

# [544] The Cloud

Tyler Caraza-Harter

# Learning Objectives

- recall different things that typically show up on a cloud bill (for example, different types of network I/O)
- identify PaaS cloud offerings that are similar to the open-source systems we have been learning this semester
- describe BigQuery's relationship to other systems

# Outline

Background

Resources

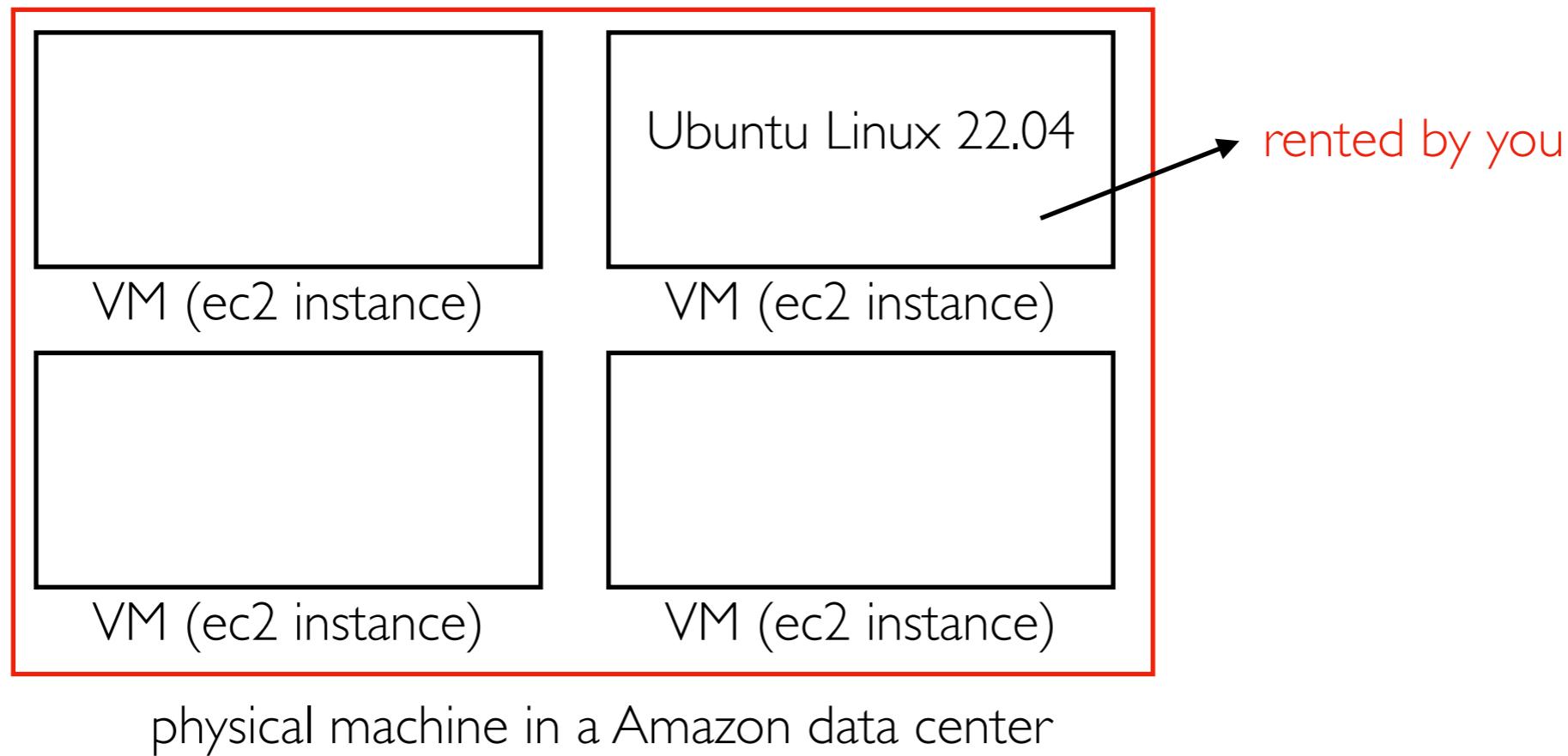
Billing Models

Platforms

# The Beginning

Amazon Web Services (AWS)

- Elastic Compute Cloud (EC2), rented VMs, launched in 2006
- "Infrastructure as a Service" (IaaS) -- rent infrastructure (network, storage, compute) instead of owning the hardware yourself.



"Sometimes you need a lot of processing power, and sometimes you need just a little.  
Sometimes you need a lot, but you only need it for a limited amount of time."  
~ Jeff Barr ([https://aws.amazon.com/blogs/aws/amazon\\_ec2\\_beta/](https://aws.amazon.com/blogs/aws/amazon_ec2_beta/))

# VM Hours

## Pricing summary

Monthly estimate

**\$25.46**

That's about \$0.03 hourly

Pay for what you use: no upfront costs and per second billing

Item	Monthly estimate
2 vCPU + 4 GB memory	\$24.46
10 GB balanced persistent disk	\$1.00
<b>Total</b>	<b>\$25.46</b>

## Pricing comparison

- one VM for a month: about \$25
- about 744 hours/month ( $31*24$ )
- 744 VMs for an hour: about \$25
- same computation resources
- very different wait time

## Be careful!

- programmers previously optimized when things were **too slow**
- now we need to optimize when it is **too expensive**
- cost is not always obvious at the moment you're running a job  
(need to do "back of the envelope" estimates until you get a bill)

# Other Cloud Services

AWS now has >200 services beyond EC2 (and growing).

IaaS (Infrastructure as a Service)

- EC2, other services that feel closer to raw hardware
- virtual disks, virtual network, some storage systems, etc.
- **cheap+flexible** -- you can deploy anything on it (Cassandra, Kafka, etc).

PaaS (Platform as a Service)

- Cloud provider has deployed systems on the infrastructure; you pay to use the deployed system
- databases, application framework/platforms, ML training/deployment systems
- less flexible, easier to use
- often more expensive (though not necessarily more than doing it yourself due to efficiencies available to cloud provider but not you)

*Line between IaaS vs. PaaS distinction is a bit subjective.*

# Lock In

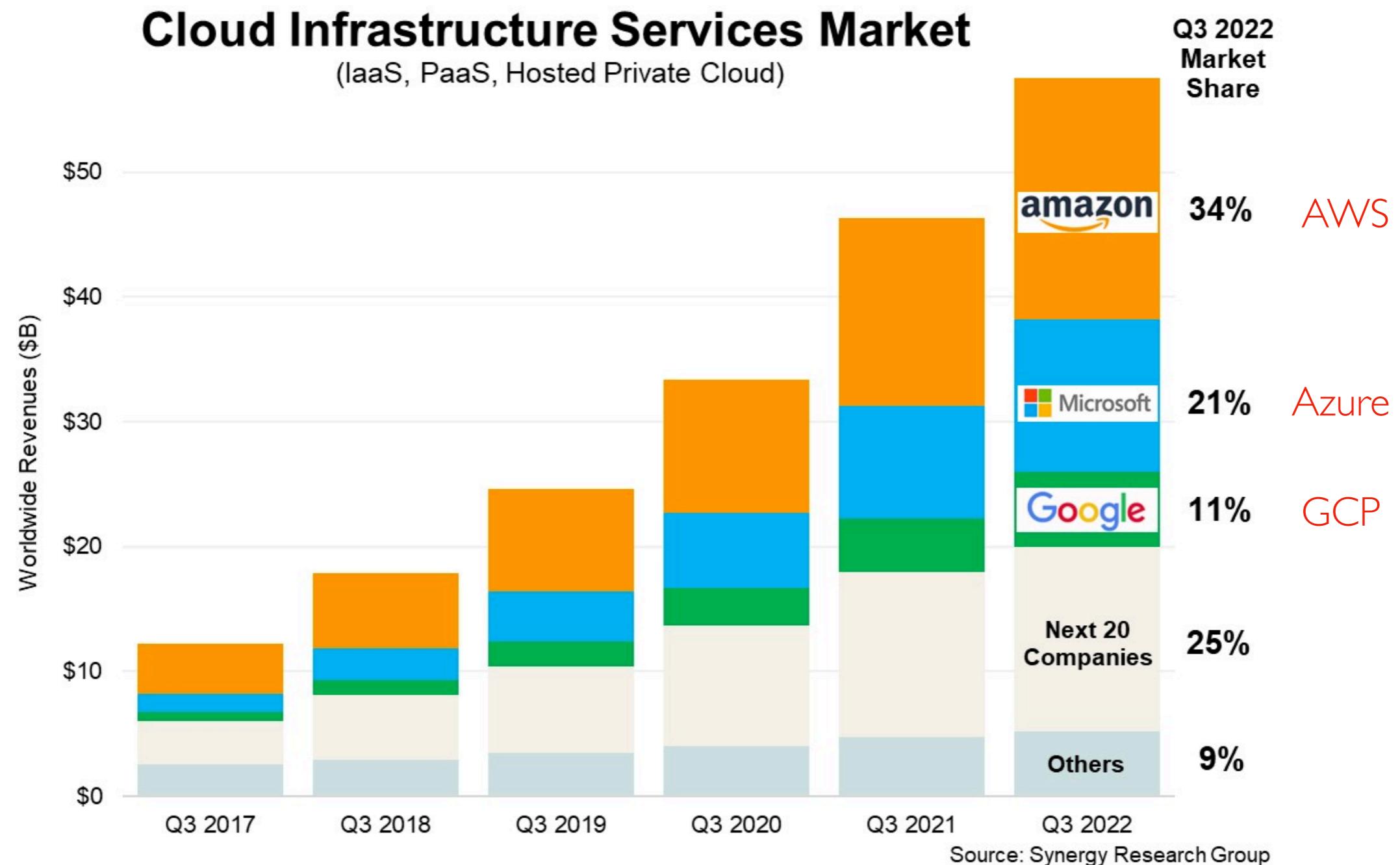
Customers worry: what if the cloud provider increases the price? If it's hard to move to a competing cloud, you're "**locked in**".

**PaaS**: services are often unique, and it would be hard to move to a different cloud providers.

**IaaS**: services like VMs are more uniform -- it would be easier to switch to a different cloud to find the cheapest place to rent VMs.

**Data**: cloud providers often make it free to bring data into the cloud (ingress) but expensive to take it out (egress).

# Major Cloud Providers Today



<https://www.srgresearch.com/articles/q3-cloud-spending-up-over-11-billion-from-2021-despite-major-headwinds-google-increases-its-market-share>

# Numerous Regions Globally (GCP in 2023)



<https://cloud.google.com/about/locations#regions>

# Outline

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# Compute - Memory - Storage - Network

## Machine configuration

General purpose   Compute optimized   Memory optimized   **GPUs**

Graphics processing units (GPUs) accelerate specific workloads on your instances such as machine learning and data processing. [Learn More](#)

**GPU type** NVIDIA T4   **Number of GPUs** 2   can choose number and type of GPUs

Enable Virtual Workstation (NVIDIA GRID)

### Series

N1

**Machine type** n1-standard-1 (1 vCPU, 3.75 GB memory)



vCPU

1

Memory

3.75 GB

can choose number of vCPUs

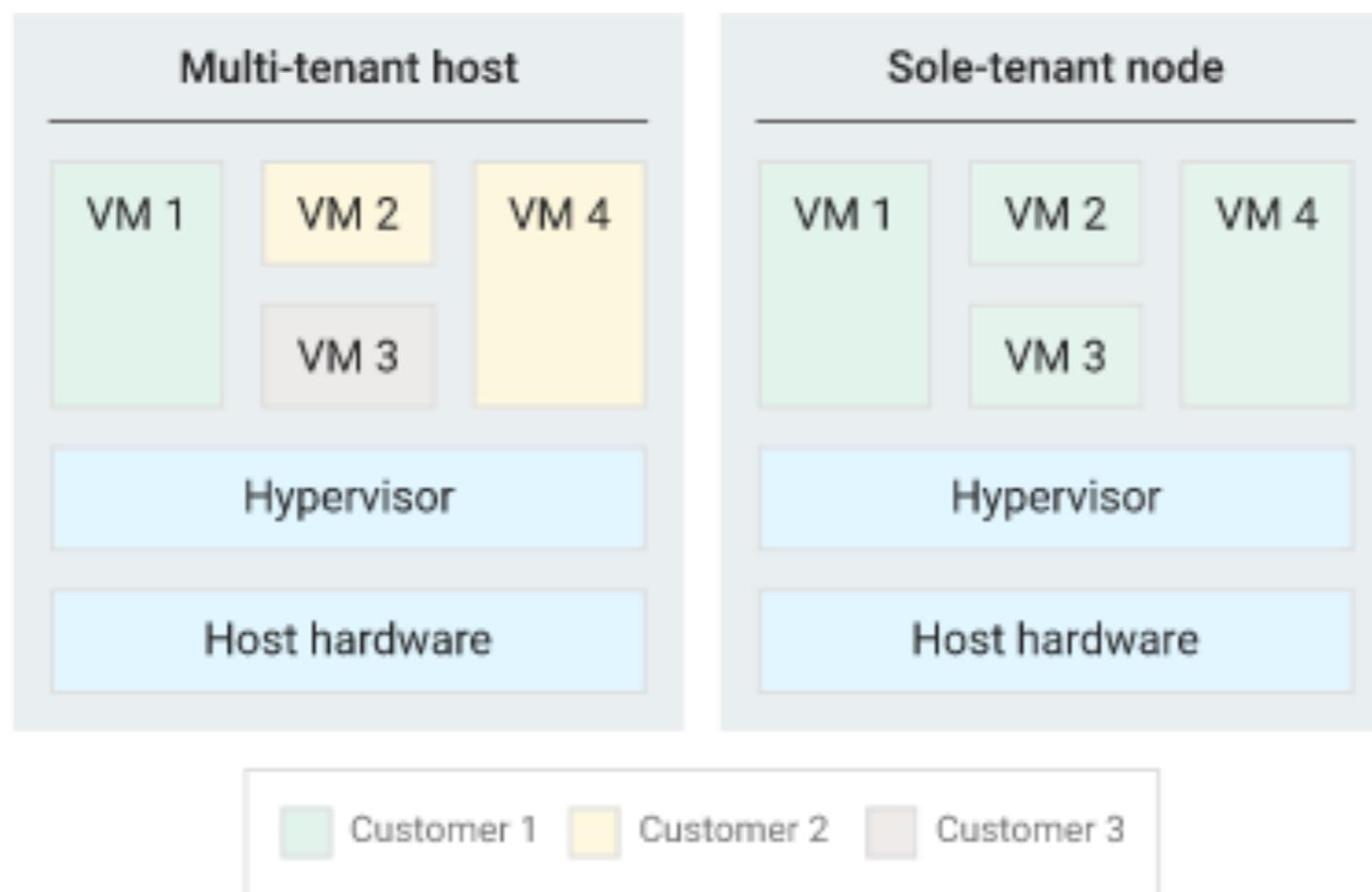
Google offers TPUs (tensor processing units) -- custom hardware for ML. Works with PyTorch and TensorFlow

this VM is ~\$400/month (or \$0.50/hour)

