

# CLOUD ENTERPRISE SYSTEMS

CSCI 5408:

**Data Management, Warehousing, and Analytics**

**Prepared by: Suhaib Qaiser ([suhaibqaiser@dal.ca](mailto:suhaibqaiser@dal.ca))**

## Cassandra

What is Cassandra

Features

Data Replication

Components

Query Language

## Heroku

What is Heroku

Scaling

Dynos

Plugins

Integration

Metrics and Code deployment

## Salesforce

What is Salesforce?

Types of Sandboxes

Types of Licenses

Custom Objects

Data Import / Export

Custom Fields

Lightning Framework

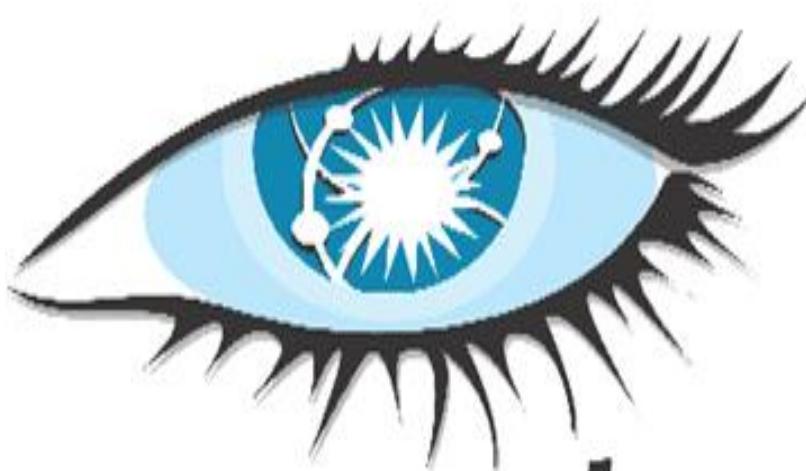
App Exchange

Trigger and Pages

## Quiz

# *Cassandra*

*Apache* **Cassandra**



**cassandra**



# Cassandra

## What is Cassandra

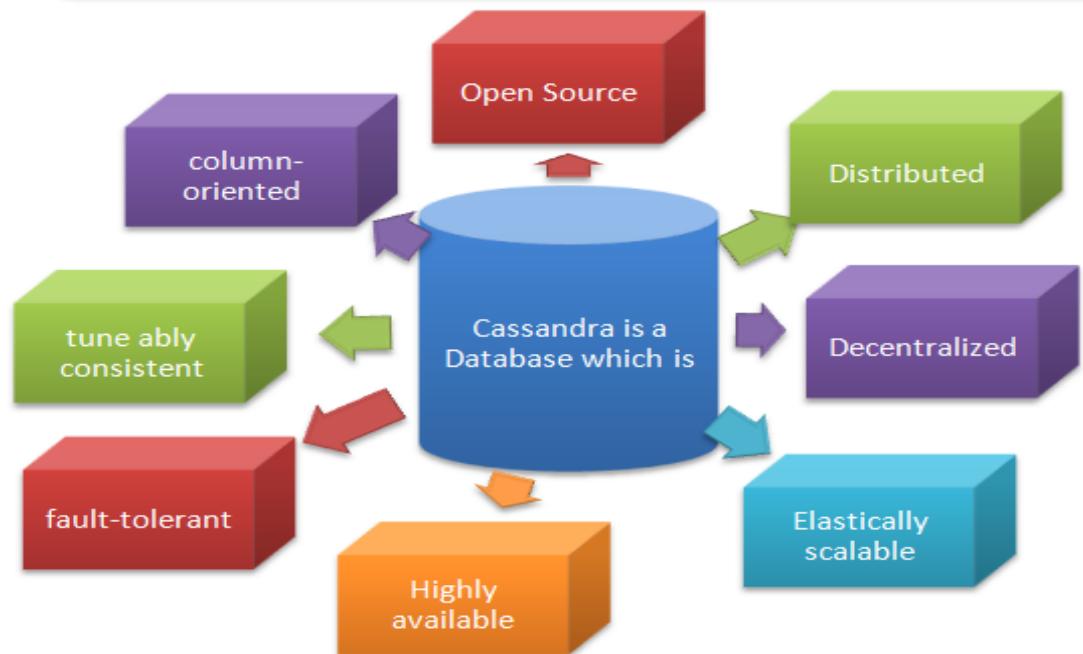
Apache **Cassandra** is a highly scalable, high-performance distributed database designed to handle large amounts of data across many commodity servers, providing high availability with no single point of failure. It is a type of NoSQL database.

Apache Cassandra is a scalable NoSQL-based database. It can be downloaded and installed from the Apache website

Cassandra is an ideal database for managing large amounts of structured, semi-structured, and unstructured data, across multiple data centers and the cloud.

Cassandra supports linear scalability and high performance across multiple commodity servers with no single point of failure, and provides a powerful dynamic data model designed for maximum flexibility and fast response time. -

Apache Cassandra™, a top level Apache project born at Facebook and built on Amazon's Dynamo and Google's BigTable, is a distributed database for managing large amounts of structured data across many commodity servers, while providing highly available service and no single point of failure. Apache Cassandra™ offers capabilities that relational databases and other



# Cassandra

## Features

### Cassandra architecture to manage large data volume

**Masterless Architecture :**  
means that all nodes are the same and there is no single node that controls other nodes

The redundant data is stored across multiple nodes in the Cassandra ring.

If there is any failure in any node, the same data is retrieved from other nodes having replicated data.

**Cassandra :** It is distributed on a number of nodes and it follows '*masterless*' architecture.

The Cassandra architecture is support for in-built and customizable replication.

