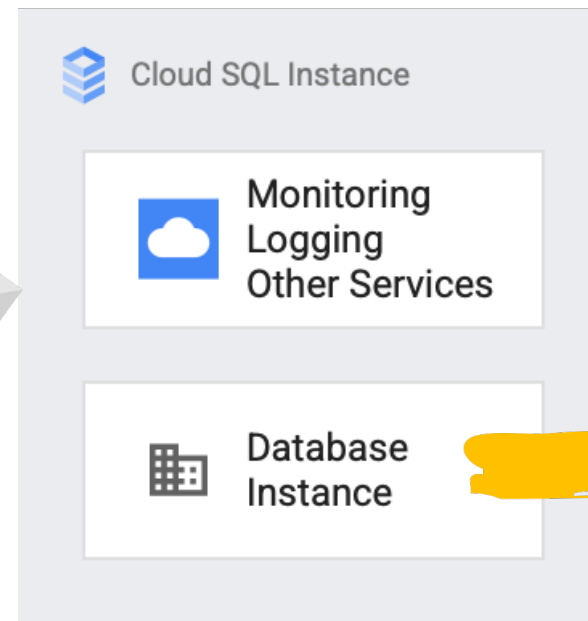
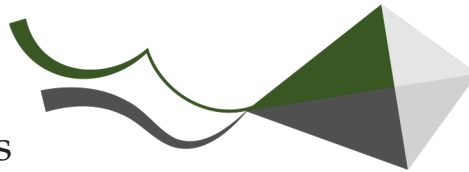




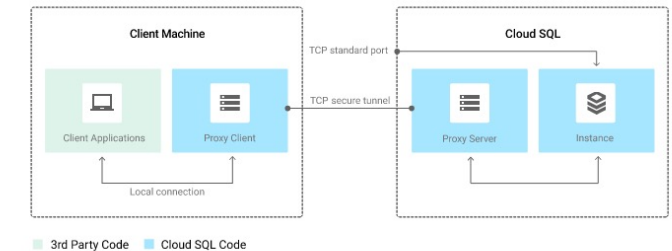
Fully managed relational database service for MySQL, PostgreSQL, and SQL Server.

### Administrative overhead of SQL Databases:

- Backups
- High availability and failover
- Network connectivity
- Export and import
- Maintenance and updates
- Monitoring
- Logging



Cloud SQL Auth proxy



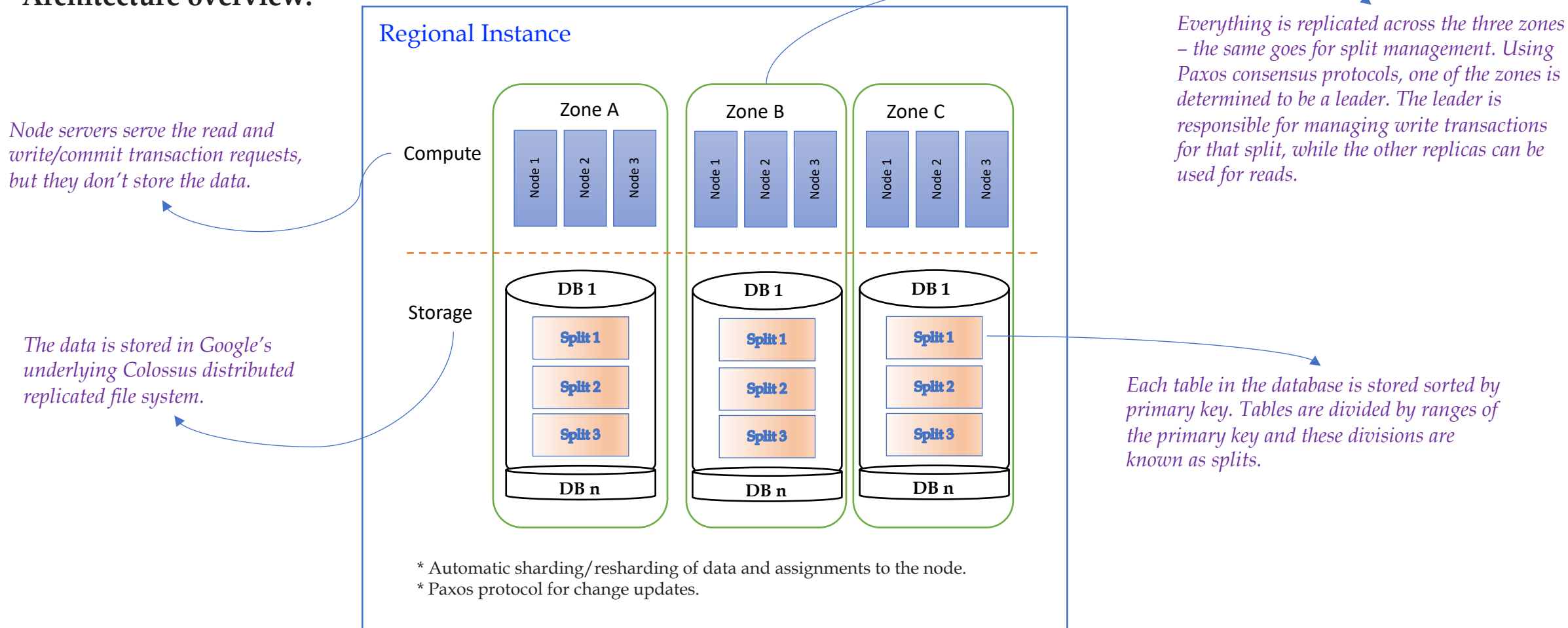
gcloud, SQL language connectors,  
Cloud shell, Apps Scripts