# Compute - Memory - Storage - Network

Forms in which to buy compute

- VMs on multi-tenant hosts (typical case)
- VMs on sole-tenant hosts (better isolation/security, \$1000s/month)
- Containers (Kubernetes Engine)
- Serverless Functions (functions run when events happen; pay by the millisecond)



<https://cloud.google.com/compute/docs/nodes/sole-tenant-nodes>

# Compute - **Memory** - Storage - Network

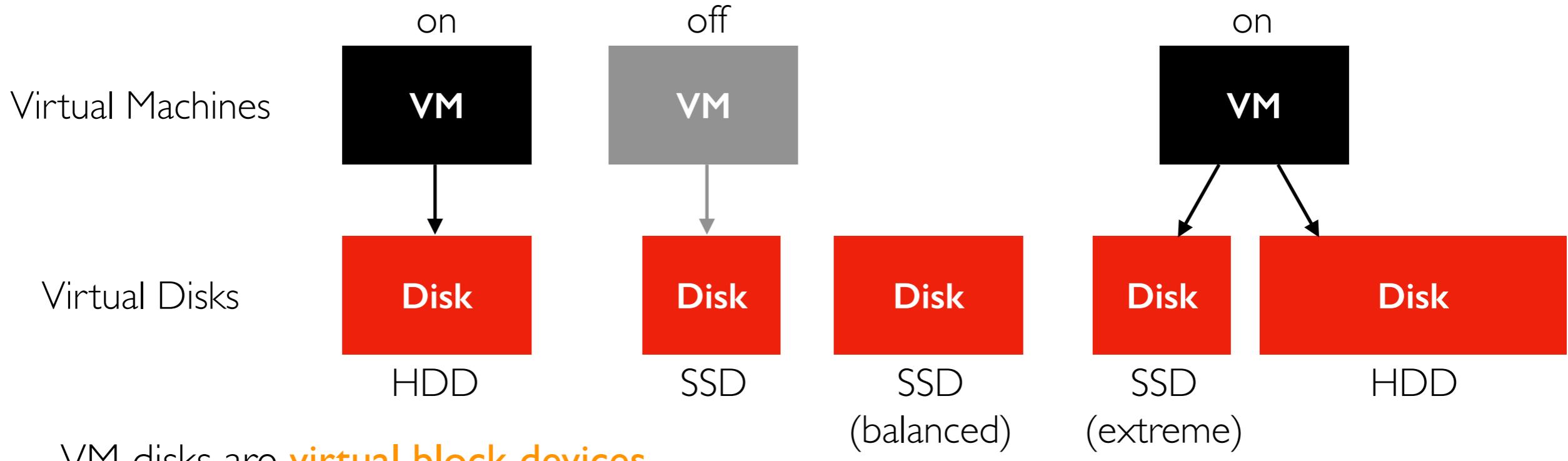
IaaS

- memory is often roughly proportional to CPU resources
- "memory optimized" VMs skew heavy on RAM  
(very expensive! at high end > 10TB)

PaaS: often open-sources platforms provided as a service. Examples:

- memcached (cache)
- redis (in-memory DB)

# Compute - Memory - **Storage** - Network



VM disks are **virtual block devices**

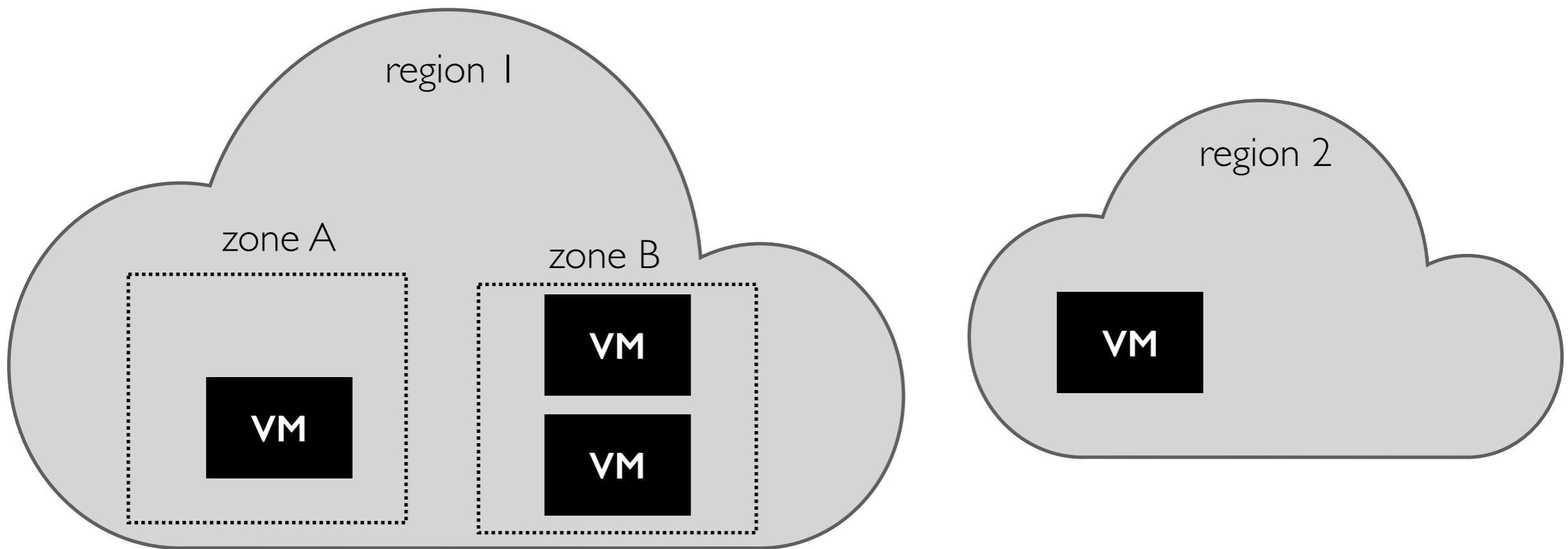
- can be attached, detached, re-attached to VMs
- different disk types offer different performance/price tradeoffs
- HDD (standard); SSD (balanced, SSD, extreme)
- price depends on size and type

Item	Monthly estimate
2 vCPU + 4 GB memory	\$24.46
10 GB balanced persistent disk	\$1.00
Total	\$25.46

**VM creation:**

A red box highlights the "\$1.00" value in the "Monthly estimate" column for the disk row. Two arrows point from this highlighted value to the text "cost when running" and "cost when off (or VM only deleted)".

# Compute - Memory - Storage - Network



## Cloud hierarchy

- continents (approximate)
- regions (data center consisting of 1 or more nearby buildings)
- zone (area of region with fast interconnect but usually common points of failure, like power, routers, etc)

# Compute - Memory - Storage - Network

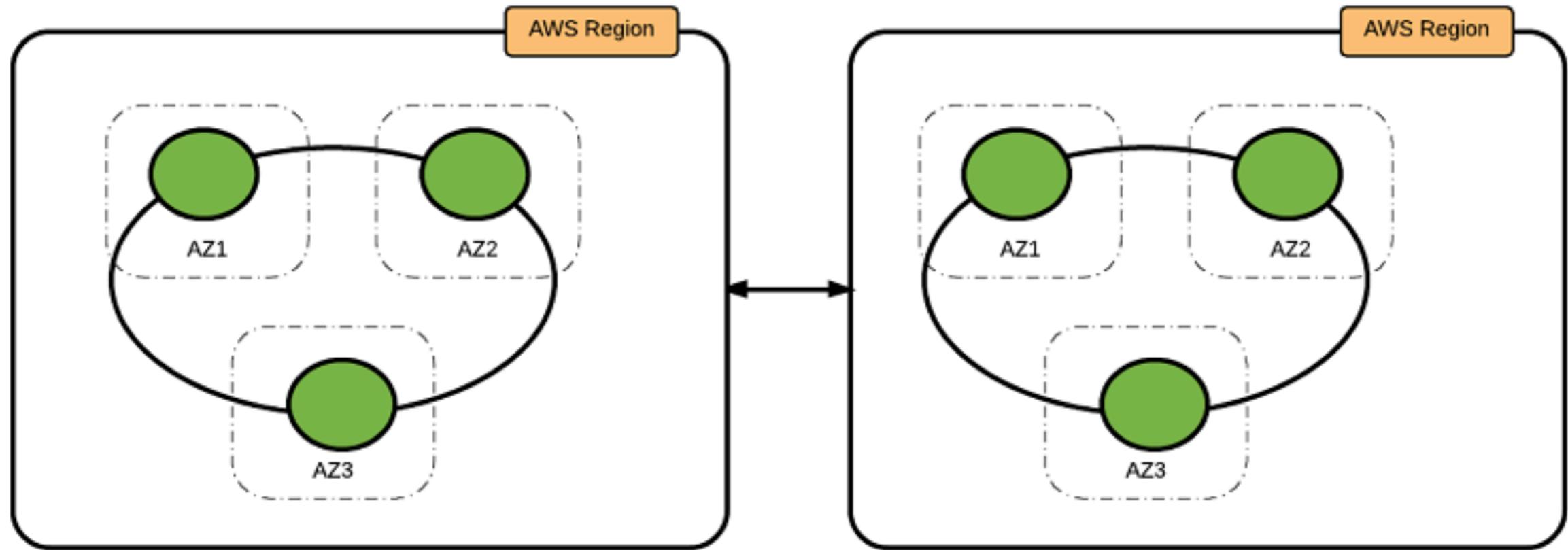
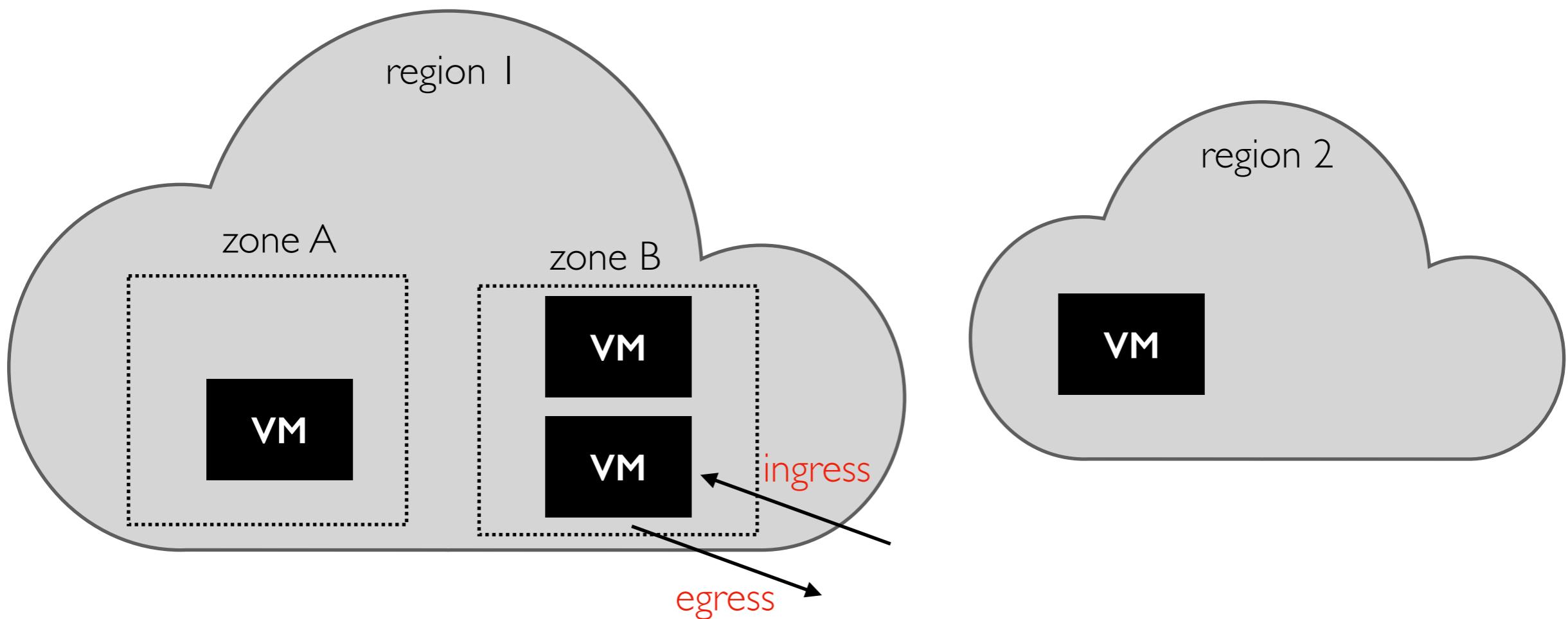


Image from *Best Practices for Running Apache Cassandra on Amazon EC2*  
(<https://aws.amazon.com/blogs/big-data/best-practices-for-running-apache-cassandra-on-amazon-ec2/>)