**Database cluster:** Cassandra automatically distributes data across all of the commodity nodes which form the 'ring' known as a database cluster

The data is automatically and transparently partitioned on the cluster, developers do not need to do anything programmatically

# Cassandra

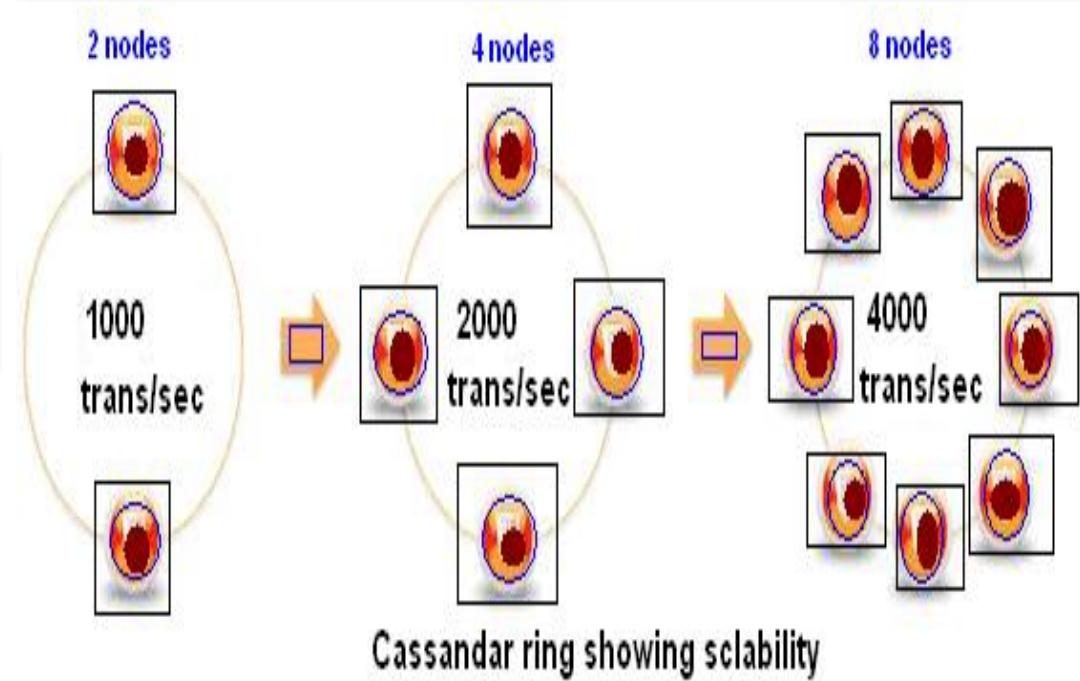
## Features :Cassandra architecture to manage large data volume

The replication can be configured in the following ways.



Another architectural feature is the support for linear scalability. It means the capacity or scalability can be increased by simply adding new nodes.

For example, if 2 nodes can handle 1000 transactions/sec, then 4 nodes will support 2000 transactions/sec and so on. Following picture shows the linear scalability of a Cassandra ring.

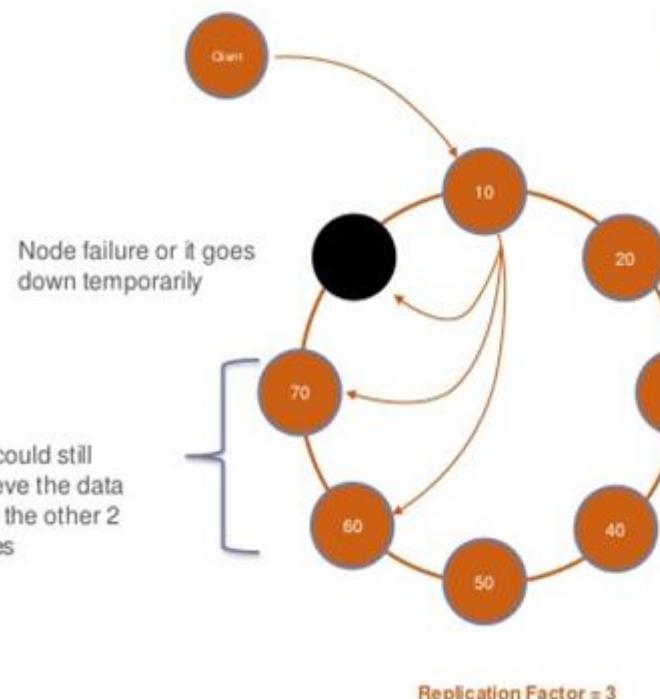


# Cassandra

## Features

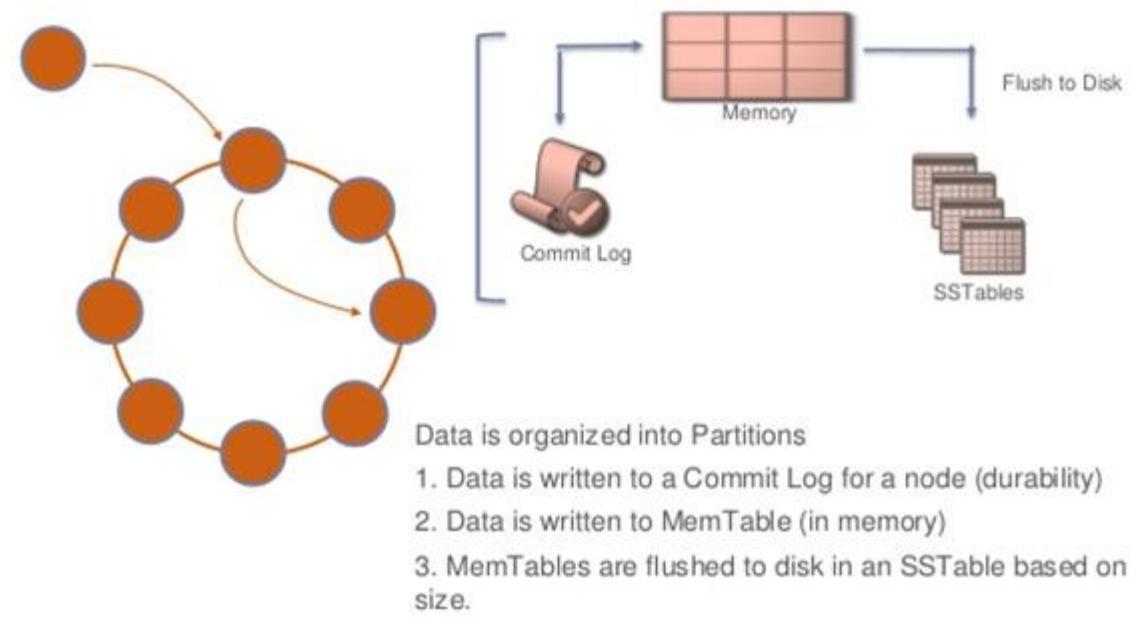
Cassandra is Fault Tolerant

Cassandra is Fault Tolerant



Token	Order_id	Qty	Sale
70	1001	10	100
44	1002	5	50
15	1003	30	200

Writes in Cassandra



# Cassandra

## Data Replication

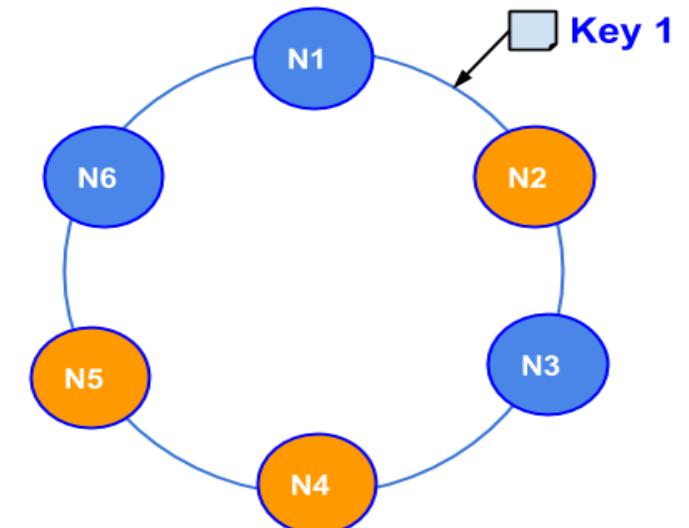
In a distributed system like **Cassandra**, data **replication** enables high availability and durability.