Third-party Tools: MySQL  
Workbench, Toad, Squirrel  
SQL, phpAdmin



Fully managed relational database with unlimited scale (horizontal scale across regions), strong consistency, and up to 99.999% availability. Relational Semantics (Schemas, ACID transactions, SQL) + Horizontal Scale (99.999% SLA, fully managed)

## Architecture overview:

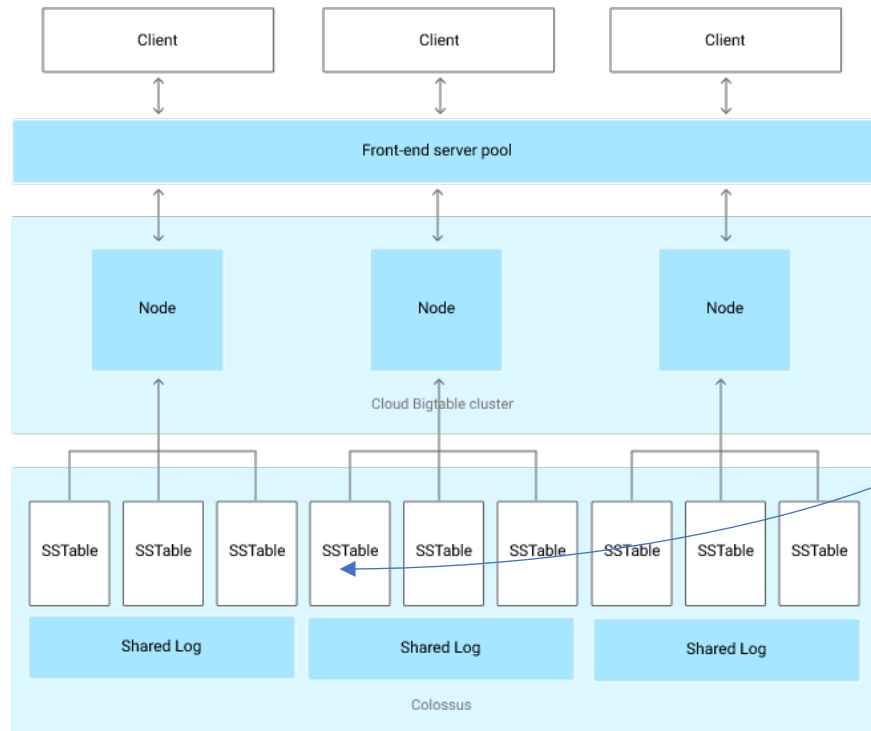




A fully managed, scalable NoSQL database service for large analytical and operational workloads with up to 99.999% availability.

- Consistent sub-10ms latency – handle millions of requests per second
- Ideal for use cases such as personalization, ad tech, fintech, digital media, and IoT

## Bigtable architecture:



## SSTable: Sorted String Table

Index

key	offset
key	offset
...	...

### SSTable file

key	value	key	value	key	value	...	...
-----	-------	-----	-------	-----	-------	-----	-----

	Column family 1		Column family 2	
	Column 1	Column 2	Column 1	Column 2
Row key 1				
Row key 2				

t1  
t2  
t3



## Design Principle:

- ✓ RISC (Reduced Instruction Set Computing) - Simplify the operations.
- ✓ Cloud Bigtable is a learning system. - "hot spots"
- ✓ Bigtable is ideal for applications that need very high throughput and scalability for key/value (< 10 MB) data.
- ✓ Bigtable is not a relational database. It does not support SQL queries, joins, or multi-row transactions.