## Fault tolerance

- deploy under the assumption that nodes in the same zone may reasonably all go down together (e.g., due to power loss)
- being extra careful: assume a region can go down (e.g., tornado destroys couple buildings)

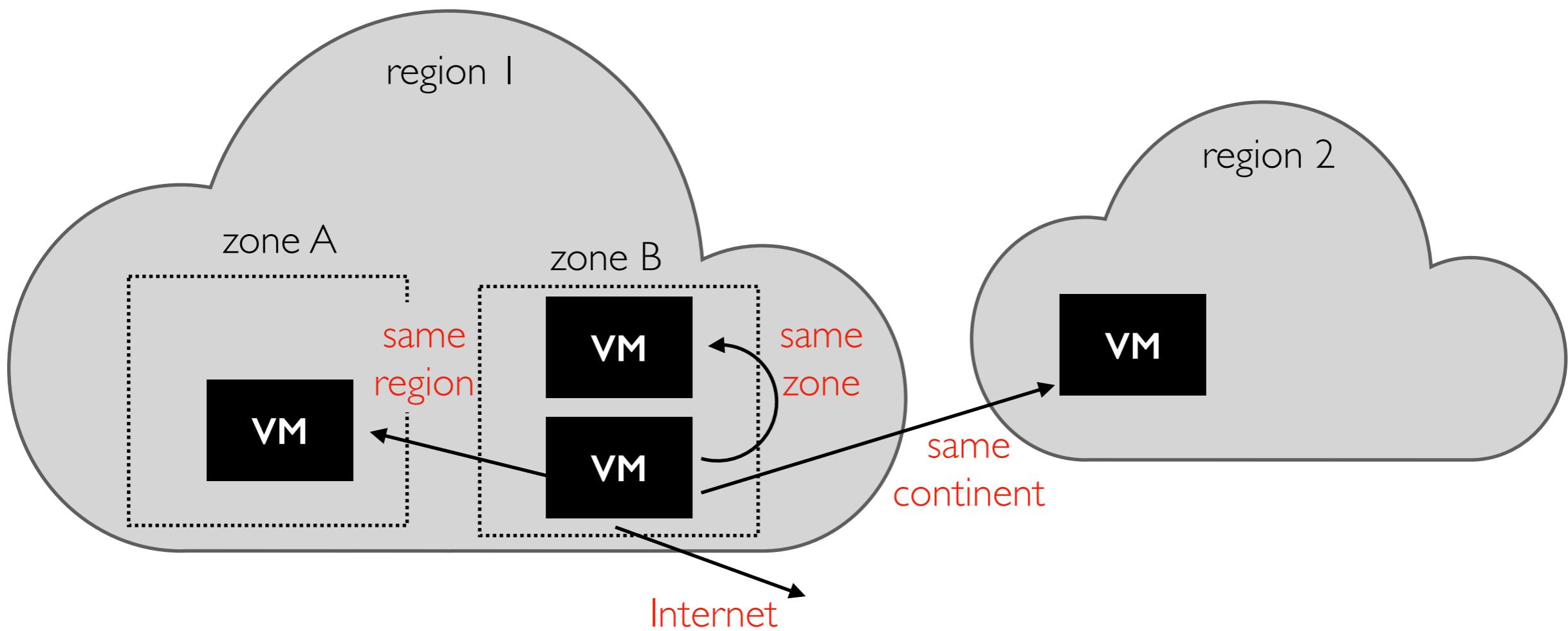
# Compute - Memory - Storage - Network



Clouds generally bill per GB of network I/O

- **ingress** is usually free (incentivize you to start using the service, charge to move your data elsewhere)
- **egress** rate is complicated (depends on many factors)

# Compute - Memory - Storage - Network



Egress examples (ballpark for GCP in 2023, but very simplified):

- Internet: \$0.085/GB
- Same continent: \$0.05/GB (Asia)
- Same region: \$0.01/GB
- Same zone: free

TopHat

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Billing Models

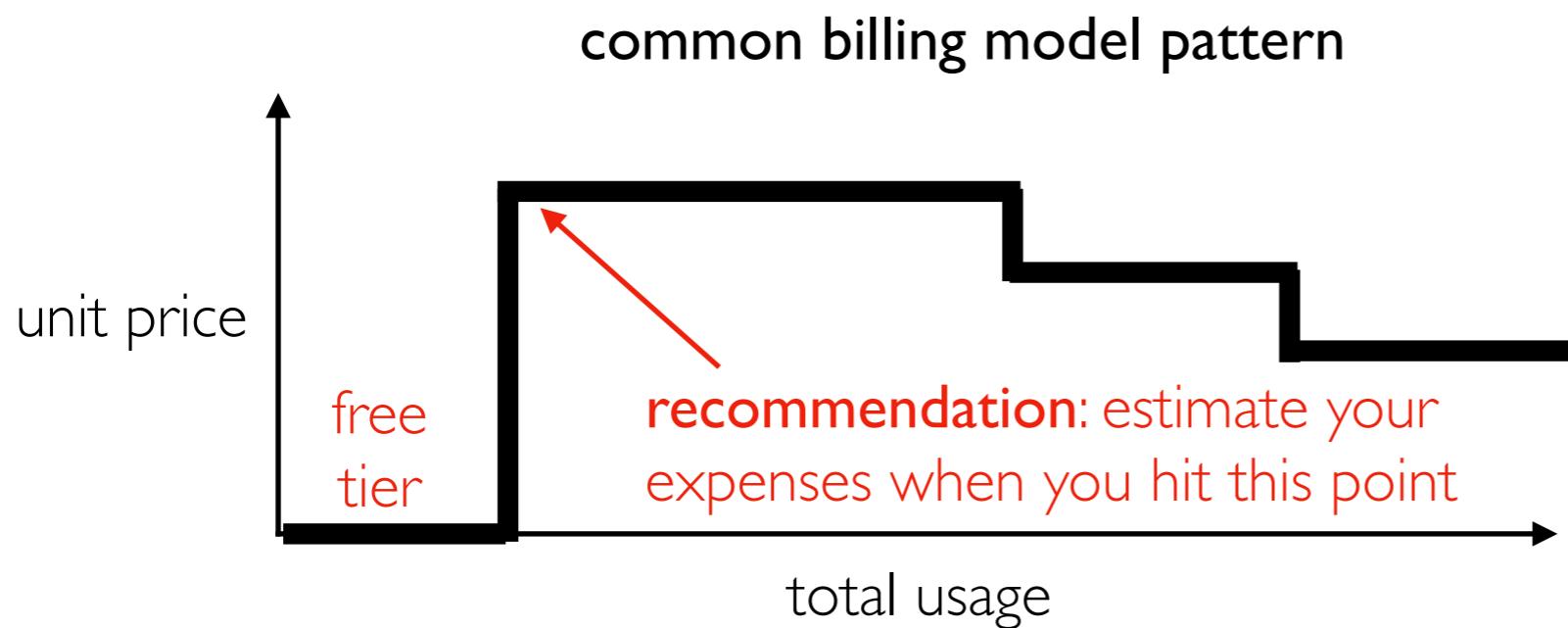
Platforms

# Free Tier, Discounts at Scale (AWS Lambda Example)

## AWS Lambda Pricing

Region: US East (Ohio) ▾

Architecture	Duration
<b>x86 Price</b>	
First 6 Billion GB-seconds / month	\$0.0000166667 for every GB-second
Next 9 Billion GB-seconds / month	\$0.000015 for every GB-second
Over 15 Billion GB-seconds / month	\$0.0000133334 for every GB-second



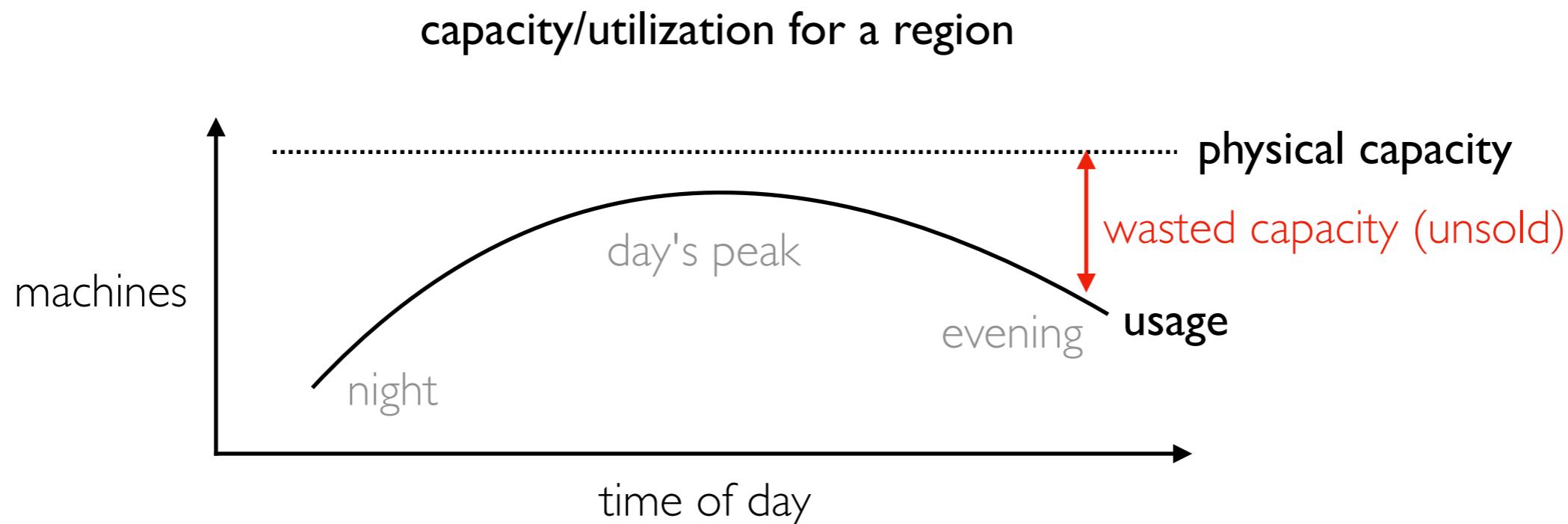
"The AWS Lambda **free tier** includes one million free requests per month and 400,000 GB-seconds of compute time per month"

[https://aws.amazon.com/  
lambda/pricing/](https://aws.amazon.com/lambda/pricing/)

"Duration is calculated from the time your code begins executing until it returns or otherwise terminates, rounded up to the nearest 1 ms\*\*"

**recommendation:** check if you have a large number of small ops getting rounded up

# On-Demand vs. Spot Instances



How to create incentives for customers?

- use **less** at peak time
- use **more** at low times

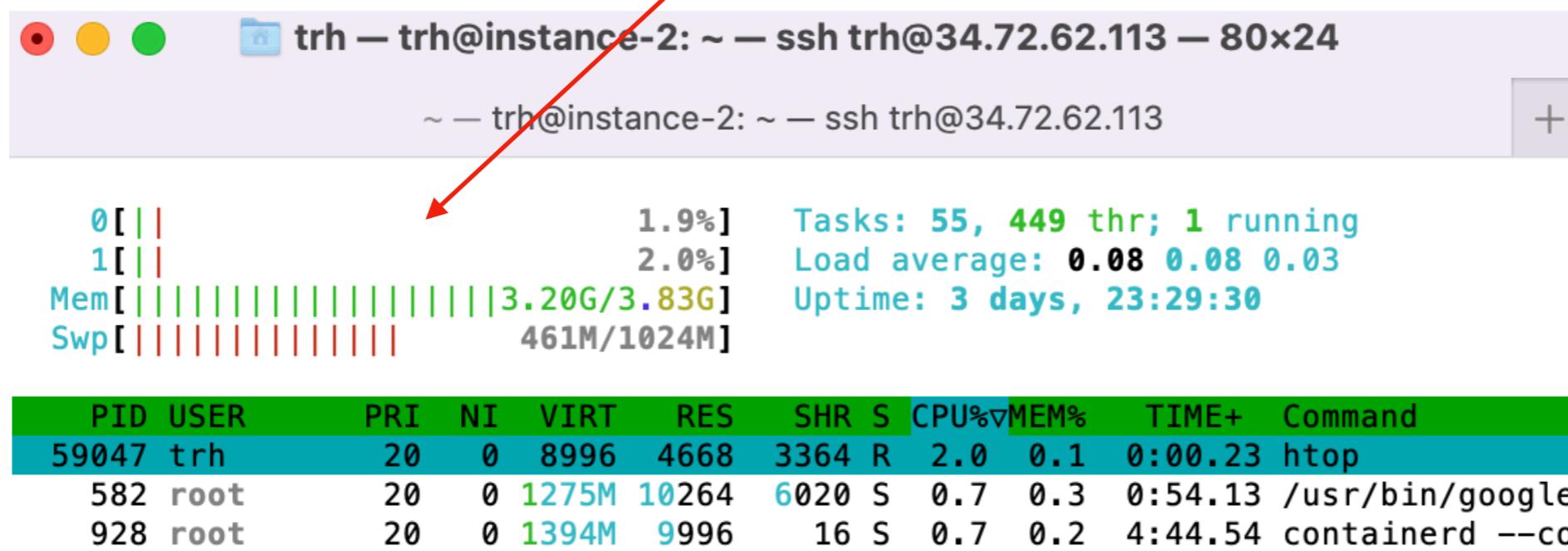
Two VM deployment options

- **on-demand instances**: constant (high) price. Can generally get a VM. Won't be taken away from you arbitrarily. Used when capacity is needed at specific times.
- **spot instances**: price varies throughout day. If you're not willing to pay enough, your computation waits for a cheaper price. VM might be interrupted ("preempted") once started. Excellent for once-a-day batch jobs.

