

# vFabric's Data Narrative

## *Big, Fast, Flexible Data via a Cloud Delivery Model*

*Joseph Russell, Product Marketing Manager*

*November 2012*

Confidential

vmware®

# Trends Driving Change in IT

## Cloud Delivery

- Offered “as-a-Service”
- Virtualization



## New Application Types

- Mobile, SaaS, social
- Enterprises adopting Consumer apps



## Developer Productivity

- New application frameworks
- Ecosystem of libraries and toolsets



## Data Volume

- Web orientation drives exponential data volumes
- Reduced latency and new types of data



# Intensive Data demands changing approach to managing data

Databases no longer just have traditional applications requirements where one size fits all...



... new applications are putting additional pressure on the database

# The Database is Being Stretched

## Fast Data

- Low latency expectations
- Horizontal scale

## Big Data

- Petabytes vs. Gigabytes
- Democratize Analytics

## Flexible Data

- Multi-structured data
- Developer productivity



## Cloud Delivery Model

*Virtualized. Offered “-as-a-Service.”*

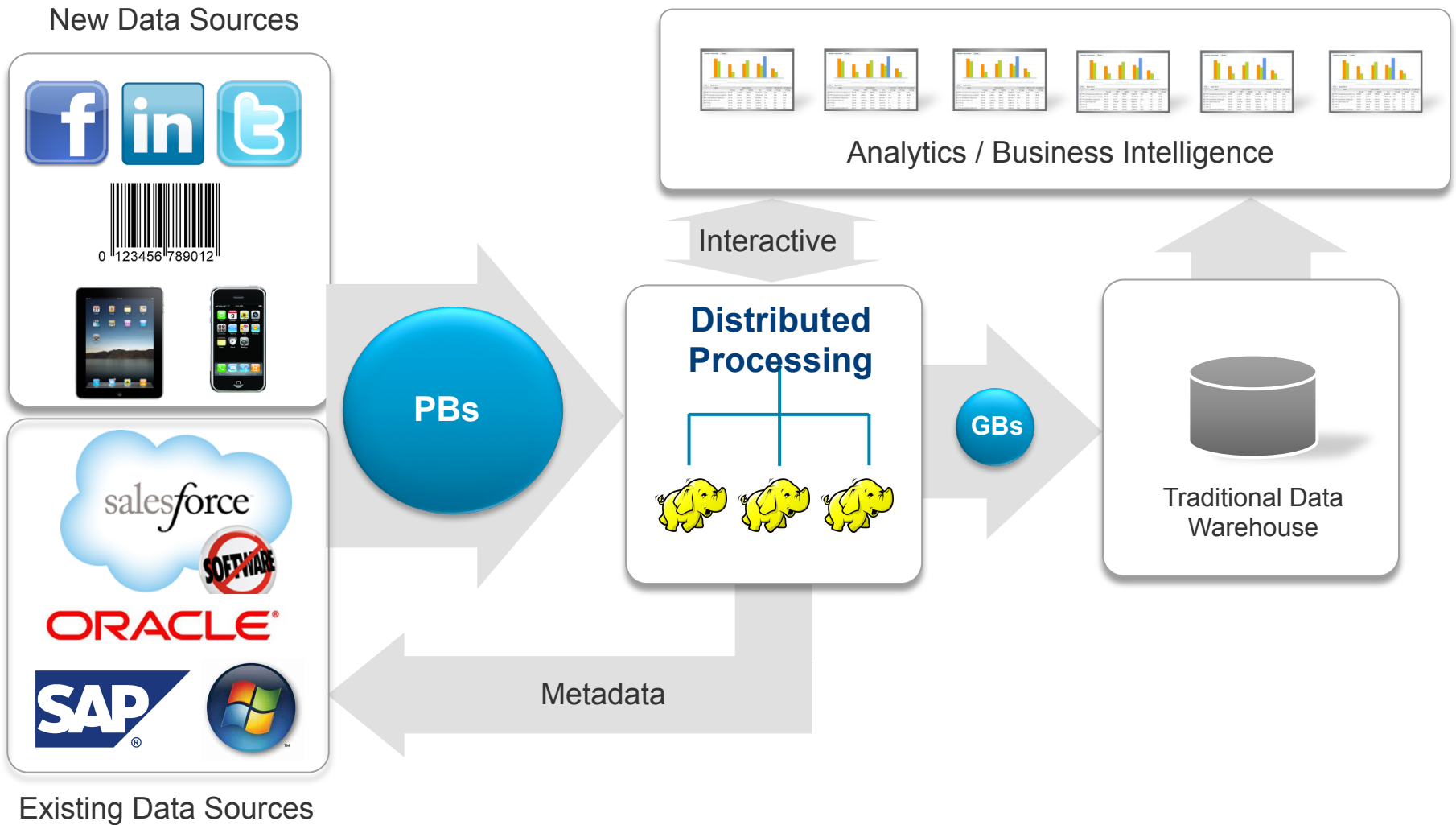
# The Database is Being Stretched

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# Big Data: Handling Increasingly Large Amounts of Data Faster