**Cassandra** replicates rows in a column family on to multiple endpoints based on the **replication strategy** associated to its keyspace.

The endpoints which store a row are called replicas or natural endpoints for that row

**NetworkTopologyStrategy with Replication factor { DC1: 2, DC2: 2 }**

Node	DC	RACK
N1	DC1	RACK2
N3	DC1	RACK1
N6	DC1	RACK1
N2	DC2	RACK1
N4	DC2	RACK1
N5	DC2	RACK2



**Key 1 Replicas DC1 : {N3, N1} DC2: {N2, N5}**

# Cassandra

## Components

### Node

- Node is the place where data is stored. It is the basic component of Cassandra.

### Data Center

- A collection of nodes are called data center. Many nodes are categorized as a data center.

### Cluster

- The cluster is the collection of many data centers.

### Commit Log

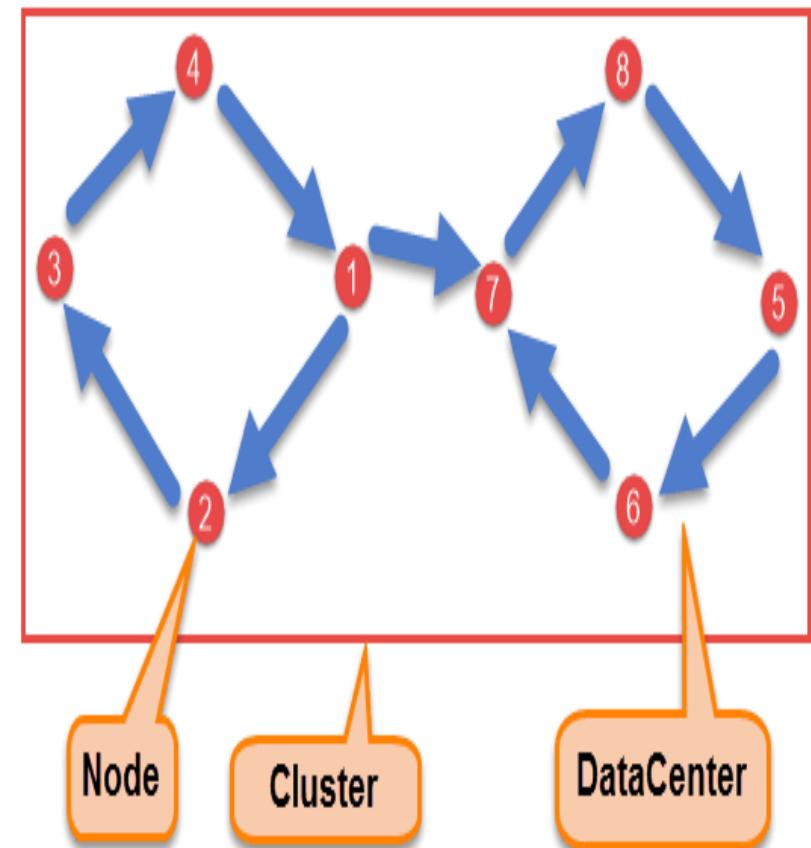
- Every write operation is written to Commit Log. Commit log is used for crash recovery.

### Mem-table

- After data written in Commit log, data is written in Mem-table. Data is written in Mem-table temporarily.

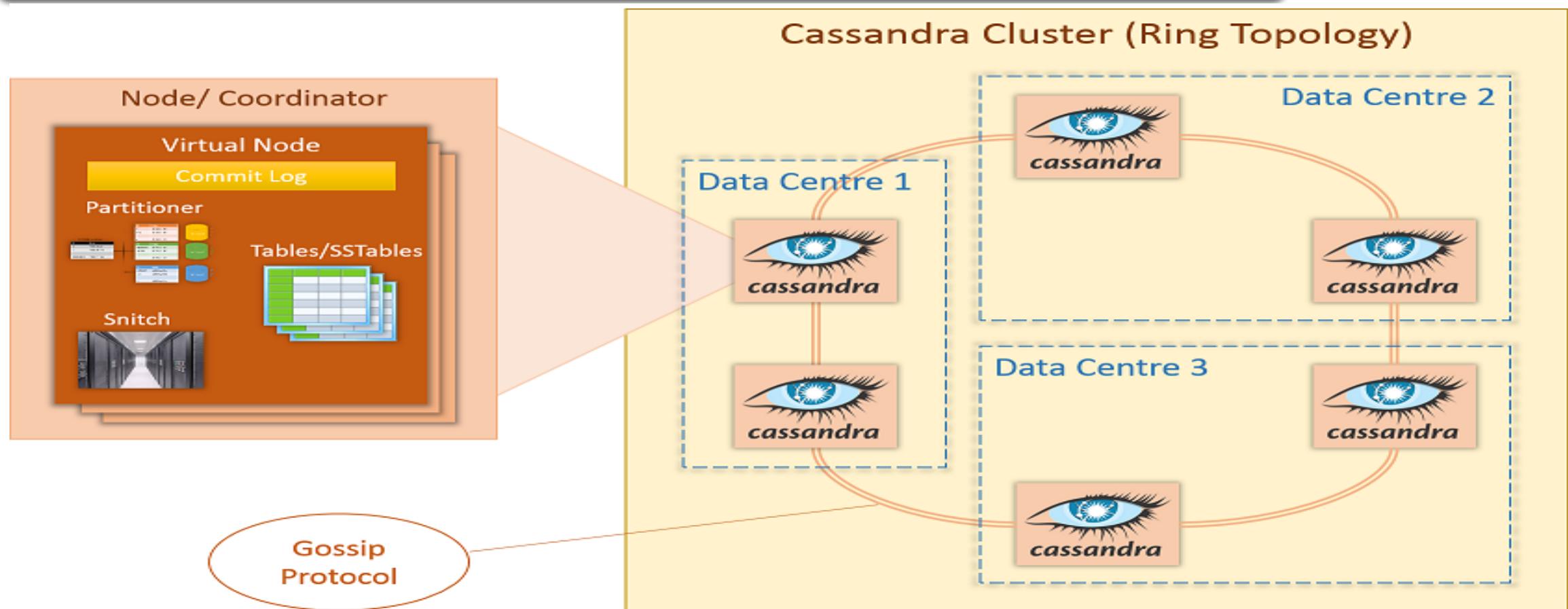
### SSTable

- When Mem-table reaches a certain threshold, data is flushed to an SSTable disk file.



