

# New trends of big data management

Seminar on big data management

Lecturer: Jiaheng Lu

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# Outline

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- New trends of big data management
- 1. Move to cloud for more companies
- 2. Multi-model databases



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# Trend 1: Move to the cloud



# Why we use cloud computing?





# Why we use cloud computing?

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Case 1:

Write a file

Save

Computer down, file is lost

Files are always stored in cloud, never lost



# Why we use cloud computing?

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Case 2:

Use IE --- download, install, use

Use QQ --- download, install, use

Use C++ --- download, install, use

.....

Get the serve from the cloud



# What is cloud and cloud computing?

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## Cloud

Demand resources or services over Internet  
scale and reliability of a data center.



# What is cloud and cloud computing?

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**Cloud computing** is a style of computing in which **dynamically scalable** and often **virtualized** resources are provided as a service over the Internet.

Users need not have knowledge of, expertise in, or control over the technology infrastructure in the "cloud" that supports them.





# Characteristics of cloud computing

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- **Virtual.**

software, databases, Web servers, operating systems, storage and networking as virtual servers.

- **On demand.**

add and subtract processors, memory, network bandwidth, storage.



# Types of cloud service

SaaS

Software as a Service

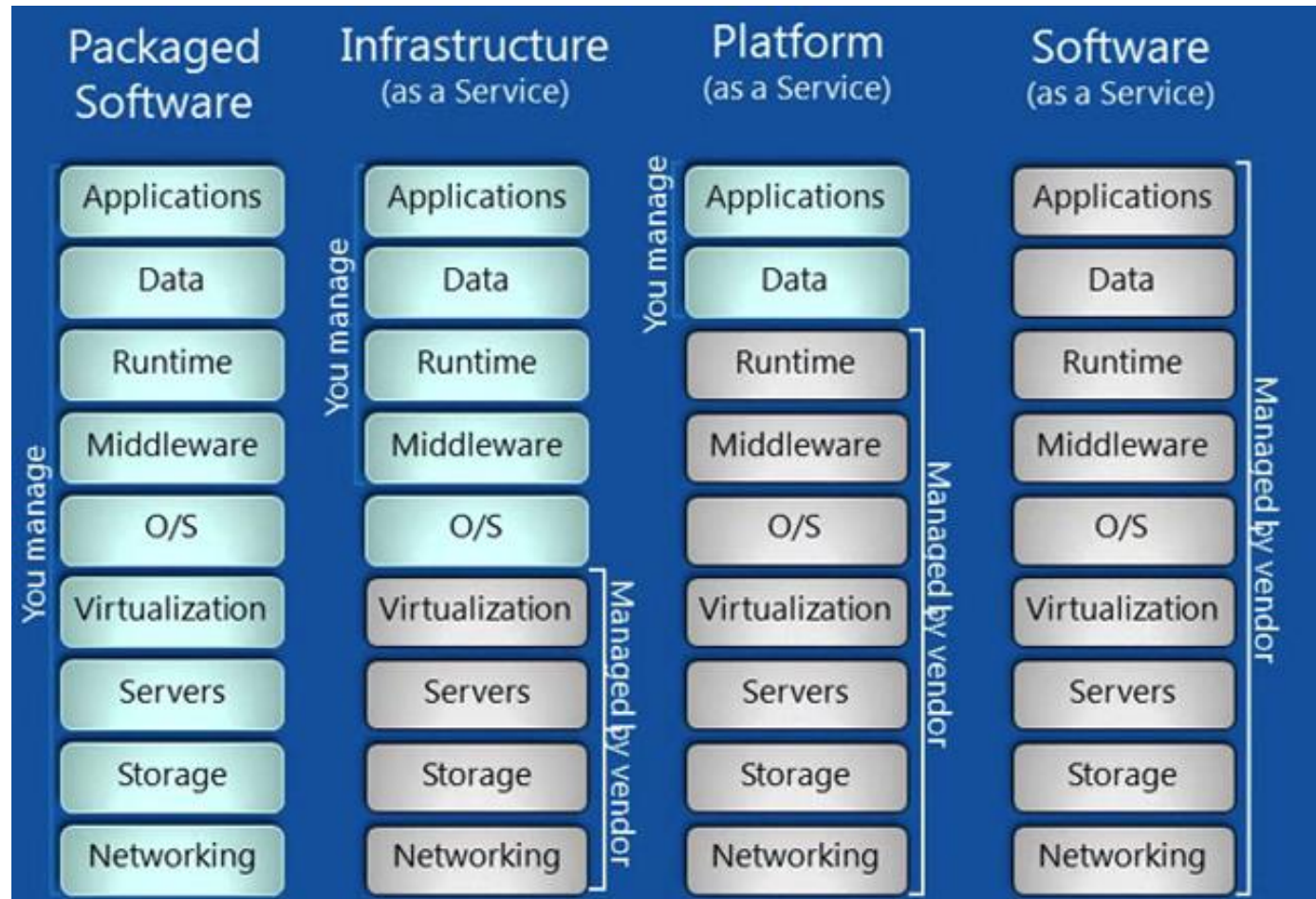
PaaS

Platform as a Service

IaaS

Infrastructure as a Service







# Software delivery model

SaaS

- No hardware or software to manage
- Service delivered through a browser
- Customers use the service on demand
- Instant Scalability





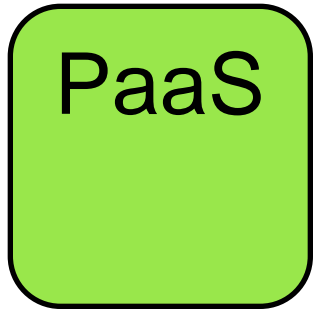
# Examples

- Your current CRM package is not managing the load or you simply don't want to host it in-house. Use a SaaS provider such as Salesforce.com





# Platform delivery model

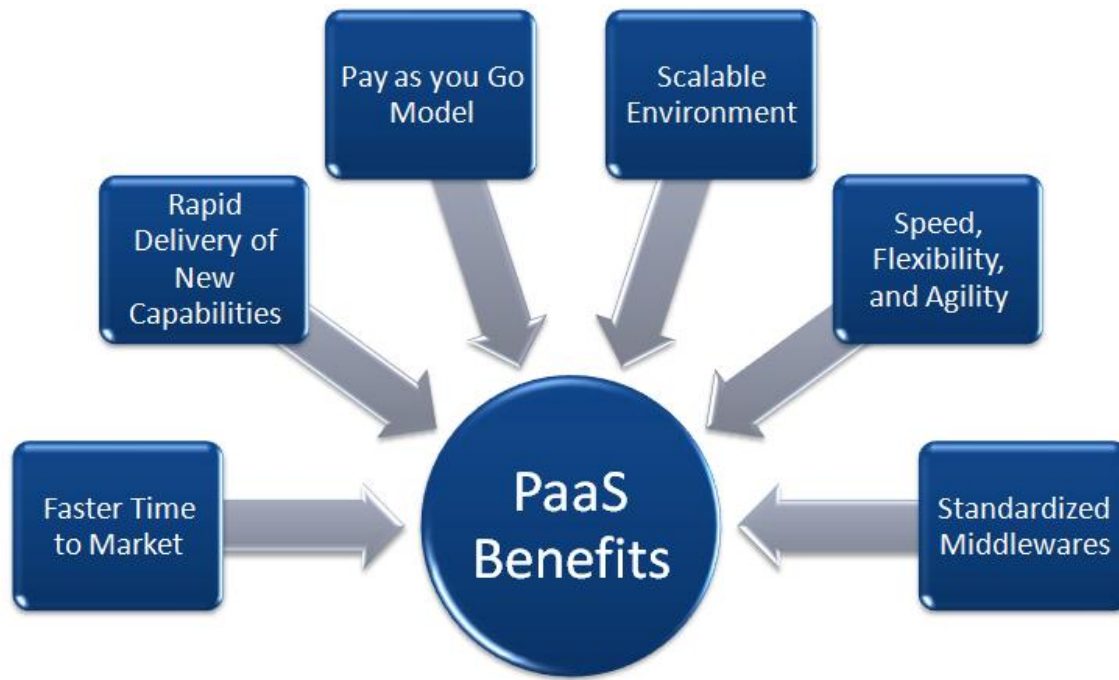


- Platforms are built upon Infrastructure, which is expensive
- Estimating demand is not a science!
- Platform management is not fun!