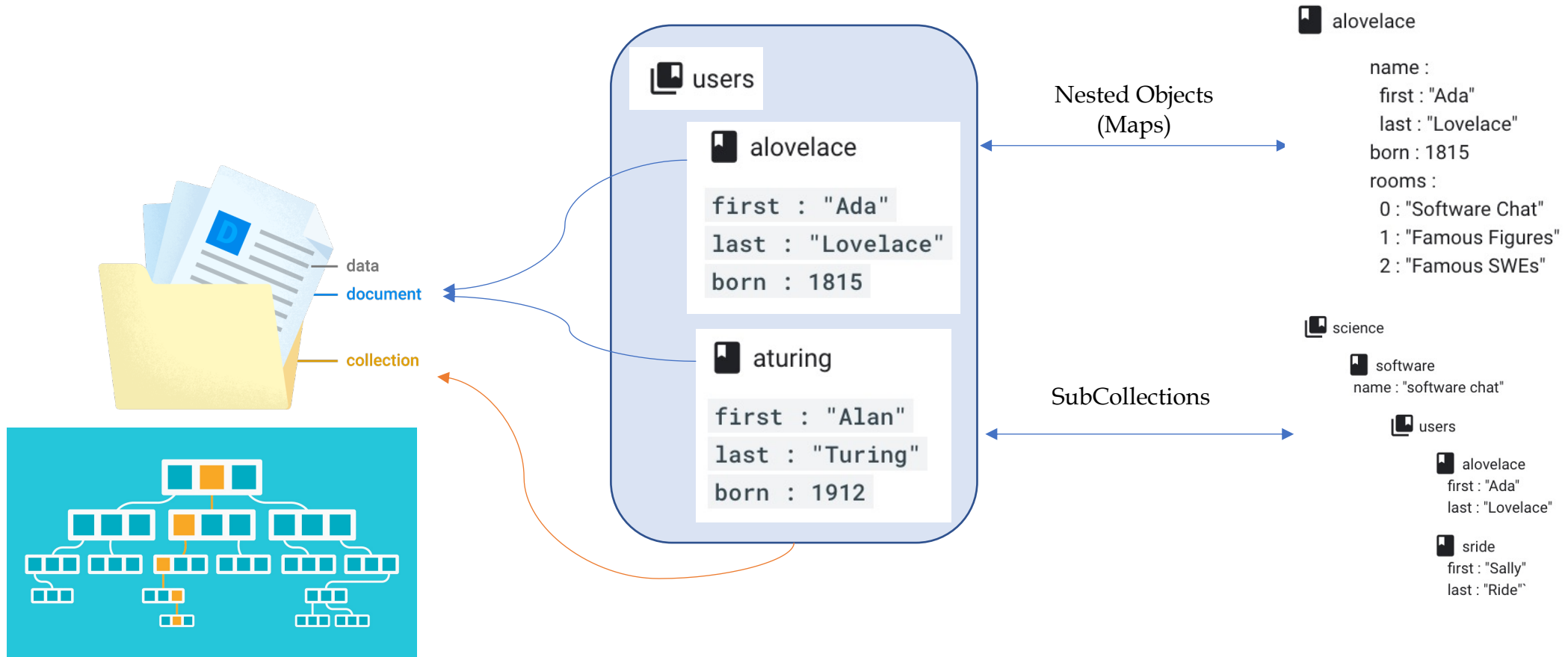
## Bigtable use cases:

- **Time-series data**, such as CPU and memory usage over time for multiple servers.
- **Marketing data**, such as purchase histories and customer preferences.
- **Financial data**, such as transaction histories, stock prices, and currency exchange rates.
- **Internet of Things data**, such as usage reports from energy meters and home appliances.
- **Graph data**, such as information about how users are connected to one another.



## Databases: Firestore

Firestore is a NoSQL, document-oriented database. Unlike a SQL database, there are no tables or rows. Instead, data is stored in documents, which are organized into collections.