# Cassandra

## Components



# Cassandra

## Components

### Node/Coordinator -

- This refers to a physical machine running Apache Cassandra instance. All the data is stored on these node machines. These nodes also act as coordinator as these pass on the client requirements and state information received from previous node to next node.

### Virtual Nodes (Vnodes) -

- Virtual nodes is a recent innovation by Apache Cassandra in order to leverage heterogenous hardware and minimize movement of data when nodes are added and removed from cluster. A Cassandra Node normally has multiple Vnodes and each of these Vnodes is responsible for managing the data for a particular partition key value.

### Commit Log -

- This is a temporary log maintained by Cassandra to store all the writes to tables. This ensures that there is no data loss if a machine is restarted due to some unexpected scenario. Cassandra keeps the updates in memory (memtables) and flushes these to actual tables periodically as immutable records. Once this in-memory table data is flushed, corresponding data from commit log is also removed.

### Node/ Coordinator

#### Virtual Node

#### Commit Log

#### Partitioner



#### Tables/SSTables



#### Snitch



# Cassandra

## Components

### Partitioner -

- A partitioner is responsible for assigning the data to particular nodes. It also takes care of assinging other machines for replication of data. Each row of data is uniquely identified by a primary key, that may be same as partition key. A partitioner is basically a hash function that dervies the tokens from partition key of a row. Partitioner uses these tokens to identify nodes as each of the nodes are responsible for managing the data for few token. Nodes manage the data of multiple tokens by assigning token to their virtual nodes. In order to configure this, we need to set num\_tokens value while setting up partitioner in cluster.

There are following three types of partitioners in Cassandra:

Murmur3Partitioner -  
This partitioner uses Murmur hash function to derive token from partition key of a row. This partitioner uniformly distributes data across all the nodes of a cluster. This is also default partitioner and works well for almost all the scenarios.

RandomPartitioner -  
This partitioner uses MD5 hash function but is comparatively slower than Murmur hash. Same as Murmur3 partitioner, this partitioner uniformly distributes data across all the nodes of a cluster.

ByteOrderedPartitioner -  
This partitioner makes it possible to keep an ordered distribution of data lexically by key bytes. However, this is difficult to manage and also does not evenly load balance and distribute data uniformly in case of multiple tables.

### Node/ Coordinator

#### Virtual Node

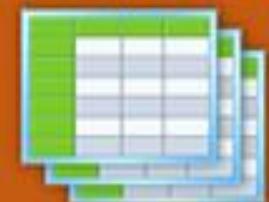
#### Commit Log

#### Partitioner



#### Tables/SSTables

#### Snitch



# Cassandra

## Components

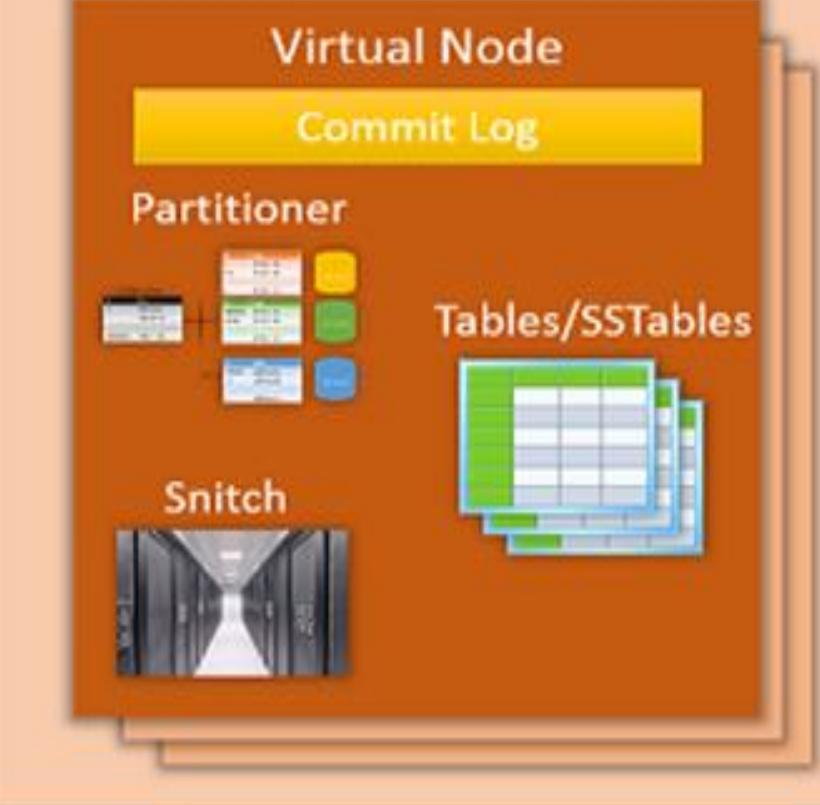
### Table and SSTable -

- Table is simply an ordered collection of columns for each row. Row typically consists of columns along with a primary key. Table is more of a logical structure that client works with. On the other hand, SSTable (Sorted String Table) represents data file of immutable records to which Apache Cassandra flushes in-memory tables periodically. SSTables are maintained for each of Cassandra tables.

### Snitch -

- Snitch is a mechanism for Cassandra nodes to define which racks and data centers these belong to. This information is quite useful for replication strategy to place replicas in different racks and data centers.

### Node/ Coordinator



# Cassandra

## Components

### Data Center -

- This refers to physical place where computer and their storage systems are placed. It generally includes redundant or backup power supplies. In Cassandra context, a data center will host a collection of nodes containing the data.

### Cluster and Ring Topology

- Cluster is a collection of multiple nodes hosted in one or multiple data centers. Apache Cassandra cluster follows Ring topology as all nodes are connected to two other nodes forming a Ring as shown in above diagram.