# Examples

- You need to host a large file (5Mb) on your website and make it available for 35,000 users for only two months duration. Use Cloud Front from Amazon.





# Computer infrastructure delivery model

IaaS

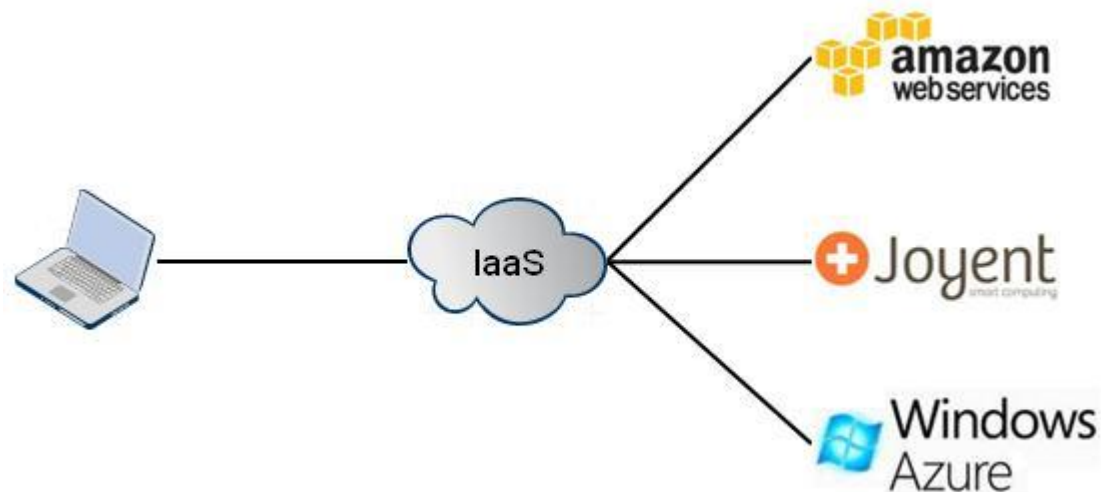
- A platform virtualization environment
- Computing resources, such as storing and processing capacity.
- Virtualization taken a step further





# Examples

- You want to run a batch job but you don't have the infrastructure necessary to run it in a timely manner. Use Amazon EC2.





# Why many companies move to the cloud

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- Reduced spend in their data centers
- Greater flexibility in terms of plugging into and out of solutions.
- No big data analysis experts in the company



# Watch video and discussion

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- Watch two videos on cloud computing
- <https://www.youtube.com/watch?v=uYGQcmZUTaw>
- <https://www.youtube.com/watch?v=DGDtujmOBKc>
  
- Discuss with your neighbors about the learning objectives.