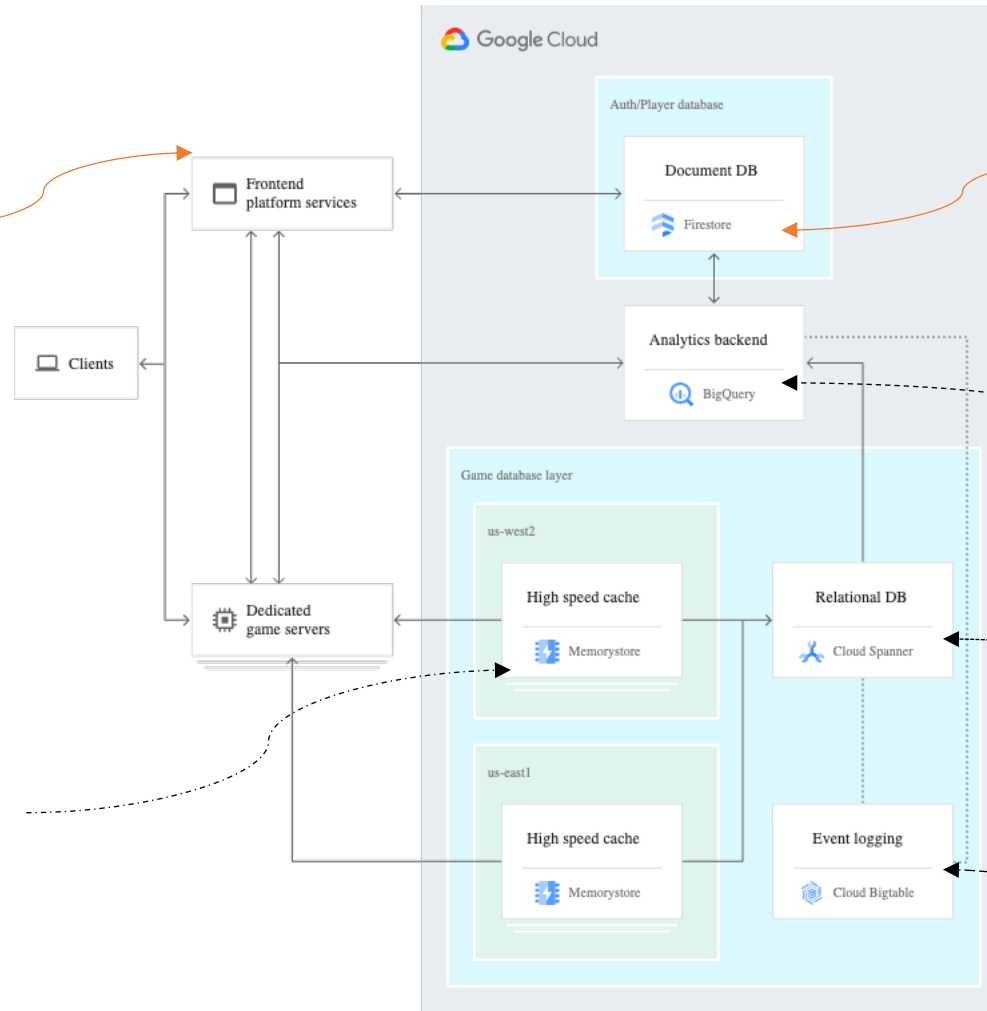
**Use Cases:** User Profiles, Real-time inventories, User session management, Distributed counters



## Use Case: A Global multi-player gaming platform

The game's frontend services use Firestore to store billions of documents with hierarchical world state data.

A regional in-memory cache is deployed on Memorystore for Redis to speed access to frequently used data.



Firestore holds user data like user configuration, party memberships, guilds, friends lists, and presence data.

Data from frontend and backend databases is regularly imported to BigQuery to run data analytics pipelines.

Spanner keeps inventory or match history for massive player populations anywhere in the world.

Events are logged to Bigtable, where developers or support staff can access them for troubleshooting.

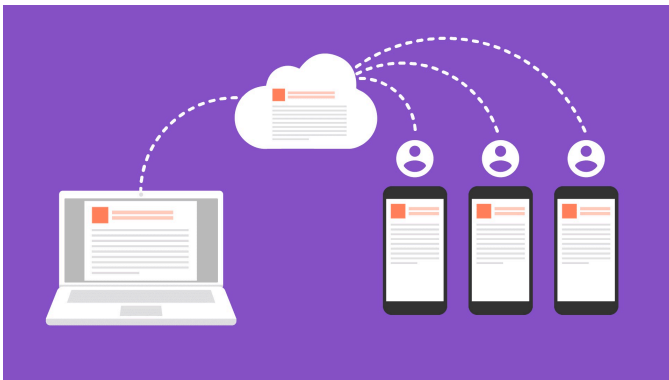


The Firebase Realtime Database is a cloud-hosted NoSQL database.