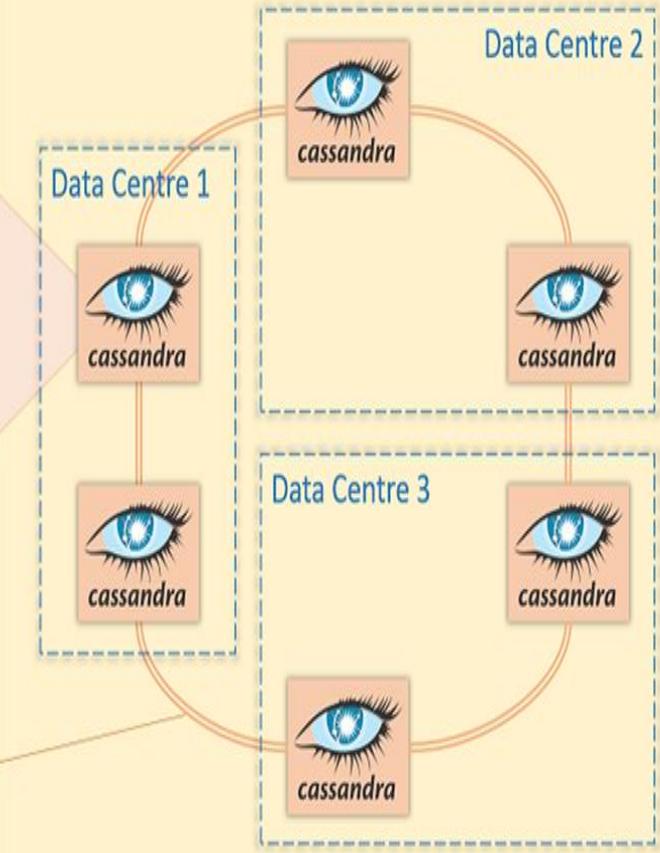
### Gossip -

- This is a protocol used by nodes to communicate rack, data center and state information. As the name suggests, it works like Gossip wherein each node passes this information to next node, eventually making this information available to all nodes in cluster.



Gossip Protocol

### Cassandra Cluster (Ring Topology)



## Query Language

Cassandra Query Language (CQL) is a query language for the Cassandra database. The Cassandra Query Language (**CQL**) is the primary language for communicating with the Cassandra database. The most basic way to interact with Cassandra is using the **CQL** shell, cqlsh.

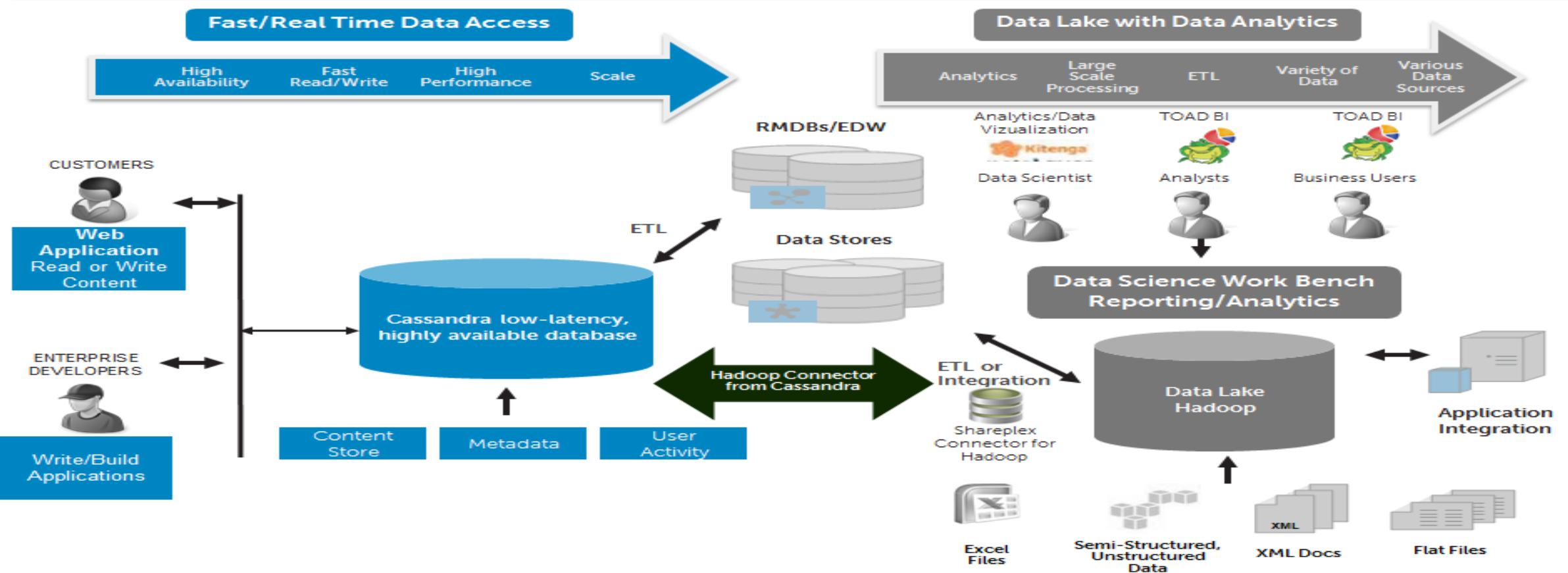
- **CQL: Cassandra Query Language**
- **Very similar to SQL**
- **But restrictions and limitations**
- JOIN requests are forbidden
- No subqueries
- String comparisons are limited (when not using SOLR)  
`select * from my_table where mystring like '%tango%'`
- No OR operator
- Can only apply a WHERE condition on an indexed column (or primary key)

```
cqlsh:tutorialspoint> UPDATE ds_emp SET nationality = 'Dutch' where id =3;
cqlsh:tutorialspoint> select * from ds_emp;
```

<b>id</b>	<b>city</b>	<b>name</b>	<b>nationality</b>	<b>role</b>
1	Utrecht	Harry	Greek	DS
2	Den Haag	Joost	Dutch	DS
4	Rotterdam	Gerard	Mexican	DS
3	Den Haag	Rodrigo	Dutch	DS