# Scaling and Billing

many (most?) VMs are mostly idle

*but you pay the same rate for your VM based on the configuration, regardless of how you actually use the VM*



## Models

- **fixed**: you configure what you want, then pay a constant amount. Low risk, often wasteful, doesn't handle unexpected bursts. Example: VM instances.
  - **auto scaling**: the cloud service detects high/low load and automatically increases/decreases your reservation. Often cannot scale to zero. Example: Elastic Beanstalk
  - **pay as you go**: pay for actual resources consumed with fine granularity. Example: AWS Lambda.

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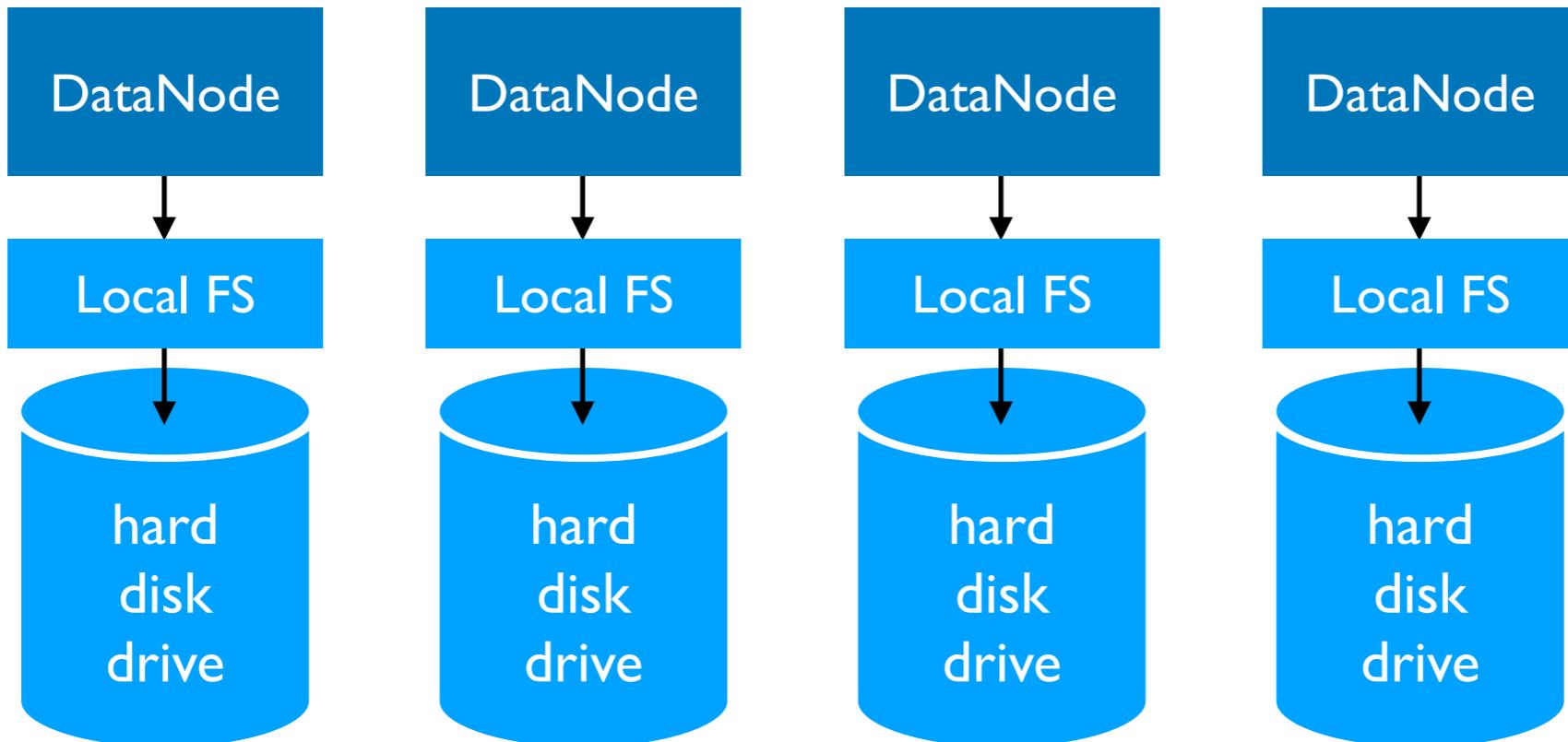
Platforms

# Review: Google Architecture (early systems)

MapReduce (2004 paper)

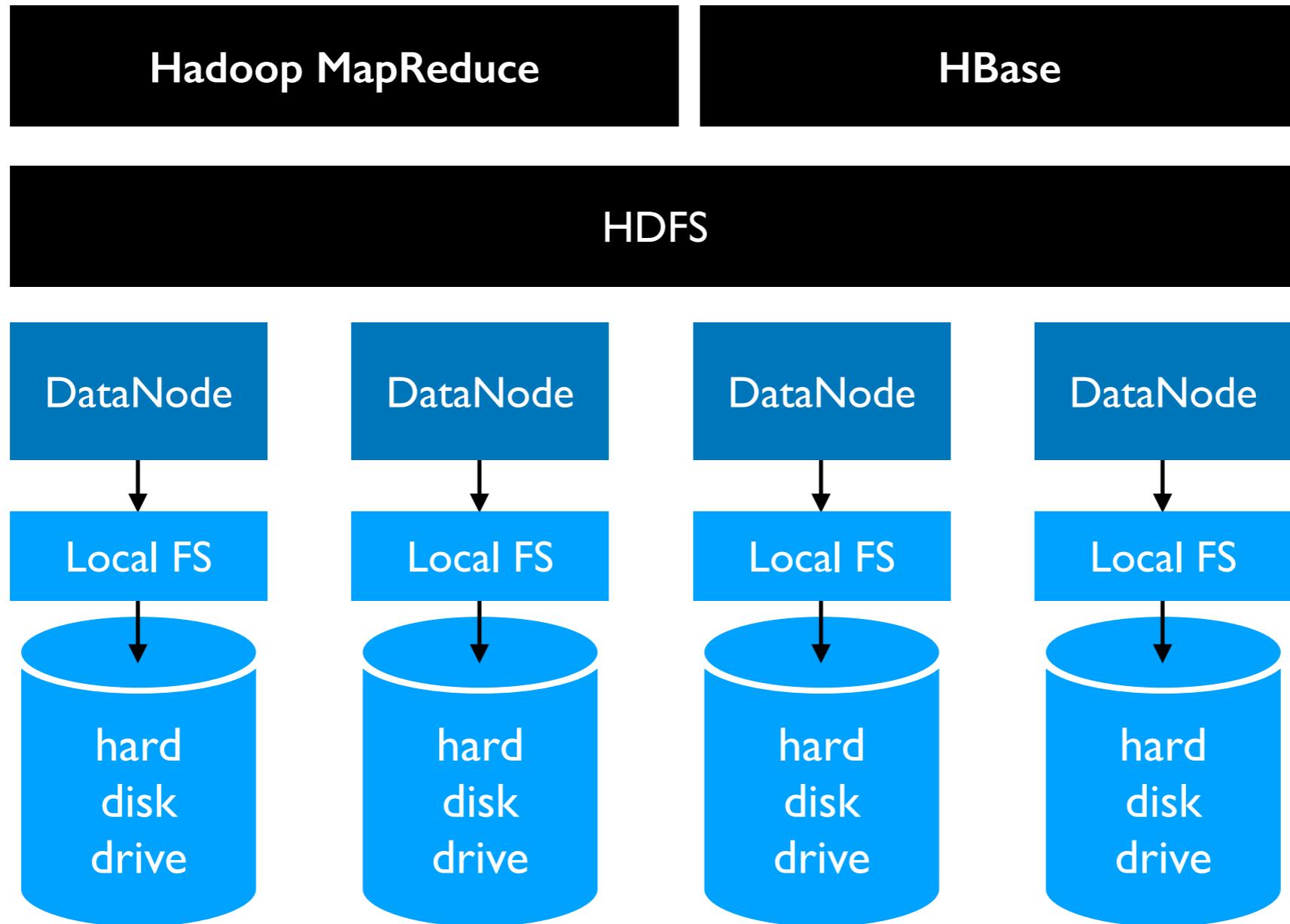
BigTable (2006 paper)

GFS: Google File System (2003 paper)



radical idea: base everything on lots of cheap, commodity hardware

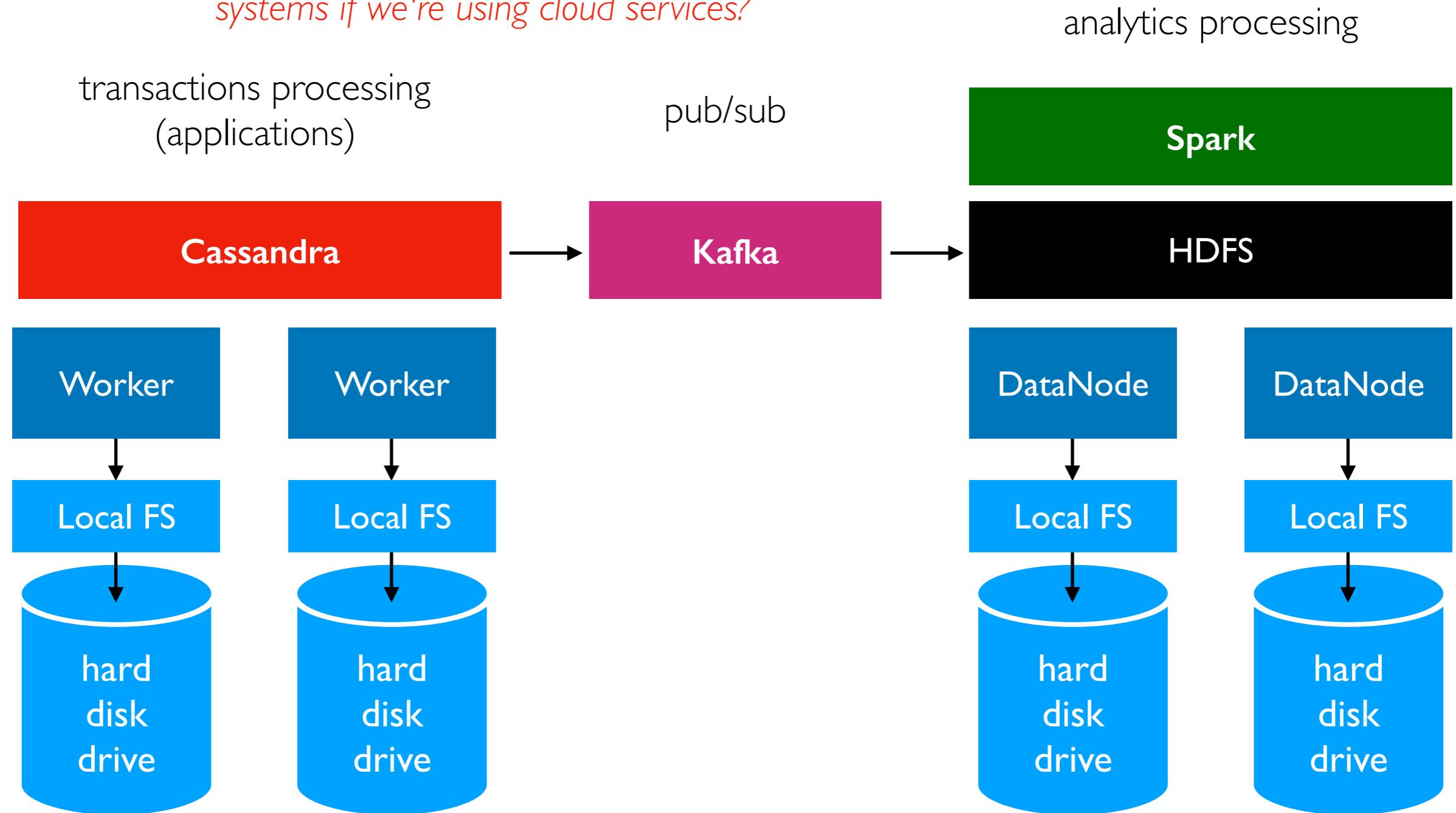
# Google (Papers) => Hadoop (open-source software)



Systems both within the Google ecosystem and Hadoop ecosystem have been evolving a LOT.