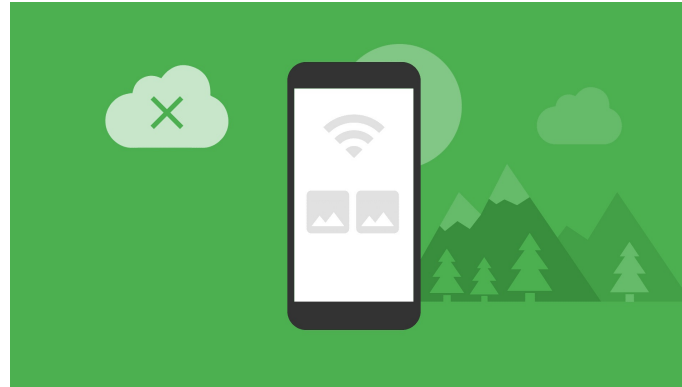


*Data is synchronized in real-time to every connected client. When you build cross-platform apps with iOS, Android, and JavaScript SDKs, all clients share one Realtime Database instance and automatically receive updates with the newest data.*

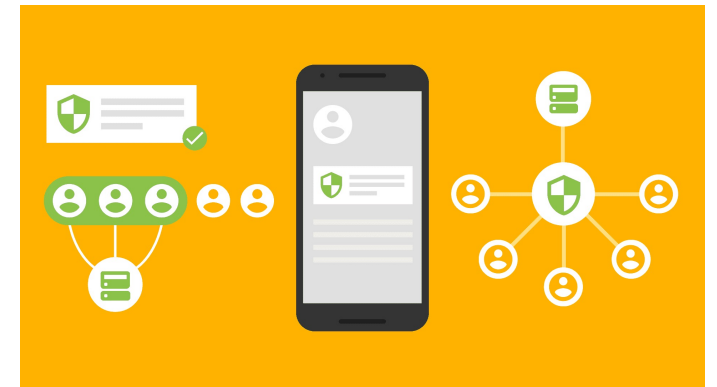
*Collaboration  
across devices*



*offline use*



*user-based  
security*



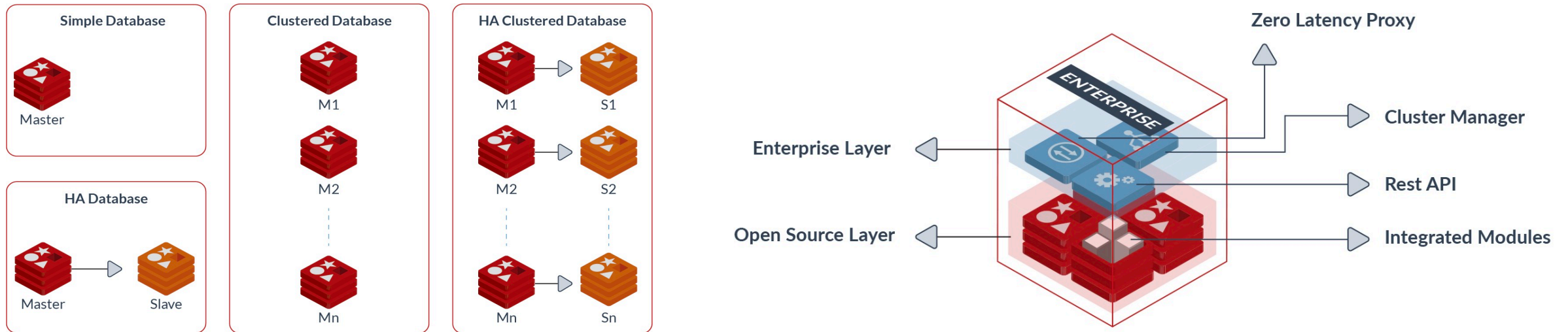




Reduce latency with scalable, secure, and highly available in-memory service for Redis and Memcached.

- Build application caches that provide sub-millisecond data access
- 100% compatible with open source Redis and Memcached
- Migrate your caching layer to cloud with zero code change

### Redis Enterprise Cluster Architecture (Shared-nothing, linearly scalable, multi-tenant, symmetric architecture)



*Memorystore for Redis supports Basic and Standard Tiers.*

## Databases

### Relational Databases

- ACID support (Atomicity, Consistency, Isolation, Durability)
- Relational Hierarchy

#### Cloud SQL

- Managed SQL variant
- Vertical Scaling



#### Cloud Spanner

- Relational DB
- Horizontal Scaling



### Analytical Database

- Data Warehouse & BI use cases
- Batch or real time analysis
- Sink everything, source from everywhere
- Run BI reports, Machine Learning models

#### BigQuery



### NoSQL Databases

- Flexible Schemas
- Wide Column, Key-Value pair, Document, Cache based databases

