* A new class of DBMS.
* Designed to store large scale data
  + Developers are working with applications that create massive volumes of new, rapidly changing data types — structured, semi-structured, unstructured and polymorphic data.
* Uses non-relational data storage system.
* Well suited for Agile methodology.
* Flexible schema.
* Distributed architecture for data storage using commodity servers and cloud computing.
* Avoids complex join operations.
* High availability
  + Applications that once served a finite audience are now delivered as services that must be always-on, accessible from many different devices and scaled globally to millions of users