

# Is NoSQL Right for Your Organization?

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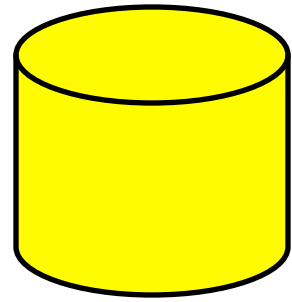


# Training



- **Do your people already have strong relational database skills?**
  - Database administrators?
  - Developers?
- **What is the cost of cross-training them?**
- **How long will it take them to accumulate the same aggregate YOE?**
- **And what benefit are you getting?**

# Do you need OLTP?



- Is your data transaction-based?
- Is it complex in structure?
- How varied are your queries?
- Do you do a lot of reporting?
- Is lost data (due to abortive sessions) tolerable?

# Recruiting

- **Are you hiring startup-ambitious people?**
  - Yes: chances are decent that they'll have NoSQL skills or will be happy to get them
  - No: then you might have trouble hiring
- **Can you impose good tech screenings?**
- **Will your recruits know the same NoSQL database that you're using?**



# Economics

Most NoSQL  
databases are open  
source

- There are still costs, but they increase with personnel, rather than number of customers

Open source  
relational databases  
exist as well

- MySQL
- PostgreSQL

In the cloud, it may  
not matter

- PaaS databases eliminate server costs
- Data sizes most impactful on cost

Labor & productivity costs can be hidden

“Fundability” is key financial factor

# Funding



- **Venture-funded businesses may do well with NoSQL**
- **Perception of its scalability may help convince investors of your trajectory and readiness**
- **It's a hot buzz-phrase**
- **Many NoSQL companies are venture-funded too. Groupthink applies!**

# Summing Up

- **Line of Business -> Relational**
- **Large, public (consumer)-facing sites -> NoSQL**
- **Complex data structures -> Relational**
- **Big Data -> NoSQL**
- **Transactional -> Relational**
- **Content Management -> NoSQL**
- **Enterprise->Relational**
- **Consumer Web -> NoSQL**