#### BigTable

- Wide Column DB
- Hbase Interface



#### MemoryStore

- Managed Redis
- in-memory data store



#### Firestore

- Document NoSQL
- mobile/web client

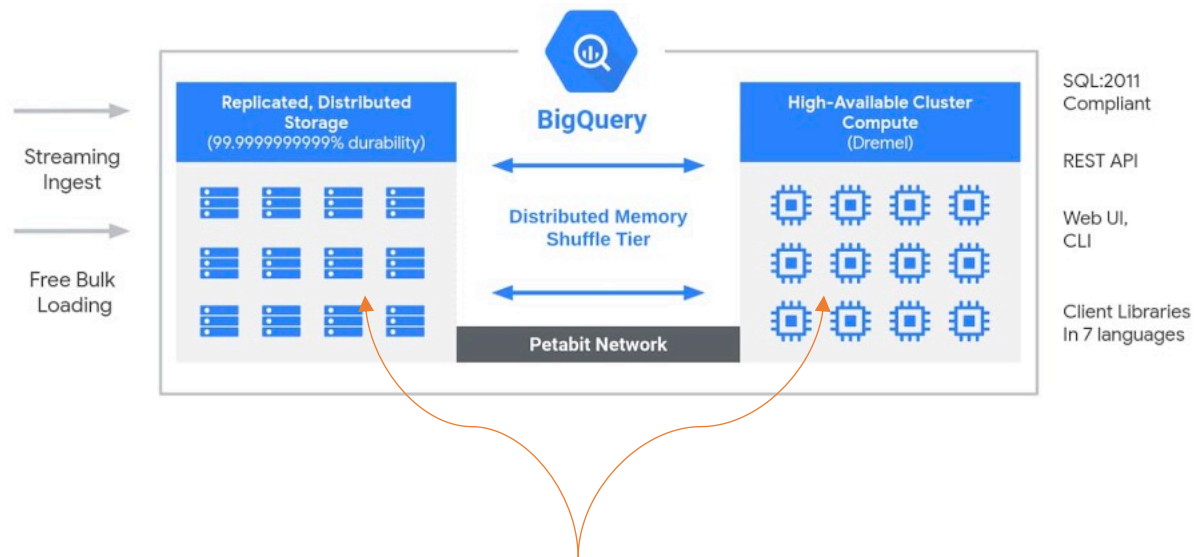




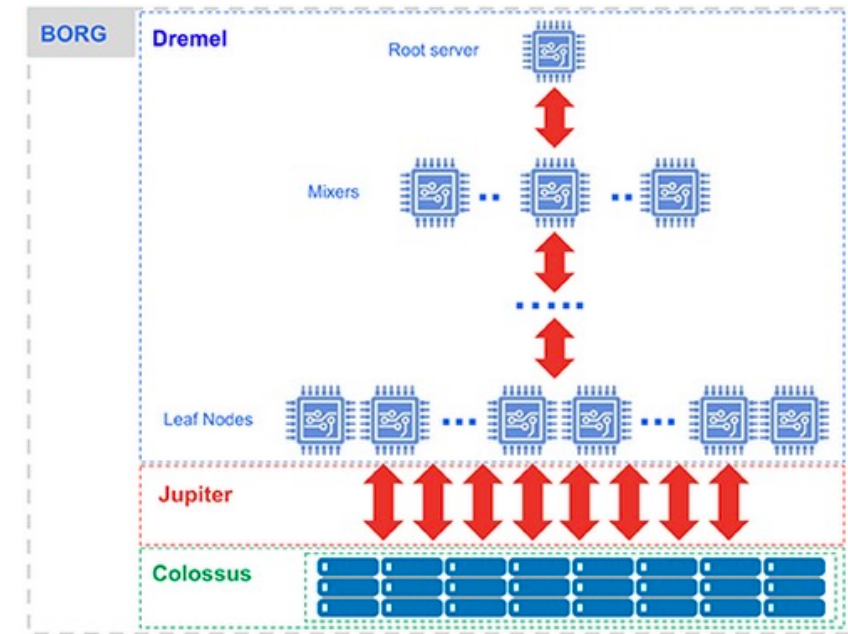
## BigQuery: Architecture

BigQuery is Google Cloud's fully managed, petabyte-scale, and cost-effective analytics data warehouse that helps you manage and analyze data with built-in features like machine learning, geospatial analysis, and business intelligence.