# Cassandra

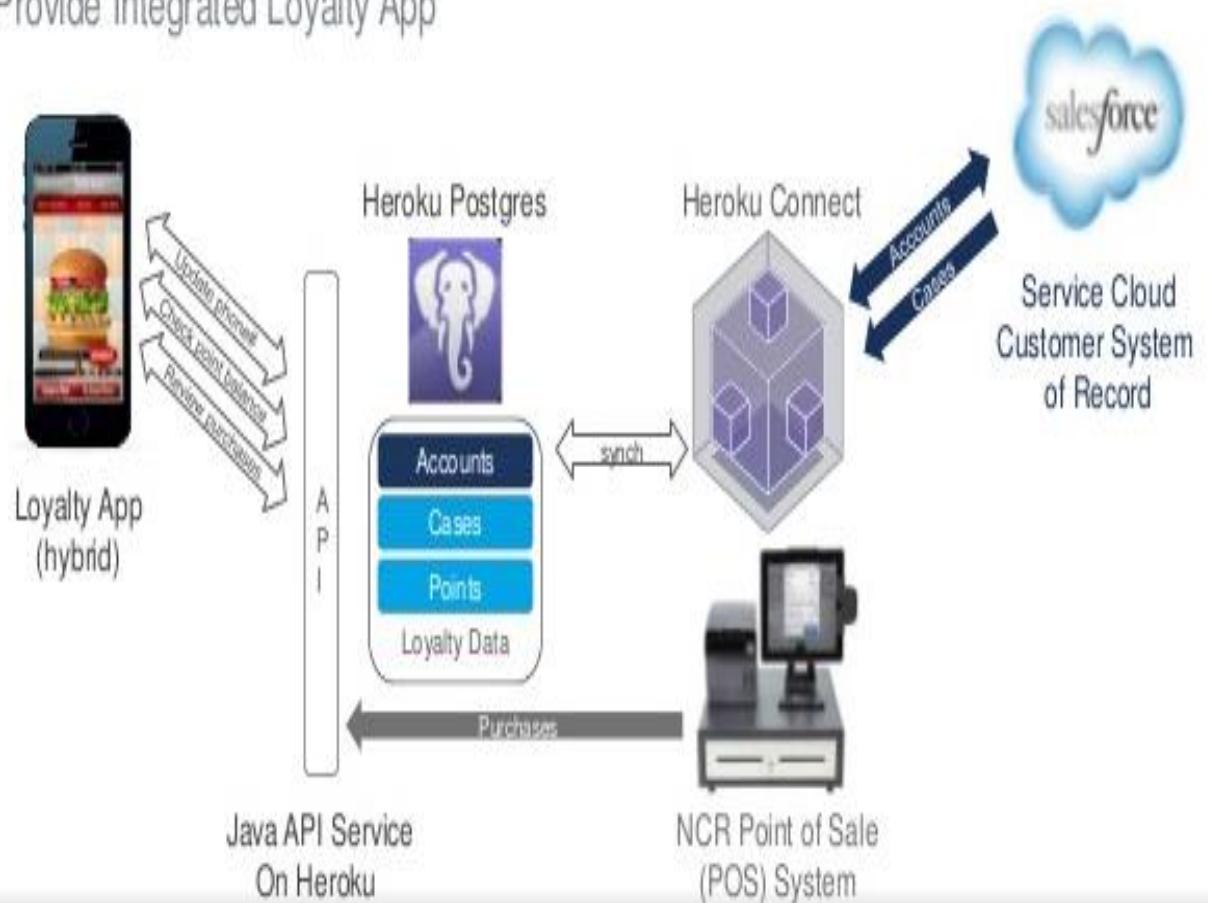
## Overall Process



# Heroku

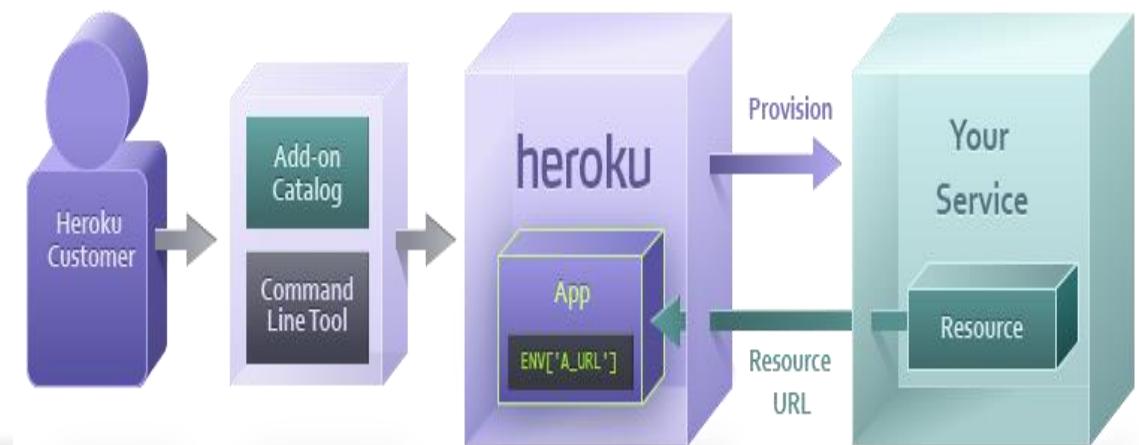
## Heroku Connect : Use Case

Provide Integrated Loyalty App



## What is Heroku?

Everything you need to build, run, and scale customer apps



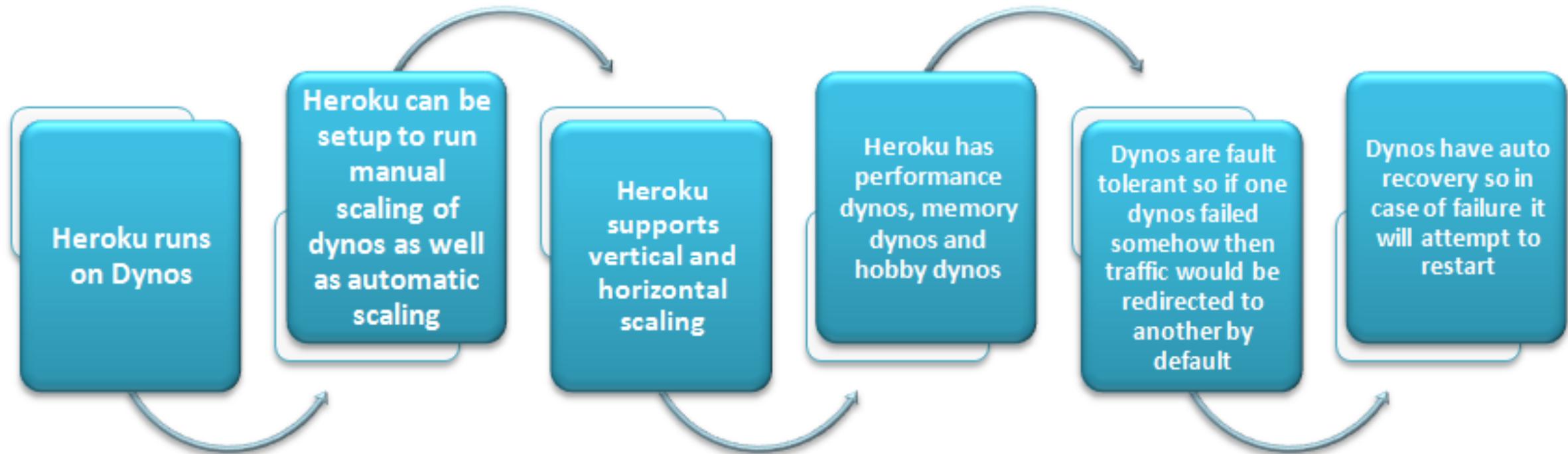
# Heroku

## What is Heroku



# Heroku

## Scaling



# Heroku

## Heroku CLI

The way of interaction with Heroku is with Heroku CLI

User will have to download CLI and run commands to deploy their applications

In order to run each command, user has to login first

- Heroku login
- Heroku release:info –a appname
- Heroku rollback –a appname
- Heroku git push origin master