# HDFS - Spark - Cassandra - Kafka

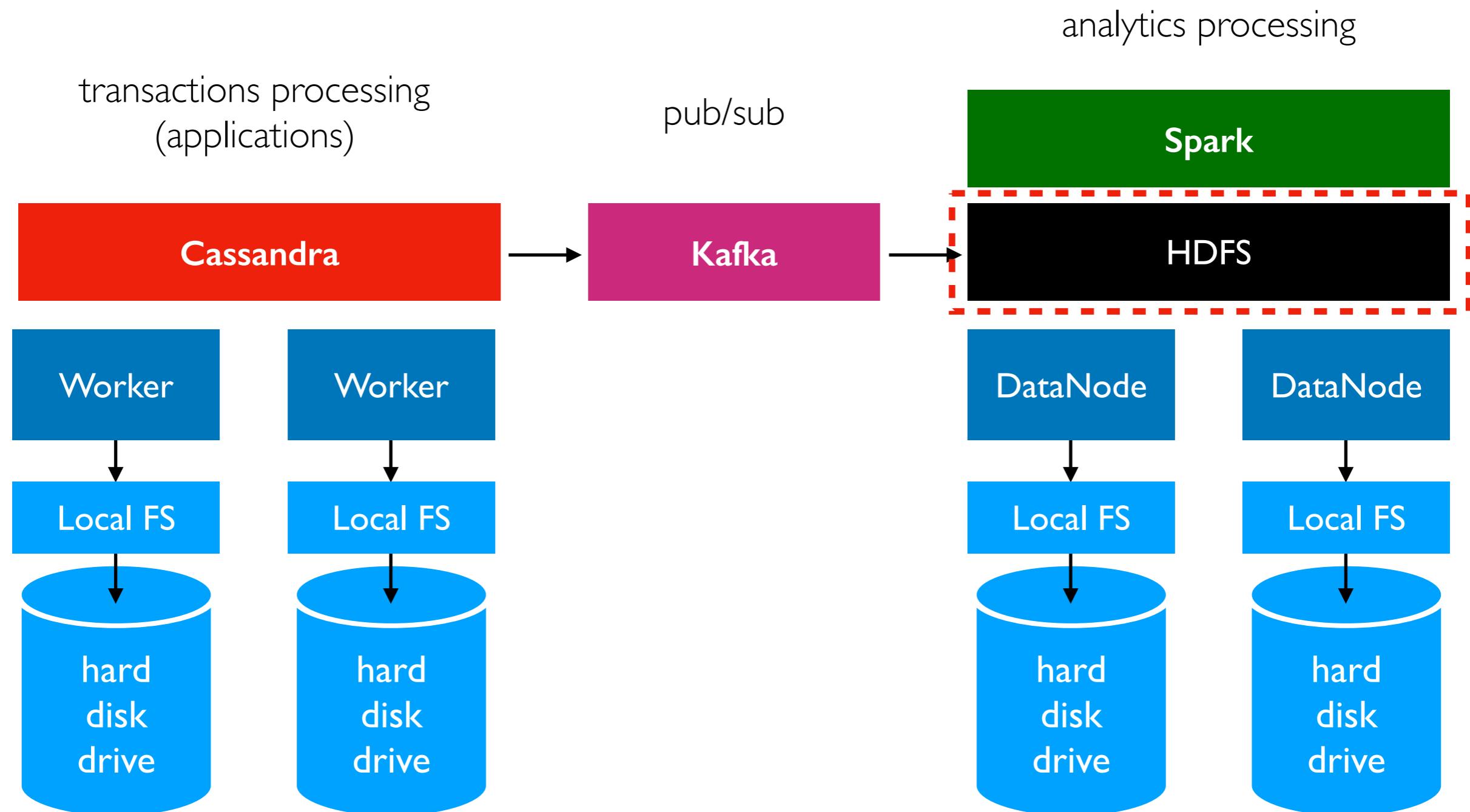
*what might we use instead of these Hadoop systems if we're using cloud services?*



**major systems we used this semester**  
(this shows one possible way they could relate to each other)

# HDFS - Spark - Cassandra - Kafka

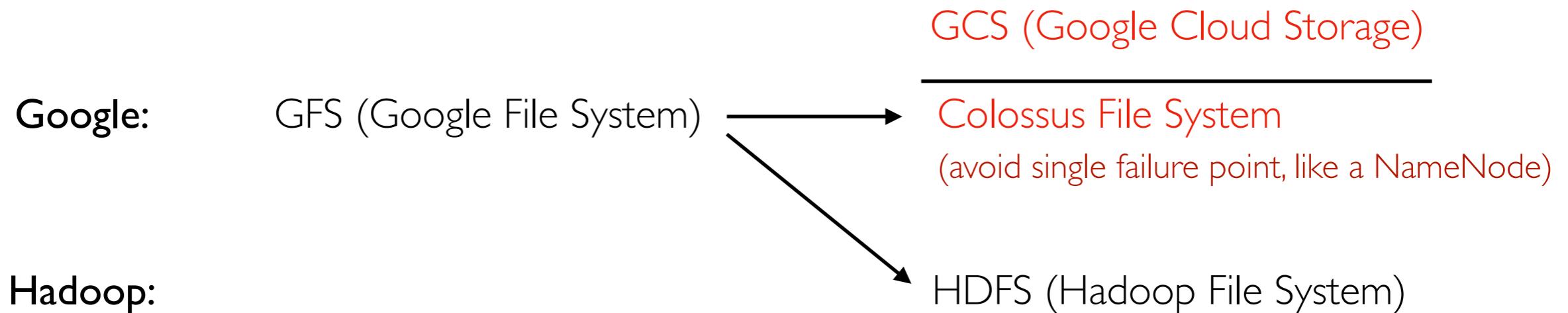
Cloud: Colossus



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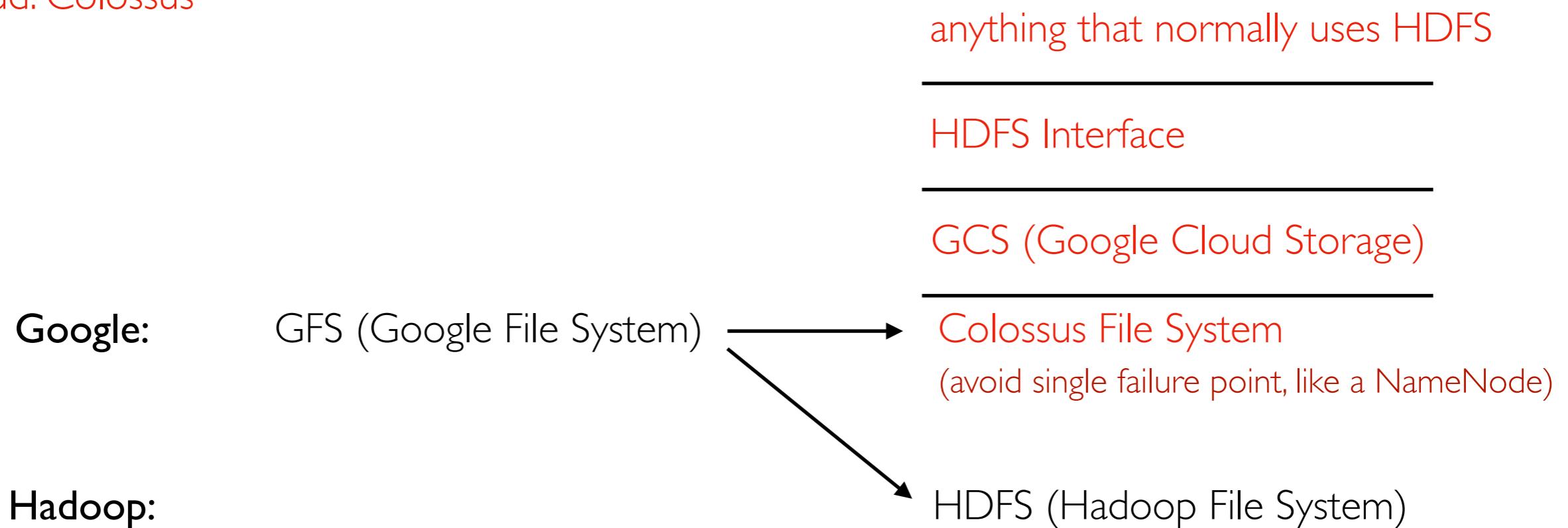


Colossus is indirectly available to customers via GCS and other services

- users can create **GCS "buckets"** containing "objects" (corresponding to files in Colossus)
- buckets can be public or private

# HDFS - Spark - Cassandra - Kafka

Cloud: Colossus

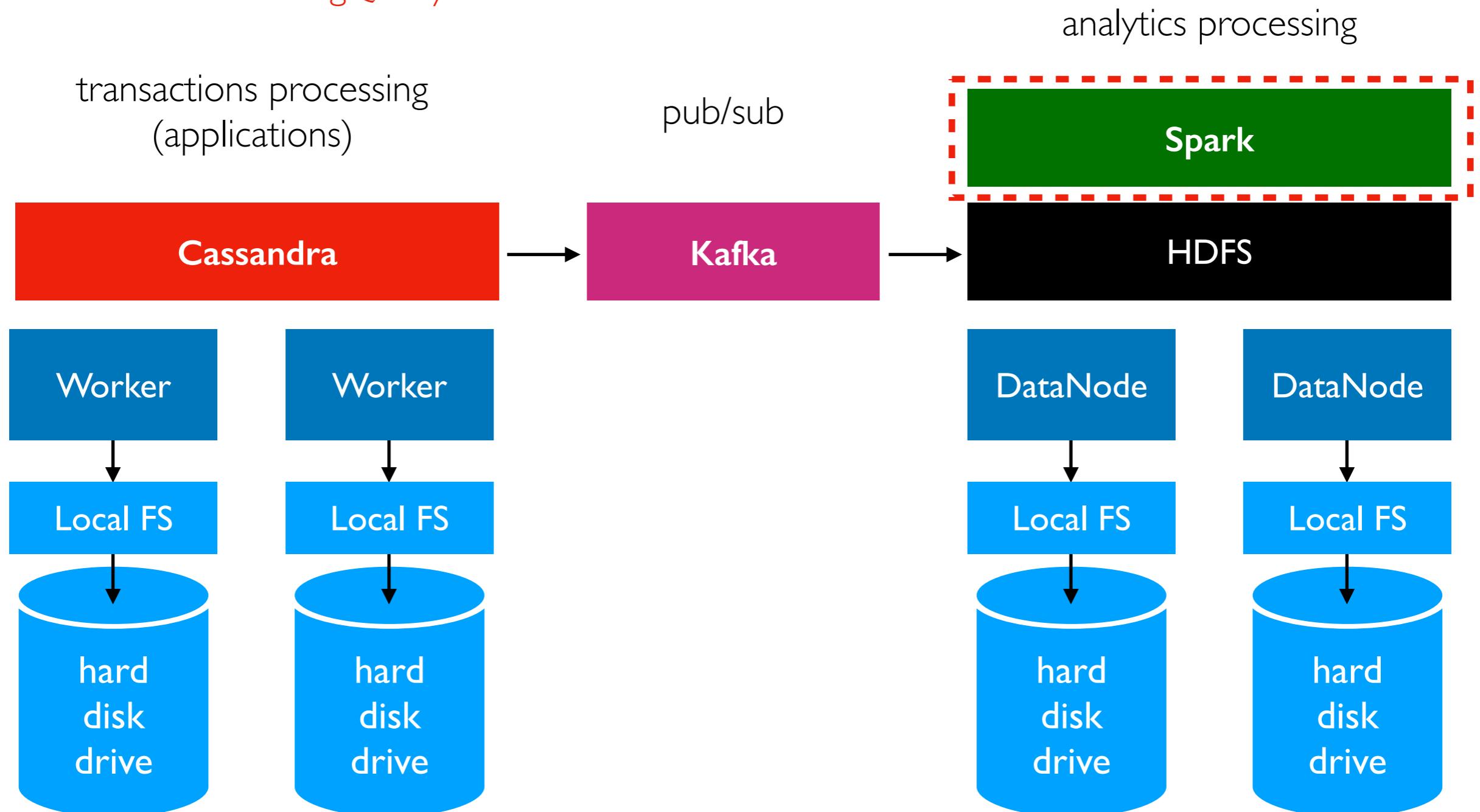


Colossus is indirectly available to customers via GCS and other services

- users can create **GCS "buckets"** containing "objects" (corresponding to files in Colossus)
- buckets can be public or private
- GCS connector for Hadoop implements HDFS interface over GCS (<https://github.com/GoogleCloudDataproc/hadoop-connectors/tree/master/gcs>)
- Applications (like Spark) can switch out HDFS for GCS

# HDFS - **Spark** - Cassandra - Kafka

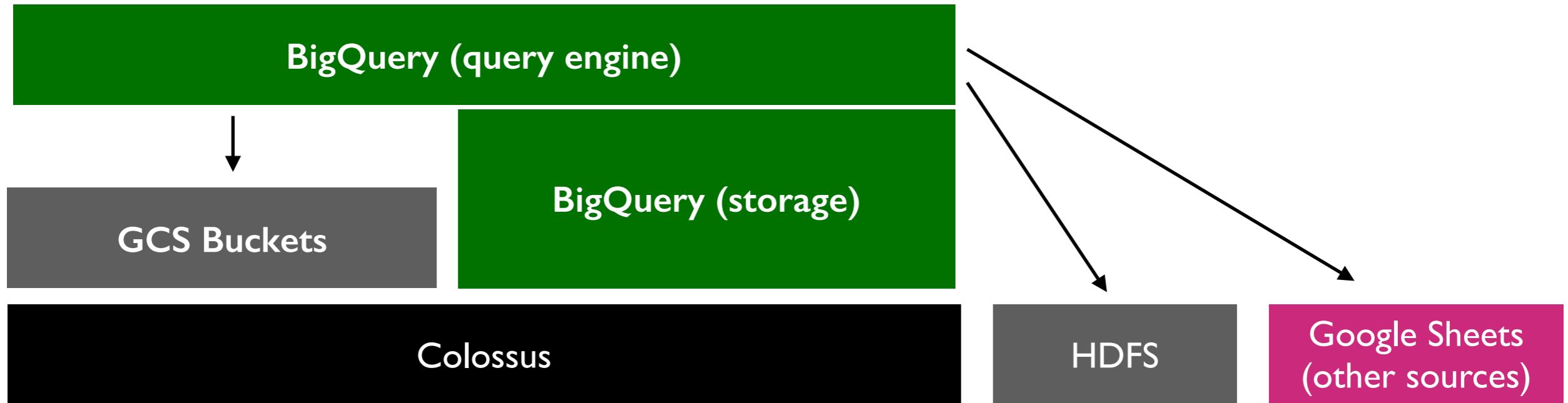
Cloud: BigQuery



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Cloud: BigQuery

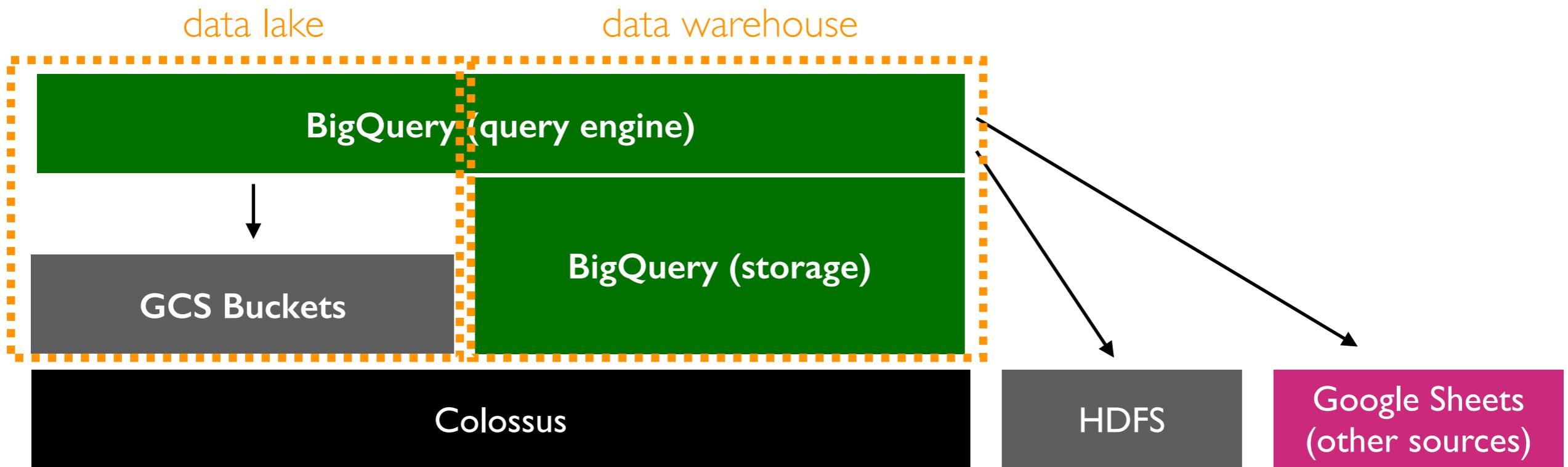


## BigQuery

- similar to Spark SQL
- query engine based on **Dremel** (2010 system in Google that replaced a lot of MapReduce work)
- tightly integrated with BigQuery storage engine (that uses **Colossus**)
- can also run queries on other data sources

# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery

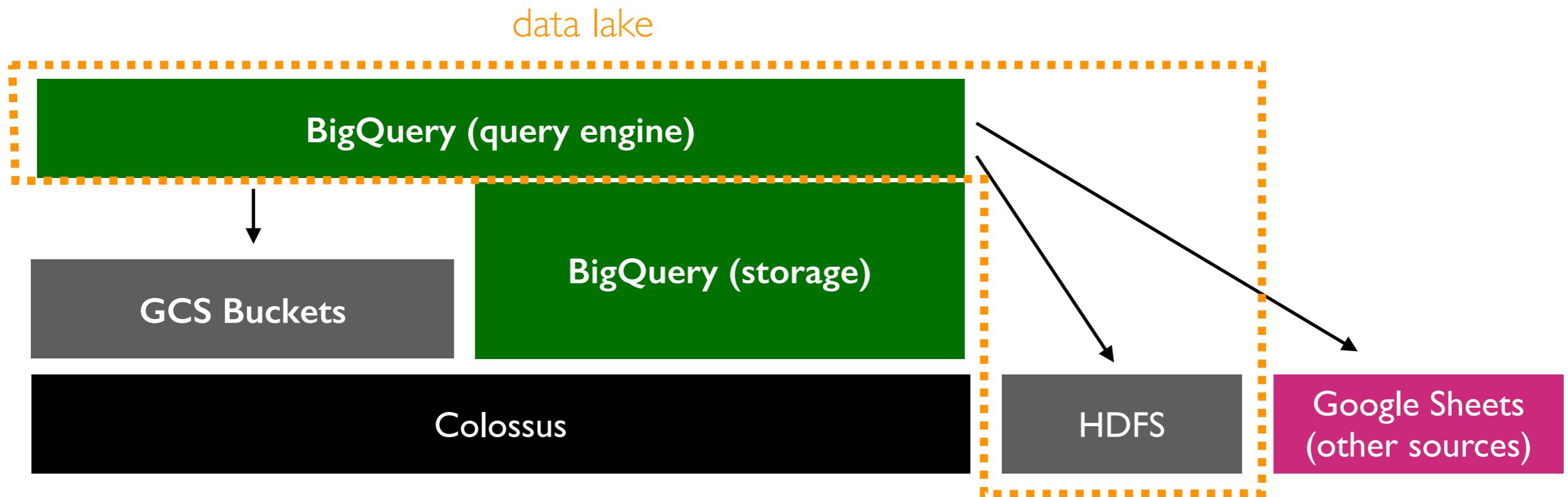


Blurred analytics architecture

- **data warehouse:** BigQuery query engine with BigQuery storage
- **data lake:** part of BigQuery used with another system

# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery

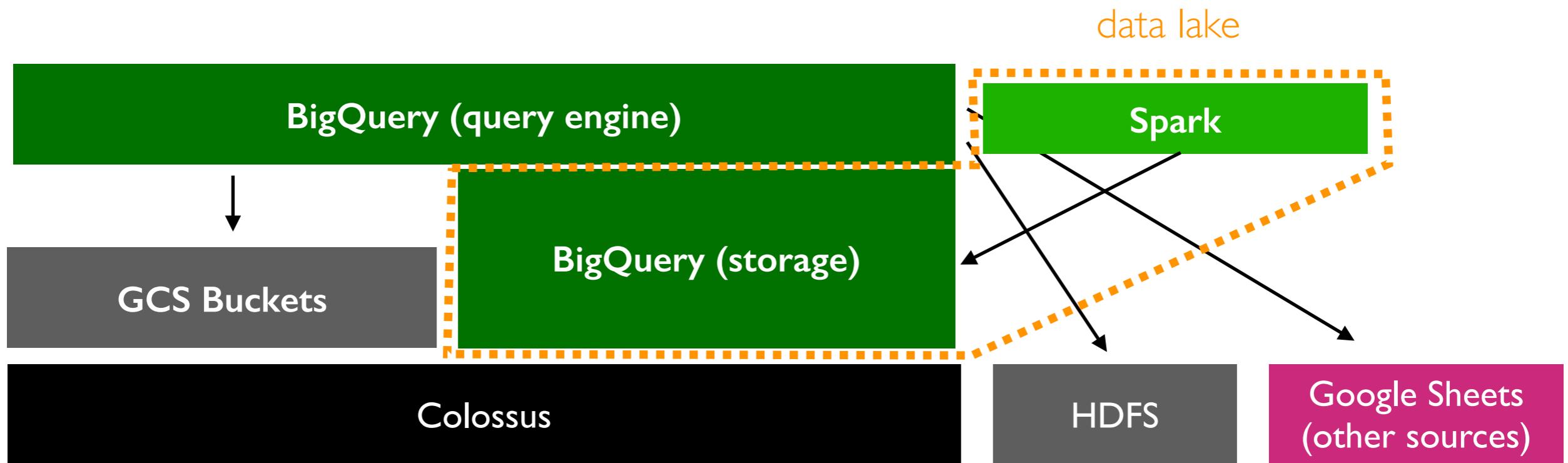


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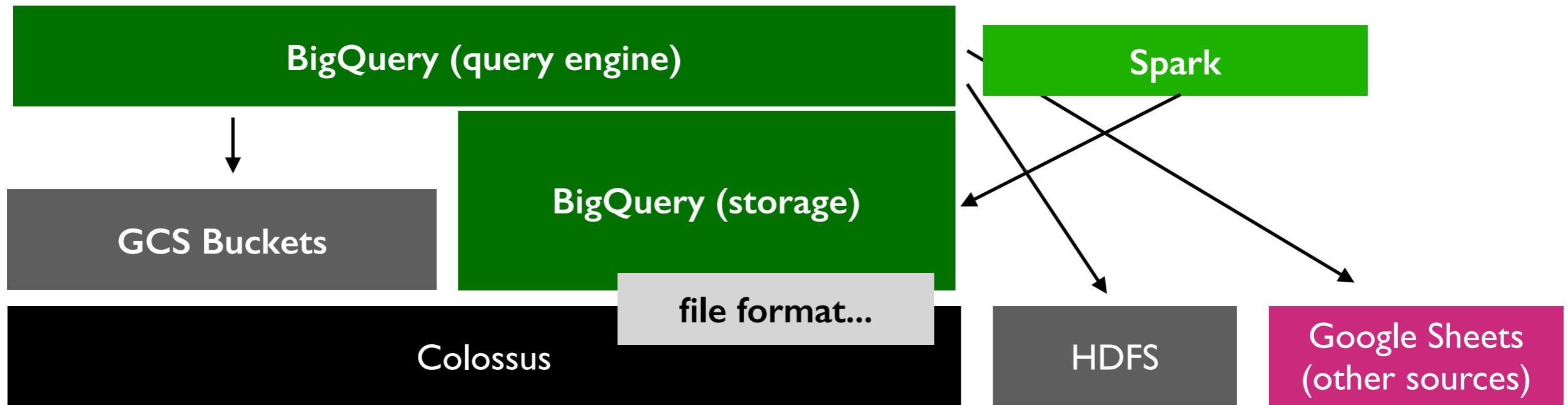


Blurred analytics architecture

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# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery



for analytics, we'll want a **column-oriented** format...

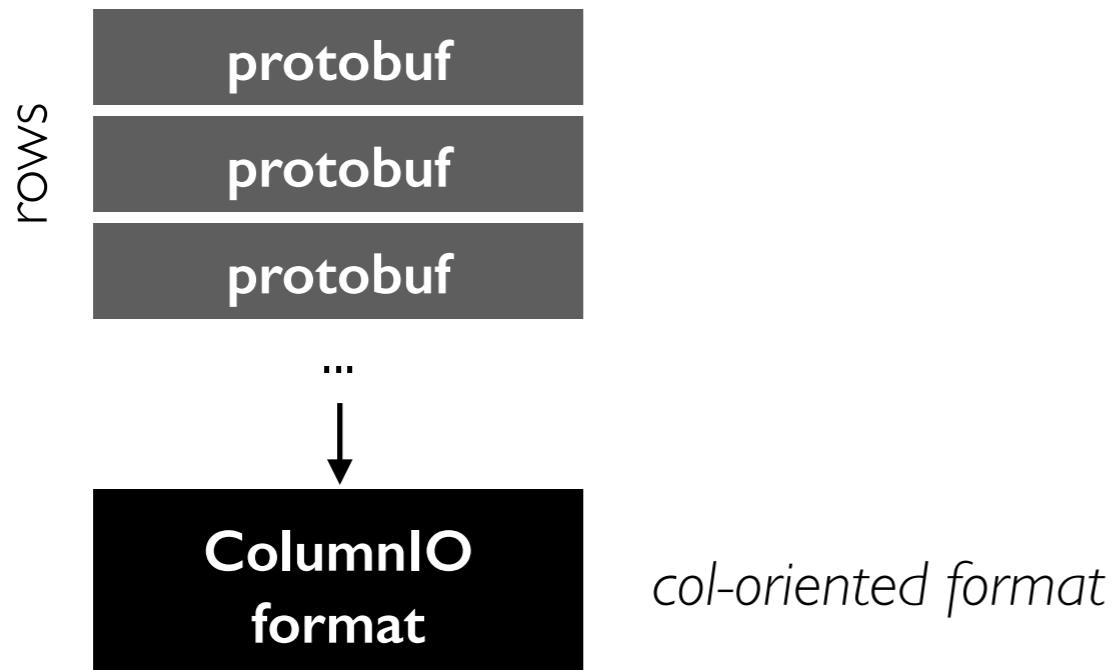
- Parquet
- ColumnIO
- Capacitor

# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery

protocol buffers (protobufs)

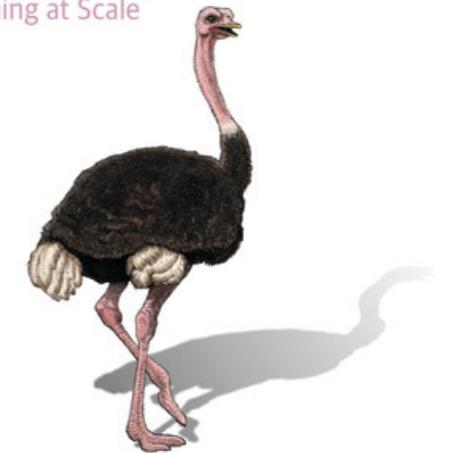
- some protobufs at Google had grown to have 100s of thousands of columns
- OK for applications/logging, horrible for analysis



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**Google BigQuery**  
The Definitive Guide