### BigQuery Architecture:



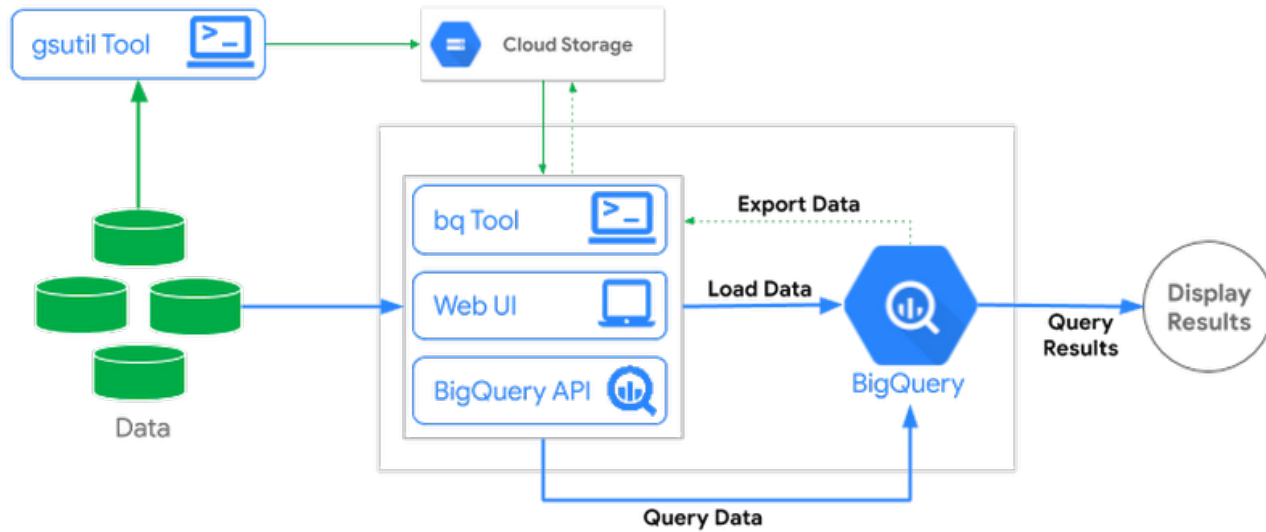
*BigQuery's serverless architecture decouples storage and compute and allows them to scale independently on demand.*



*Under the hood, BigQuery employs a vast set of multi-tenant services driven by low-level Google infrastructure technologies like [Dremel](#), [Colossus](#), [Jupiter](#) and [Borg](#).*

BigQuery can be accessed in multiple ways:

- Using the [GCP console](#)
- Using the [command line tool](#) bq
- Making calls to the [BigQuery REST API](#)
- Using the variety of [client libraries](#) such as Java, .NET or Python



Query editor

```
1 SELECT
2   EXTRACT(YEAR FROM creation_date) AS year,
3   EXTRACT(MONTH FROM creation_date) AS month,
4   COUNT(creation_date) AS number_posts
5 FROM
6   `bigquery-public-data.stackoverflow.stackoverflow_posts`
7 WHERE
8   answer_count > 0
9 GROUP BY year, month
10 ORDER BY year ASC, month ASC;
```

No cached results

Run Save query Save view Schedule query More

Query results SAVE RESULTS EXPLORE DATA

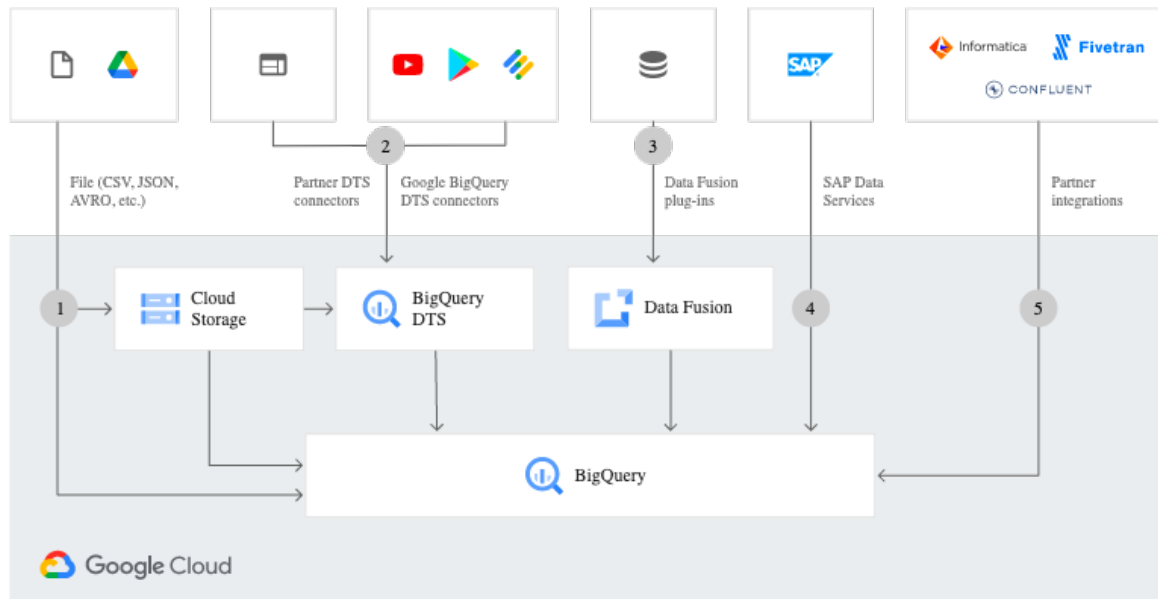
Query complete (1.5 sec elapsed, 327 MB processed)