# The Database is Being Stretched

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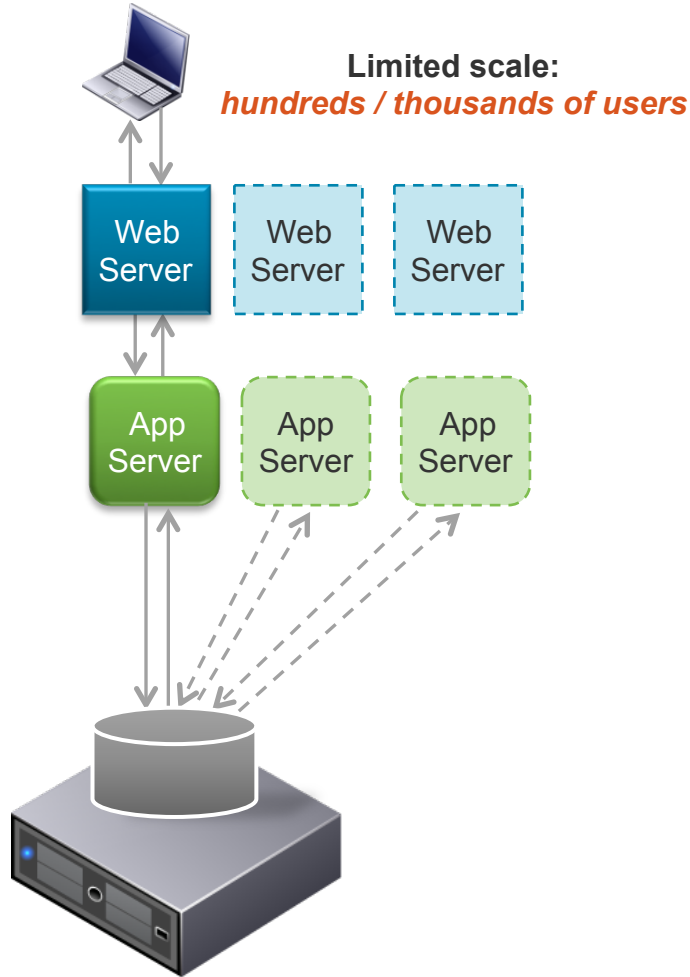
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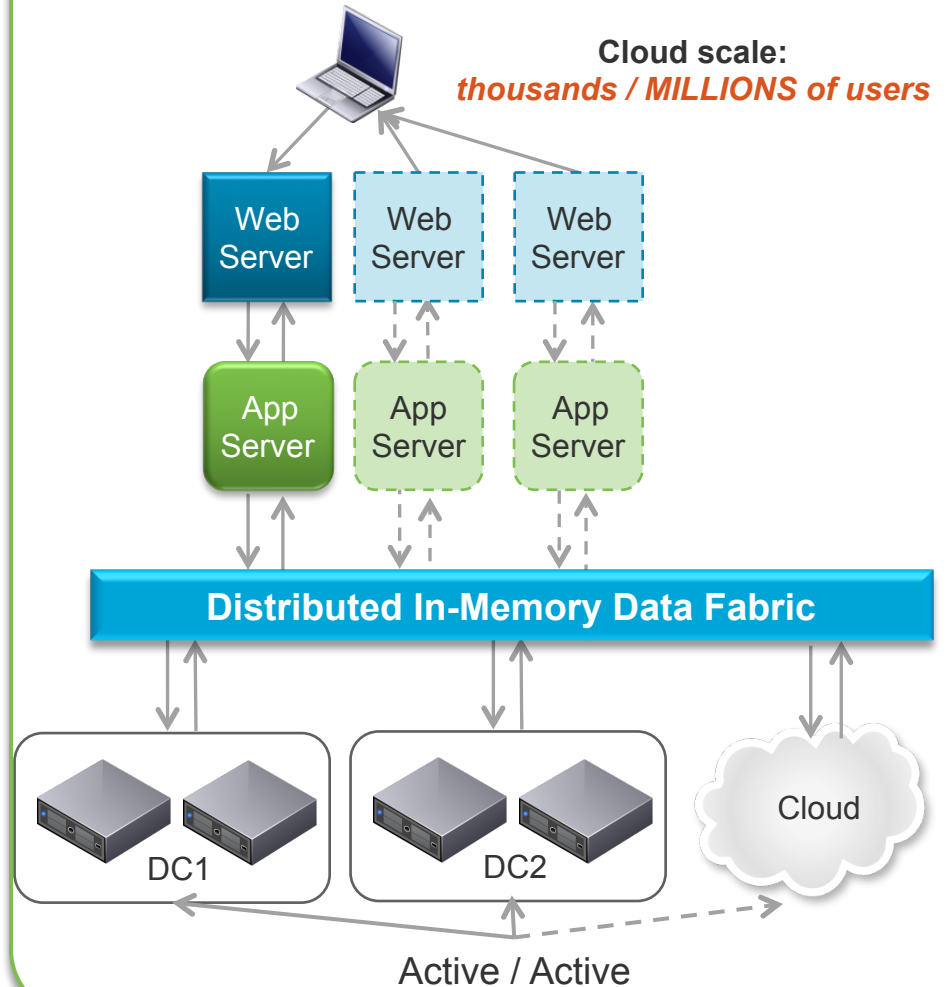