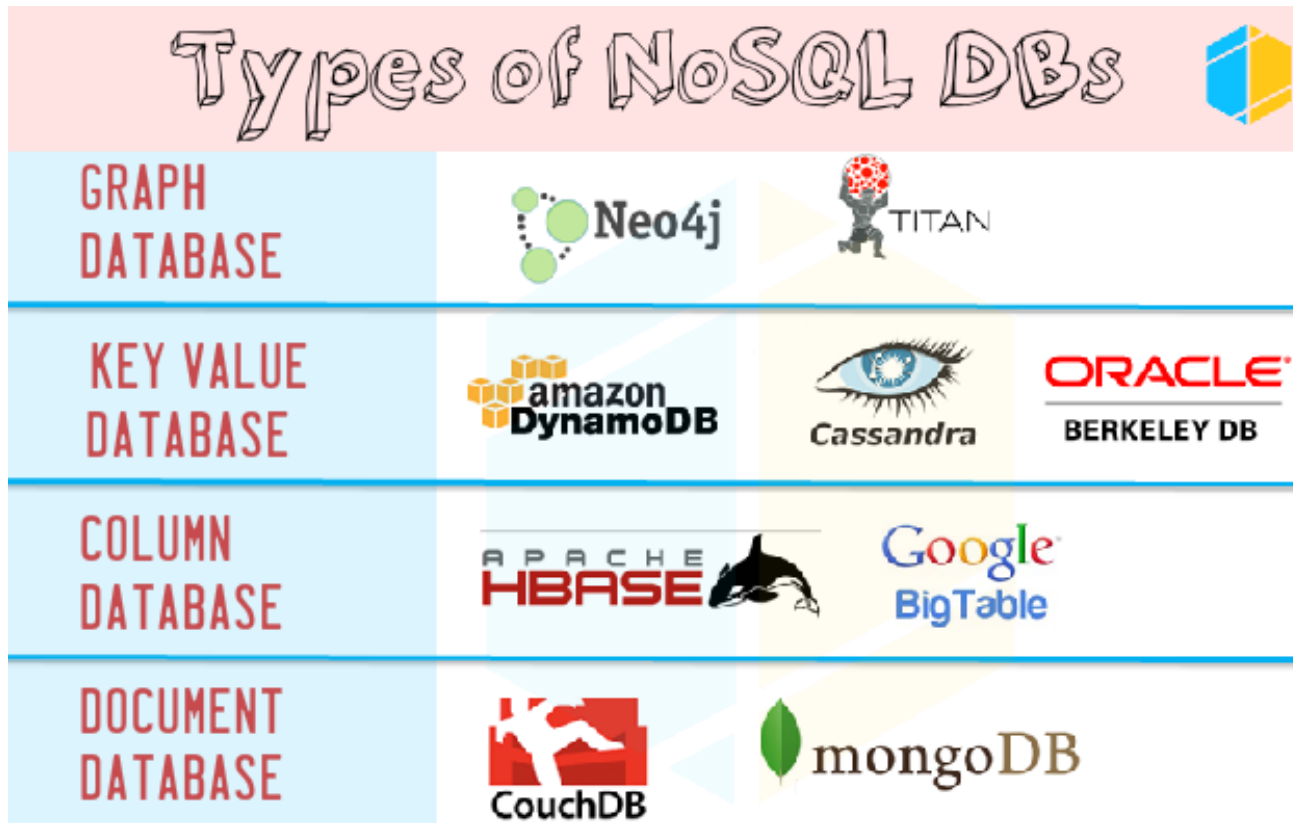


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**Trend 2:** most operational DBMSs will offer multiple data models, relational and NoSQL, in a single DBMS platform.