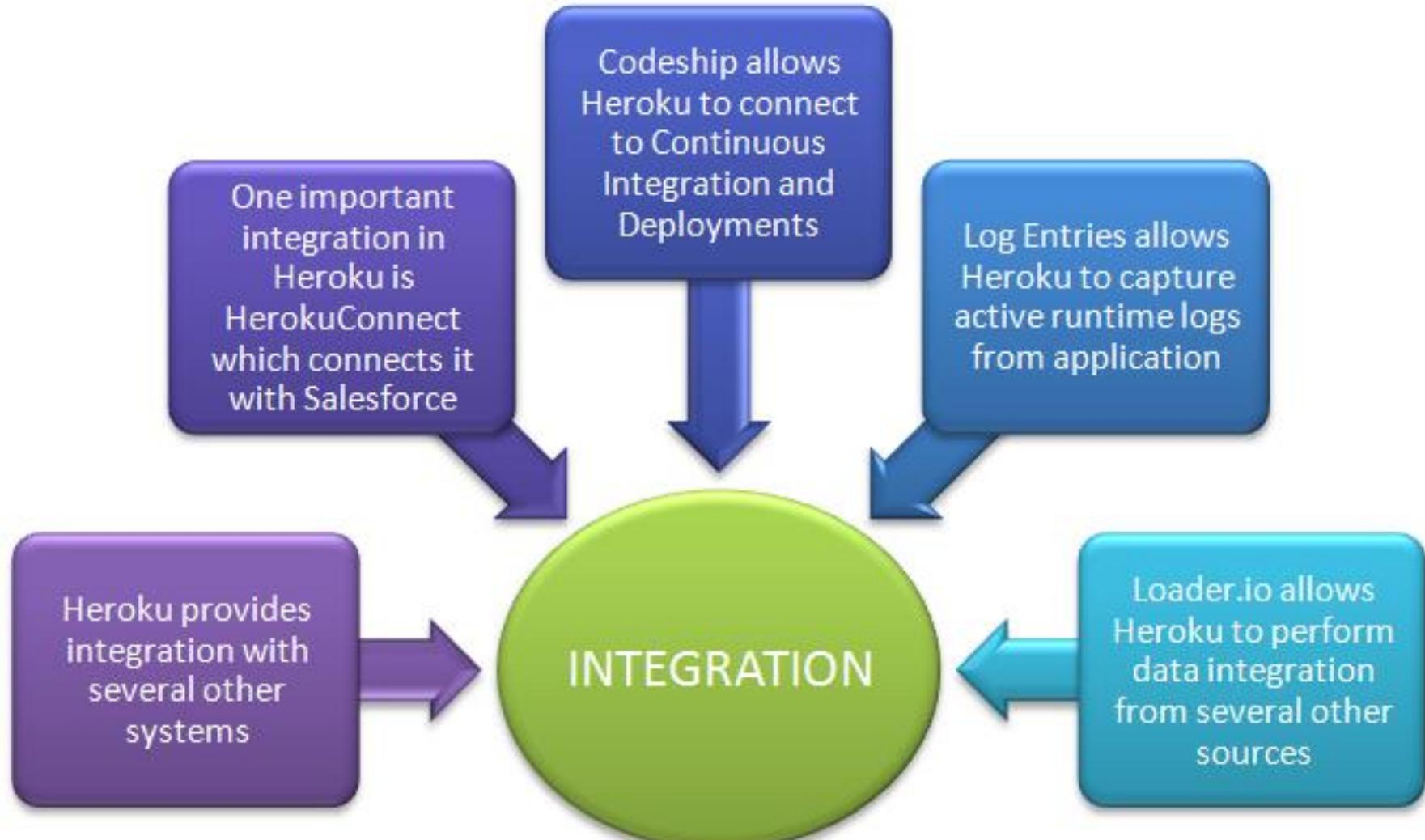
# Heroku

## Plug-in

There are many  
plugins available for  
heroku



## Integration



# Heroku

## *Metrics and Code deployment*

### *Metrics*

Heroku has a popular Metrics dashboard where users can watch and see the current metrics

It contains error information, response times, dyno memory consumptions etc

Metrics also allows Heroku to capture timely stats on how application is behaving

Users can monitor peak times of application

### *Code deployment*

Heroku allows three types of code integration

Heroku CLI

Github account

Dropbox

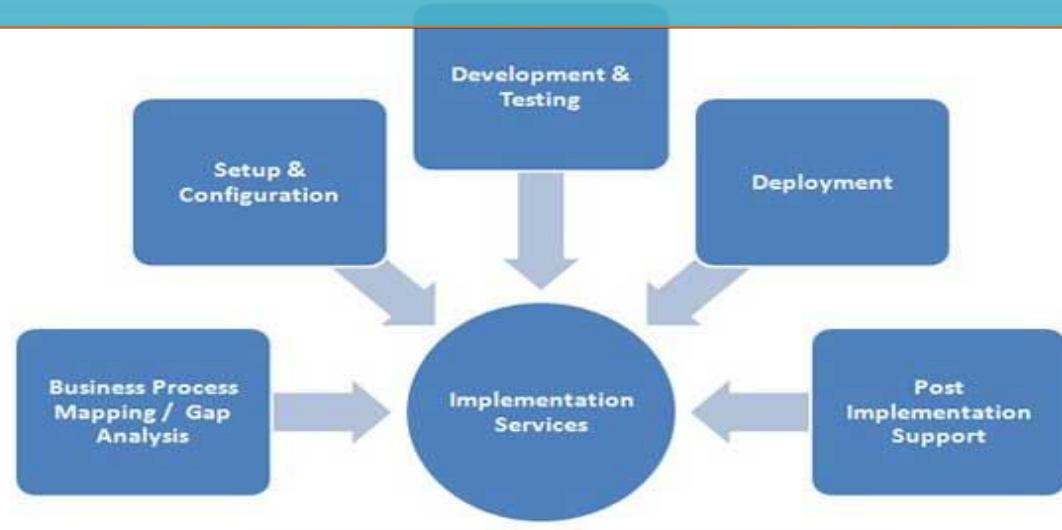
Users can upload code from any of these available code integrations