Data Warehousing, Analytics, and Machine  
Learning at Scale



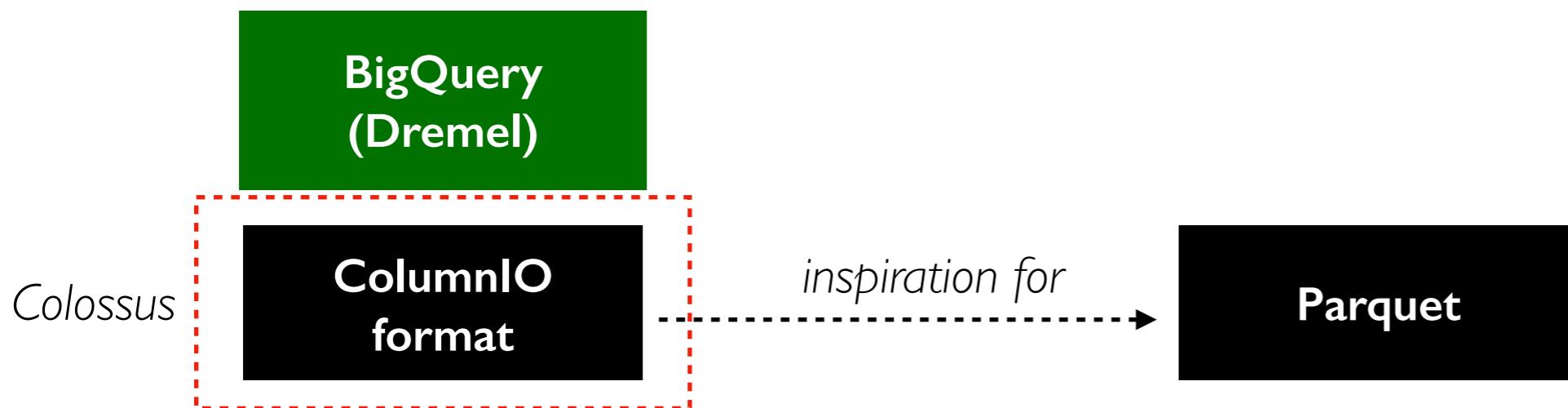
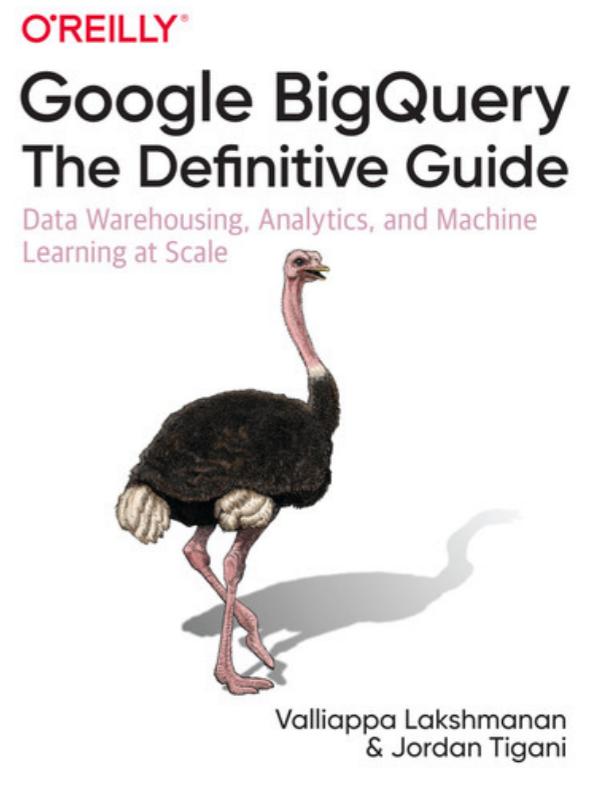
Valliappa Lakshmanan  
& Jordan Tigani

# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery

protocol buffers (protobufs)

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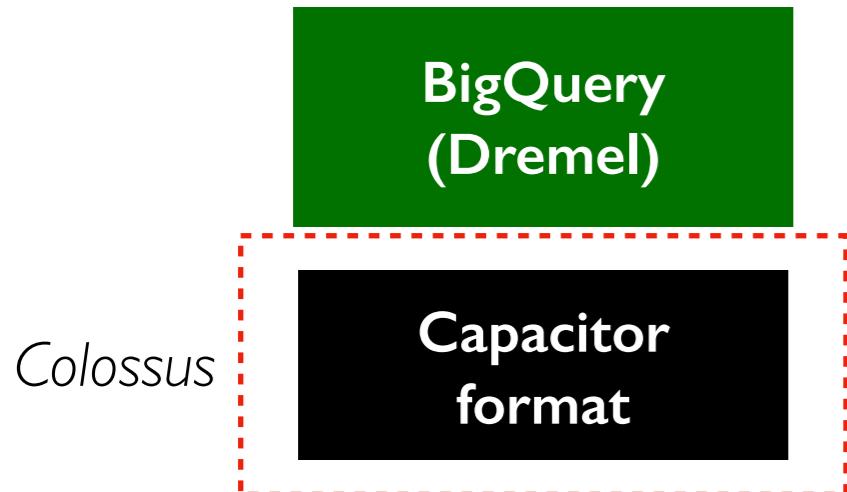
- Dremel (used in BigQuery) originally used ColumnIO files
- ColumnIO inspired Parquet files (introduced by Twitter+Cloudera)  
[https://blog.twitter.com/engineering/en\\_us/a/2013/dremel-made-simple-with-parquet](https://blog.twitter.com/engineering/en_us/a/2013/dremel-made-simple-with-parquet)

# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery

## Capacitor Format

- successor to ColumnIO in Google
- optimized for repeated values



**column:**

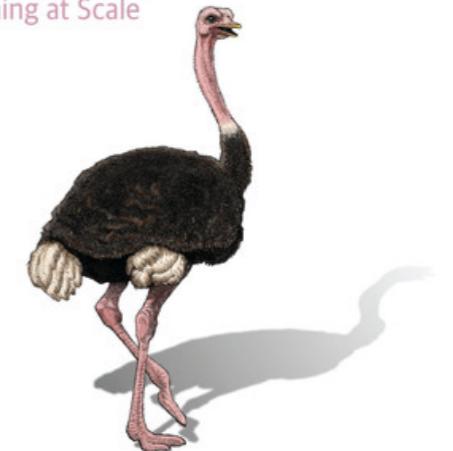
apple  
apple  
apple  
banana  
banana  
apple  
apple  
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apple

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## Google BigQuery

### The Definitive Guide

Data Warehousing, Analytics, and Machine Learning at Scale



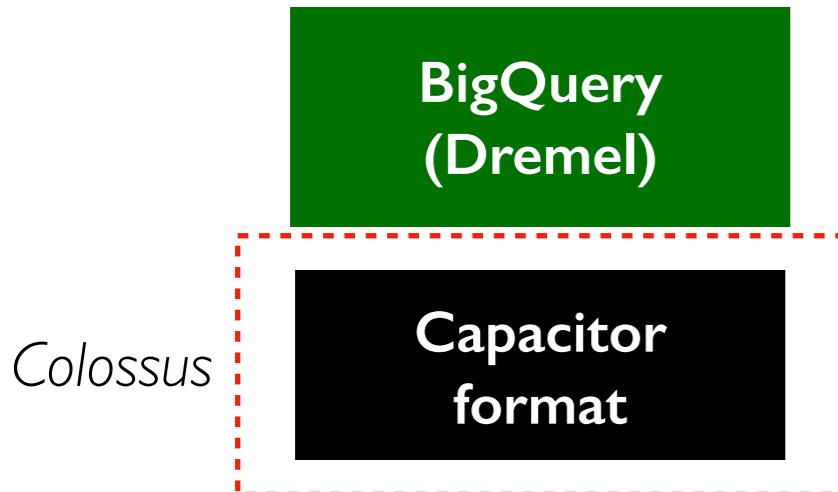
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# HDFS - **Spark** - Cassandra - Kafka

Cloud: BigQuery

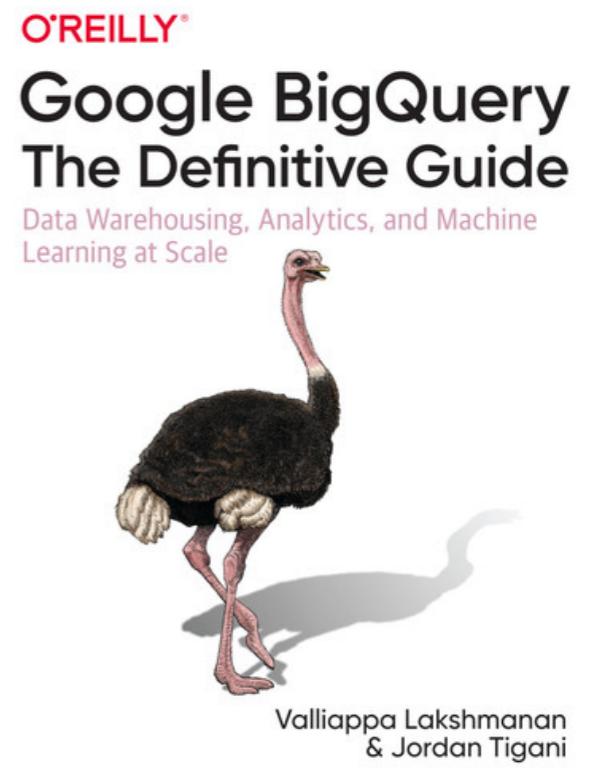
## Capacitor Format

- successor to ColumnIO in Google
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**column:**  
3: apple  
2: banana  
4: apple

**optimization:** run-length encoding

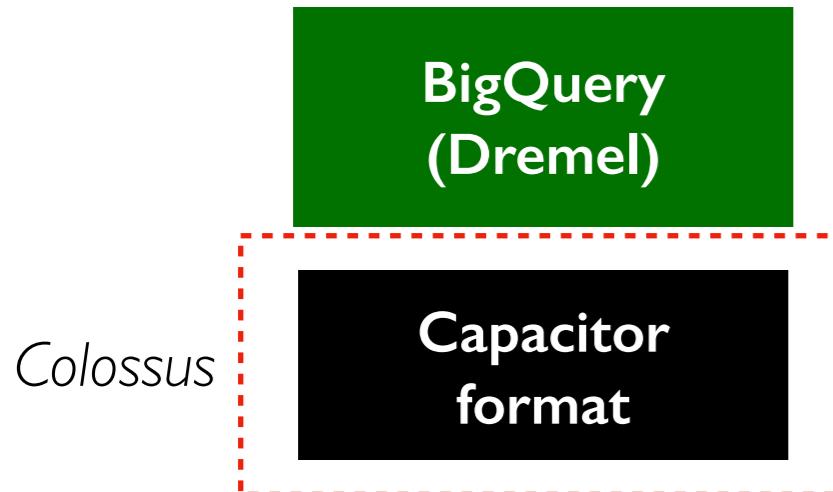


# HDFS - Spark - Cassandra - Kafka

Cloud: BigQuery

## Capacitor Format

- successor to ColumnIO in Google
- optimized for repeated values



column:

3: 1  
2: 2  
4: 1

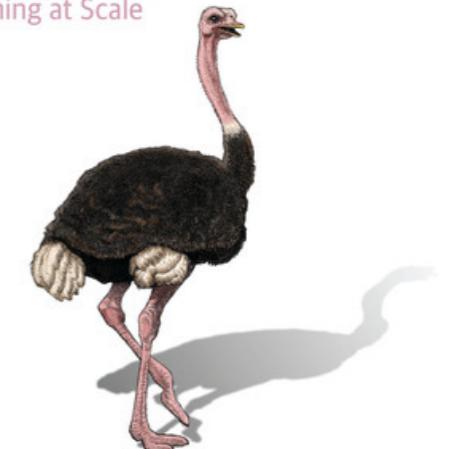
{"apple":1  
"banana": 2}

**optimization:** run-length encoding

**optimization:** dictionary encoding

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**Google BigQuery**  
**The Definitive Guide**