# NoSQL database types





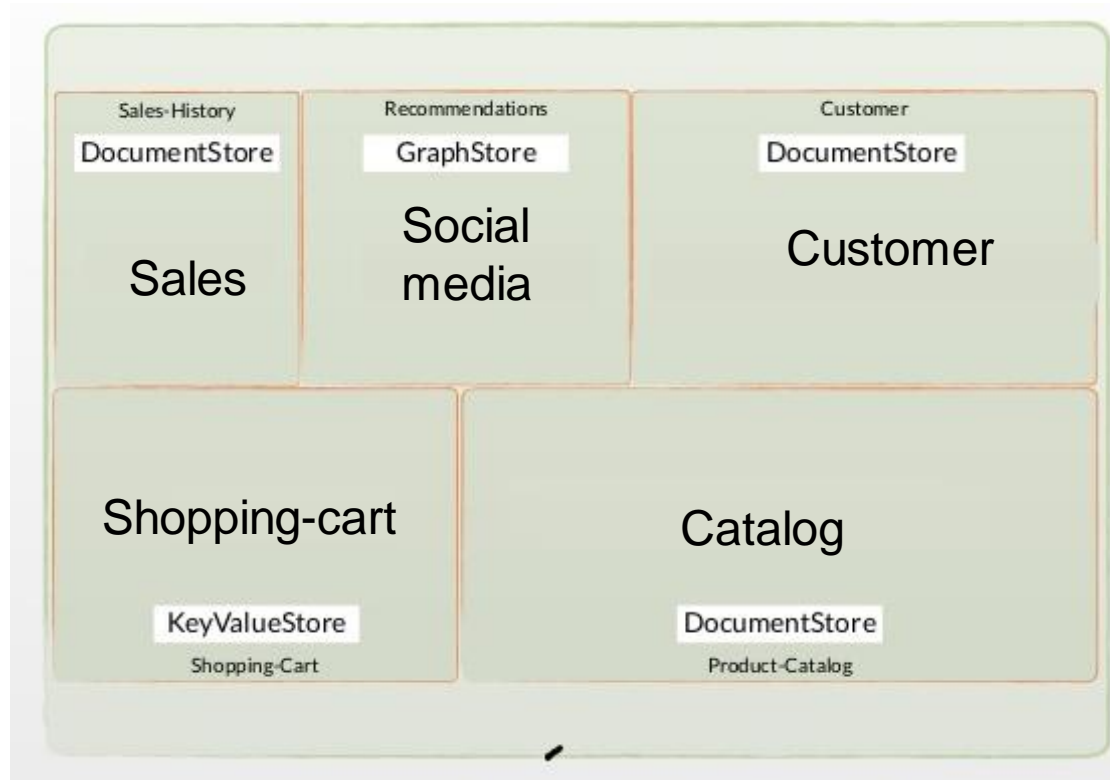
# Polyglot modeling- Multiple tools

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- “Use the right tool for the job”
- If you have structured data with some differences
  - Use a document store
- If you have relations between entities and want to efficiently query them
  - Use a graph database
- If you manage the data structure yourself and do not need complex queries
  - Use a key-value store



# But one application for multi-model databases





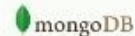
# An online-shop use case

## A typical Use Case — an Online Shop

We need to hold

- ▶ **customer** data: usually homogeneous, but still variations  
MySQL

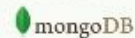
- ▶ **product** data: even for a specialised business quite inhomogeneous



- ▶ **shopping carts**: need very fast lookup by session key



- ▶ **order** and **sales** data: relate customers and products



- ▶ **recommendation engine** data: links between different entities



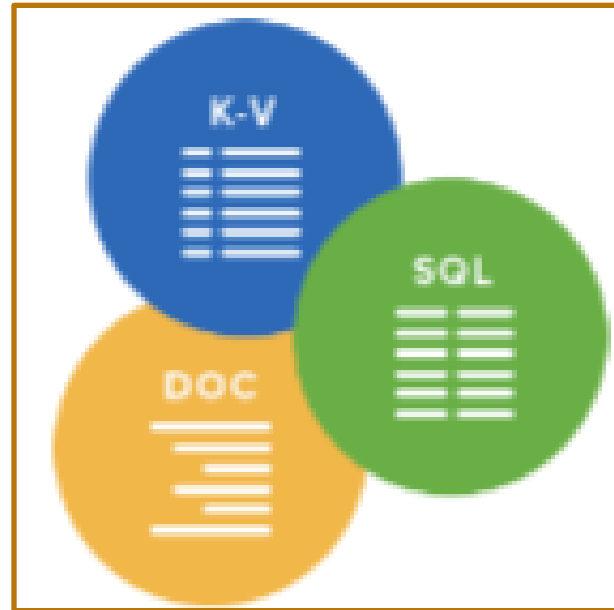




# Multi-model database

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- One unified database for multi-model data



One single database system



# Multi-model databases

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- A multi-model database is designed to support multiple data models against a single, integrated backend.
- Document, graph, relational, and key-value models are examples of data models that may be supported by a multi-model database.



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- Watch a video on a multi-model database: ArangoDB
  - Presentation slides:
  - <http://www.slideshare.net/MichaelHackstein/multi-modeldatabases>
  - Discuss the questions with your neighbors



# Summary

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- Two trends for big data management:
  1. Move to the cloud
  2. One Multi-model DBMS will host NoSQL and SQL

No meeting next week and the first presentation will be given on 20.02.2017.