Job information Results JSON Execution details

Row	year	month	number_posts
1	2008	7	4
2	2008	8	3947
3	2008	9	14585
4	2008	10	14977
5	2008	11	12971
6	2008	12	12335

## Data Ingestion flexibility:

*Upload data files from local sources, Google Drive or Cloud Storage buckets, take advantage of BigQuery Data Transfer Service (DTS), Data Fusion plug-ins, or leverage Google's industry-leading data integration partnerships.*

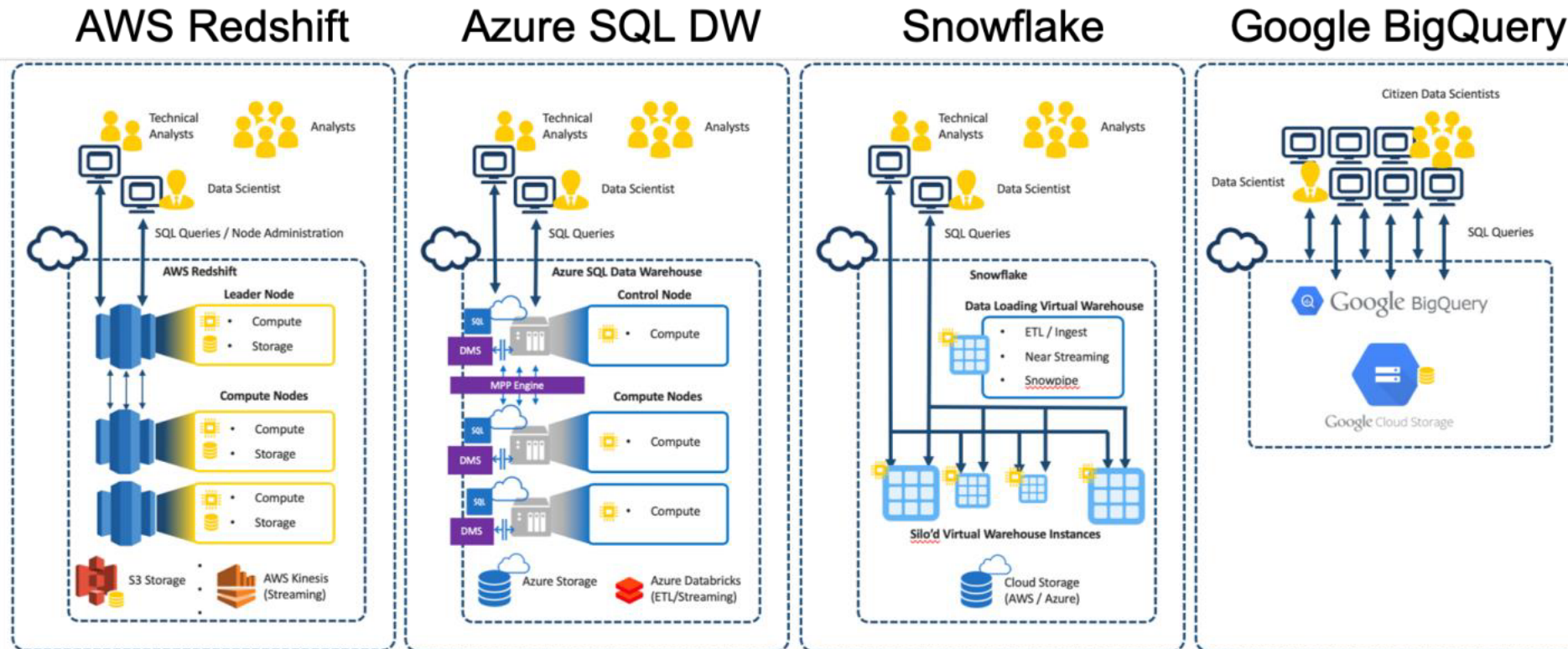


## Other Features:

- Multicloud capabilities – BigQuery Omni(Preview)
- Built-in ML and AI integrations
- BI Engine
- Connected Sheets
- Geospatial data types and functions – BigQuery GIS
- Federated query and logical data warehousing
- Public Datasets



## Functional Comparison of Cloud-based EDW Solutions:



- Elimination of upfront investment and planning
- Reduction in operational expenses

Source: Enterprise Strategy Group