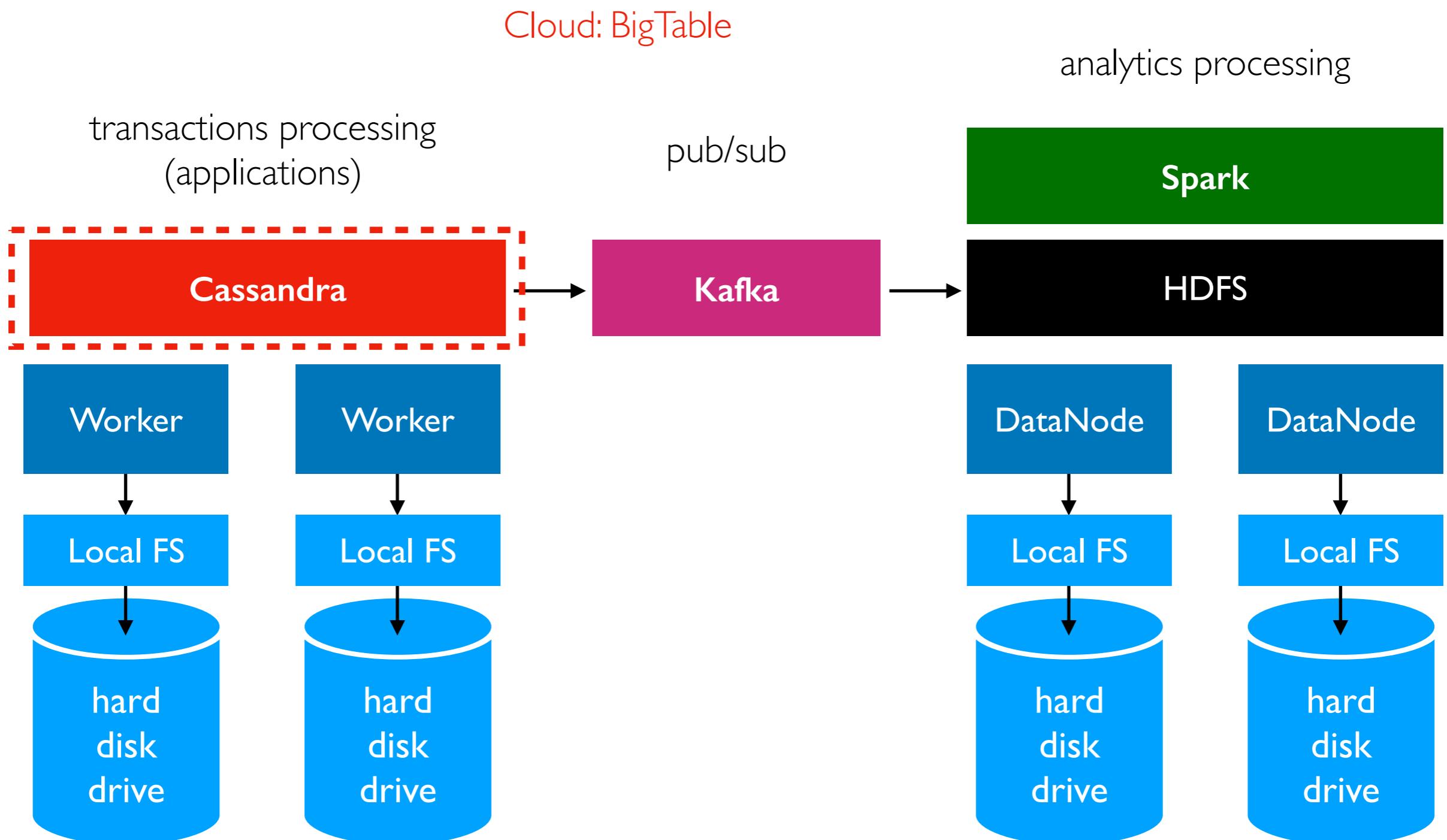
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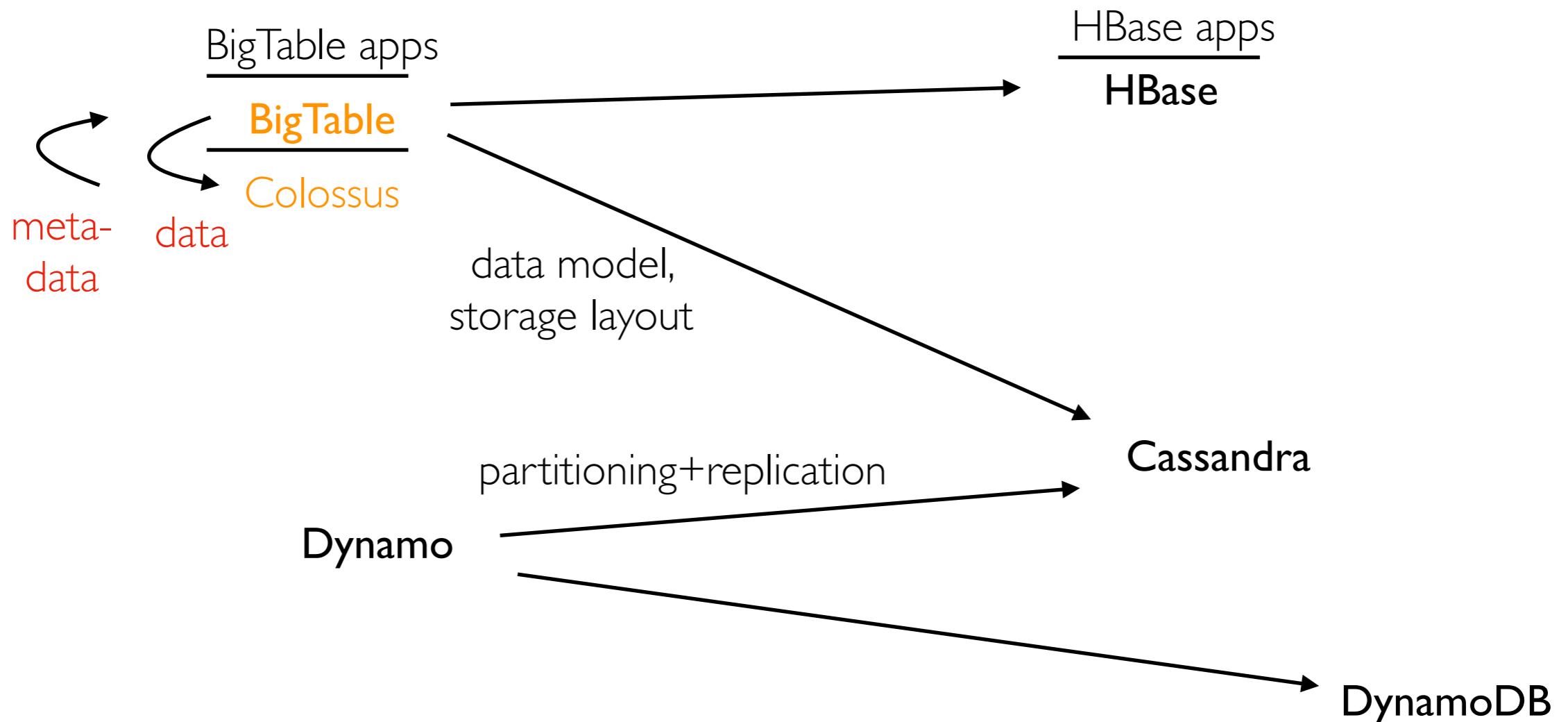
# HDFS - Spark - **Cassandra** - Kafka



**major systems we used this semester**  
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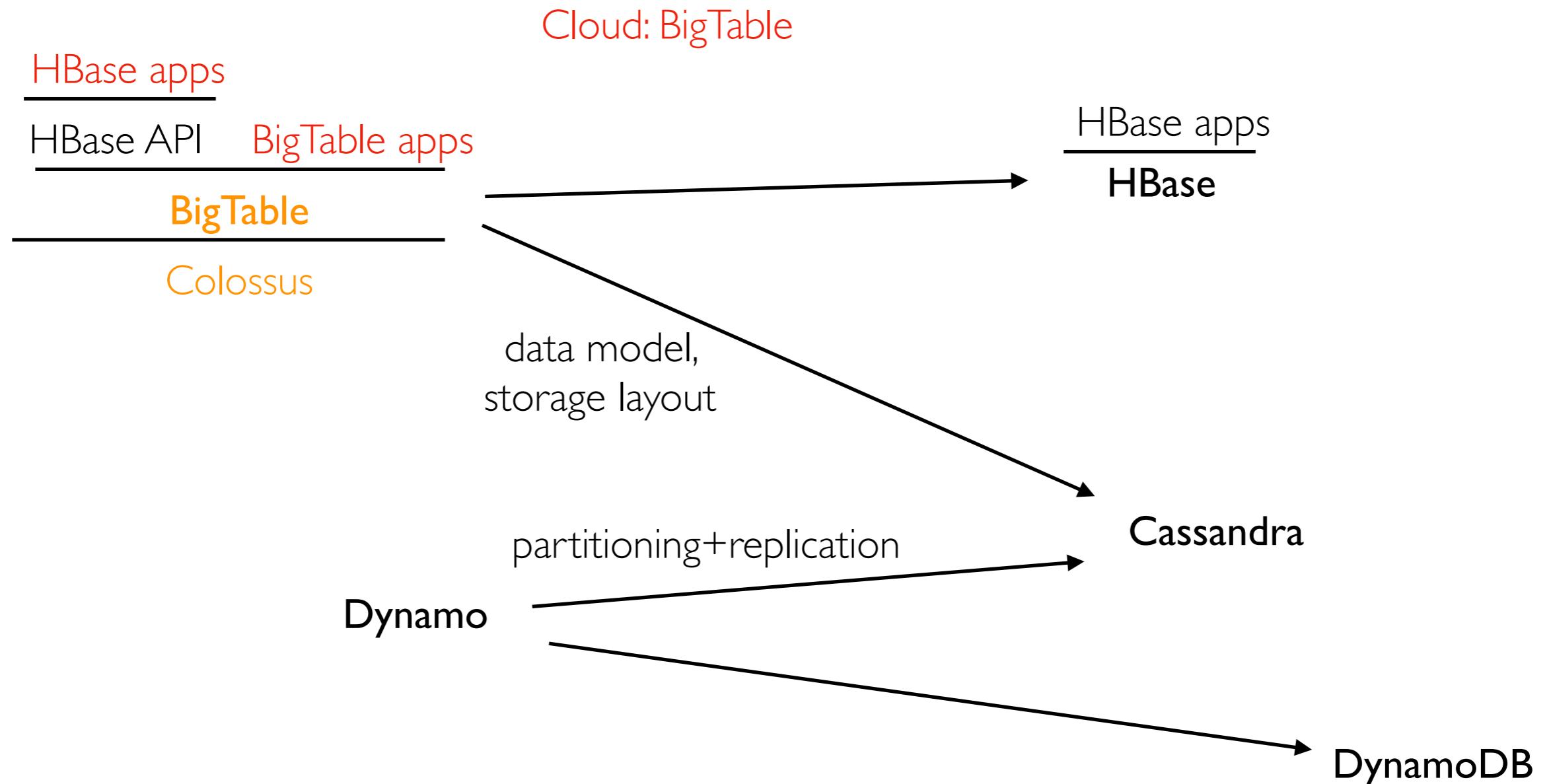
# HDFS - Spark - **Cassandra** - Kafka

Cloud: BigTable



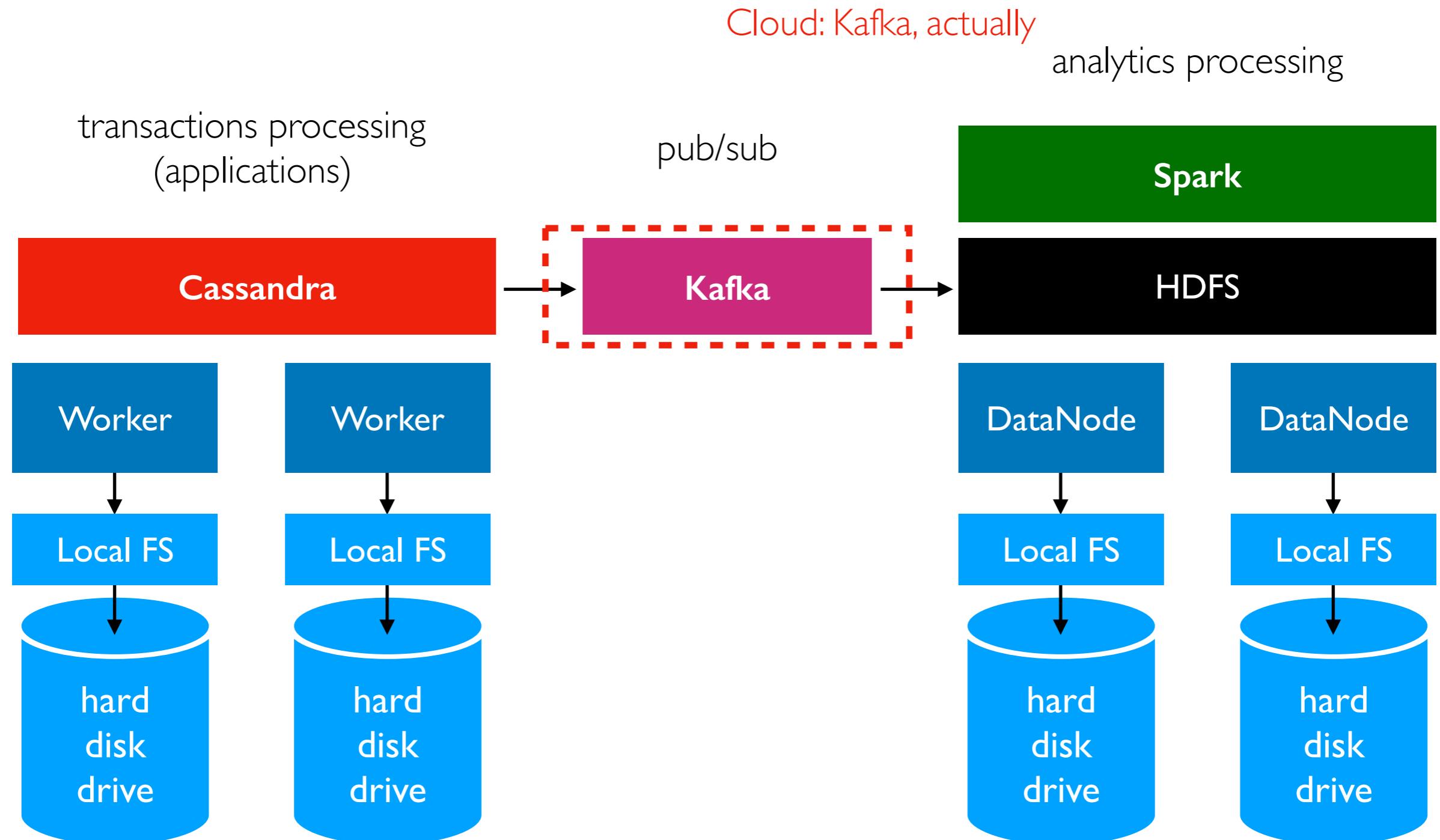
- BigTable is directly available to customers as a GCP service
- It's now built on Colossus. "The original motivation for building Colossus was to solve scaling limits we experienced with Google File System (GFS) when trying to accommodate metadata related to Search. Storing file metadata in BigTable allowed Colossus to scale up by over 100x over the largest GFS clusters." (<https://cloud.google.com/blog/products/storage-data-transfer/a-peek-behind-colossus-googles-file-system>)

# HDFS - Spark - **Cassandra** - Kafka



- Some apps can directly use the BigTable API
- BigTable also supports the similar HBase API now (presumably to bring back HBase users who don't want the hassle of deployment, or of re-writing their code to use a managed cloud service)

# HDFS - Spark - Cassandra - Kafka



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# HDFS - Spark - Cassandra - **Kafka**

**CONFLUENT**



**AWS**

Tier: Premier  
Partner Type: CSP  
Primary Geo: North America





**Google**

Tier: Premier  
Partner Type: CSP  
Primary Geo: Global





**Microsoft - Partner**

Tier: Premier  
Partner Type: CSP  
Primary Geo: North America



<https://partners.confluent.io/English/directory/search?f0=Partner+Type&f0v0=CSP>

- Apache Kafka - open source
- Confluent Kafka - closed source, more features, available as service is the major cloud providers

# Aside: Open Source Software and Business Models

Open-Source Licenses (very rough overview -- I'm not a lawyer!)

- **GPL**: if you make improvements and sell/distribute the software, your code needs to be made open source too
- **MIT+BSD**: fine to take open source code, make closed-source improvements, and sell a product based on it. Minimal requirements (e.g., related to attribution, liability)
- **Apache**: similar to MIT and BSD, but relates to patents (not just copyright).

All the major systems we have learned this semester (HDFS, Spark, Cassandra, Kafka) are distributed under the Apache license. Thus, it is possible to build companies around closed-source variants of these systems. Examples:

- Databricks (Spark)
- Datastax (Cassandra)
- Confluent (Kafka)

# Conclusions

Cloud keeps increasing in importance

- total global revenue
- cloud providers
- number of services for each provider

Compute, memory, storage, and network resources are all rentable.

Even though you pay a markup to the cloud provider, it's often cheaper than owning your own hardware if your usage fluctuates a lot and most resources are idle during low times.