All the code is maintained in a Git repository managed internally in heroku

Once the code is pushed to repo it is deployed automatically

After deployment, users can restart dynos to restart application

# Salesforce



**salesforce.com®**

**Implementation & Consulting**



# Salesforce

## What is Salesforce?

Salesforce is the primary enterprise offering within the Salesforce1 Platform.

It provides companies with an interface for case management and task management, and a system for automatically routing and escalating important events.

The Salesforce customer portal provides customers the ability to track their own cases, includes a social networking plug-in that enables the user to join the conversation about their company on social networking websites, provides analytical tools and other services including email alert, Google search, and access to customers' entitlement and contracts

Salesforce has a mobile app and a lightning framework for responsive web design

## *Types of Sandboxes*

*1. Development Org*

*2. Testing Org*

*3. Demo Org*

*4. Production Org*

## *Types of Licenses*

SalesforceIQ CRM Starter	Lightning Professional	Lightning Enterprise	Lightning Unlimited
<p>Out-of-the-box CRM for up to 5 users</p> <p>Starting at</p> <p><b>\$25</b></p> <p>USD/user/month* (billed annually)</p> <p><a href="#">TRY FOR FREE</a></p>	<p>Complete CRM for any size team</p> <p><b>\$75</b></p> <p>USD/user/month* (billed annually)</p> <p><a href="#">TRY FOR FREE</a></p>	<p>MOST POPULAR</p> <p>Deeply customizable sales CRM for your business</p> <p><b>\$150</b></p> <p>USD/user/month* (billed annually)</p> <p><a href="#">TRY FOR FREE</a></p>	 <p>Unlimited CRM power and support</p> <p><b>\$300</b></p> <p>USD/user/month* (billed annually)</p> <p><a href="#">TRY FOR FREE</a></p>

## *How to create a Custom Object*

*1. Go to Setup*

*2. Click Create on left side bar*

*3. Click Create Custom Object*

*4. Follow the steps in the process. Hit finish in the end*

# Salesforce

## Data Import / Export

Click <http://www.dataloader.io>

The screenshot shows the dataloader.io interface. At the top, there's a blue header bar with the dataloader.io logo and a 'NEW TASK' button. Below it is a navigation bar with tabs: 'Imports', 'Exports', 'Deletes', and 'Scheduled'. A 'History' section is visible on the right, showing 'No History'. A modal window is open in the center, titled 'NEW TASK'. It contains three buttons: 'IMPORT' (highlighted), 'EXPORT', and 'DELETE'. The background shows a task run summary: 'Task Run 8554961: 2 successes' (last run: 2 days ago, created on January 30th, 2017).

<https://aws.amazon.com/ec2/>

## Custom Fields

- 1. Go to Setup*
- 2. Click Create on left side bar*
- 3. Go to Objects and select the custom object*
- 4. Click on Add Field and follow the steps in the process. Hit finish in the end*

## Lightning Framework

Responsive Web Interface of Salesforce UI. Read this: <https://www.lightningdesignsystem.com/>

The screenshot shows the Salesforce Lightning Home page. At the top, there is a navigation bar with the Salesforce logo, a search bar labeled "Search Salesforce", and various menu items like Sales, Home, Opportunities, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, and More. On the left, a sidebar lists "Setup Home", "ADMINISTRATION" (with options for Users, Data, Email), and "PLATFORM TOOLS" (with options for Apps). The main content area is titled "SETUP Home" and features three cards: "Set Up Salesforce1" (blue background, "Launch Wizard" button), "AppExchange" (purple background, "Visit AppExchange" button), and "Explore Objects" (dark blue background, "Get Started" button).

# Salesforce

## App Exchange

Market place to buy Salesforce Apps: <http://appexchange.salesforce.com>

The screenshot shows the Salesforce App Exchange homepage. At the top, there's a navigation bar with the Salesforce logo, a search bar, and a 'Log In' button. Below the navigation is a banner with the text 'Start the new year with new apps.' and three featured app cards:

- bigtincan®** - AI Powered Sales Enablement (NEW)
- giftaidit** - Give clarity Clarity Gift Aid (NEW)
- Deloitte.** - Accelerate your project delivery with Agile (NEW)

At the bottom of the page, there's a footer with the text 'Sell More. Faster with these Featured Apps' and a 'View All Apps >' link. On the left side, there's a sidebar with links for 'Home', 'Popular Apps', 'New Apps', 'Free Apps', 'Collections', and 'Categories'. The main content area has a 'Sort By' dropdown set to 'Popularity' and a 'Filters' section with various dropdown menus and buttons like 'Apply' and 'Clear'.

## Triggers and Pages

1. Open Developer Console in Salesforce
2. Click NEW => Visualforce Pages/Trigger
3. Write APEX code for trigger and VF Page to execute on Salesforce UI
4. To attach VF Page to a custom object: Go to custom object buttons section
5. Click Edit and select Visual force Page that you created earlier

# QUIZ

## *Recap of today and earlier lecture*

**Q1. How we create a Custom Object and Custom Tab in Salesforce?**

**Q2. How can we link Code Repository containing source code to Heroku?**

**Q3. What is Heroku CLI?**

**Q4. What is Heroku Connect?**

**Q5. Does Casandra support JOINS? WHY**

**Q5. Does Casandra support Replication? WHY**

# Scenario

*ABC Insurance company has 300 Sales Agents that are responsible for selling insurance policies to different clients. After collecting data, all Sales rep needs to send application to head office for review. This data contains medical, financial and personal information of users. ABC company is looking for a solution to automate this process. Please suggest a system that can do following:*

- 1. Online Quote*
- 2. Online Applications*
- 3. Cases*
- 4. Claims*
- 5. Accounts*
- 6. Integration with their current financial system*

*Please suggest what particular licenses, configuration, environments, users, application they would need to purchase/install ?*