# Fast Data: Low Latency, Scalable, and Consistent

## Traditional Application



## Cloud Application Era





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## Flexible Data

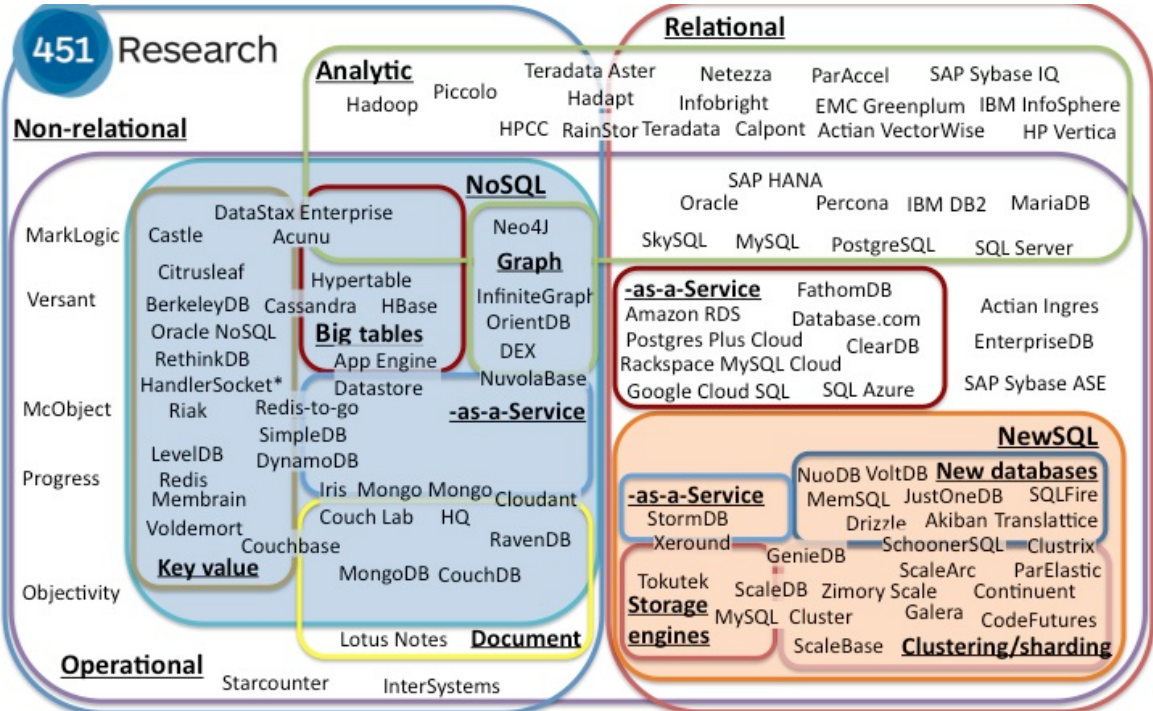
- Multi-structured data
- Developer productivity

# Flexible Data: New Data Types spawning new technologies

## Multi-structured data

- E-Mails
- Log files
- Social graph (Twitter)
- Clickstream
- PDF Documents
- Images (e.g., .jpg, or .gif)
- Media (e.g., mp3, .wma, or .wmv)
- MS Office Files

## New Data Landscape



Source: 451 Group

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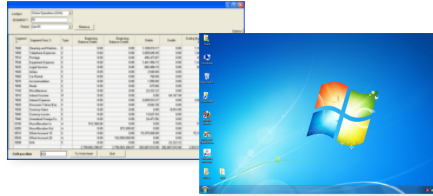
## Flexible Data

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## Cloud Delivery Model

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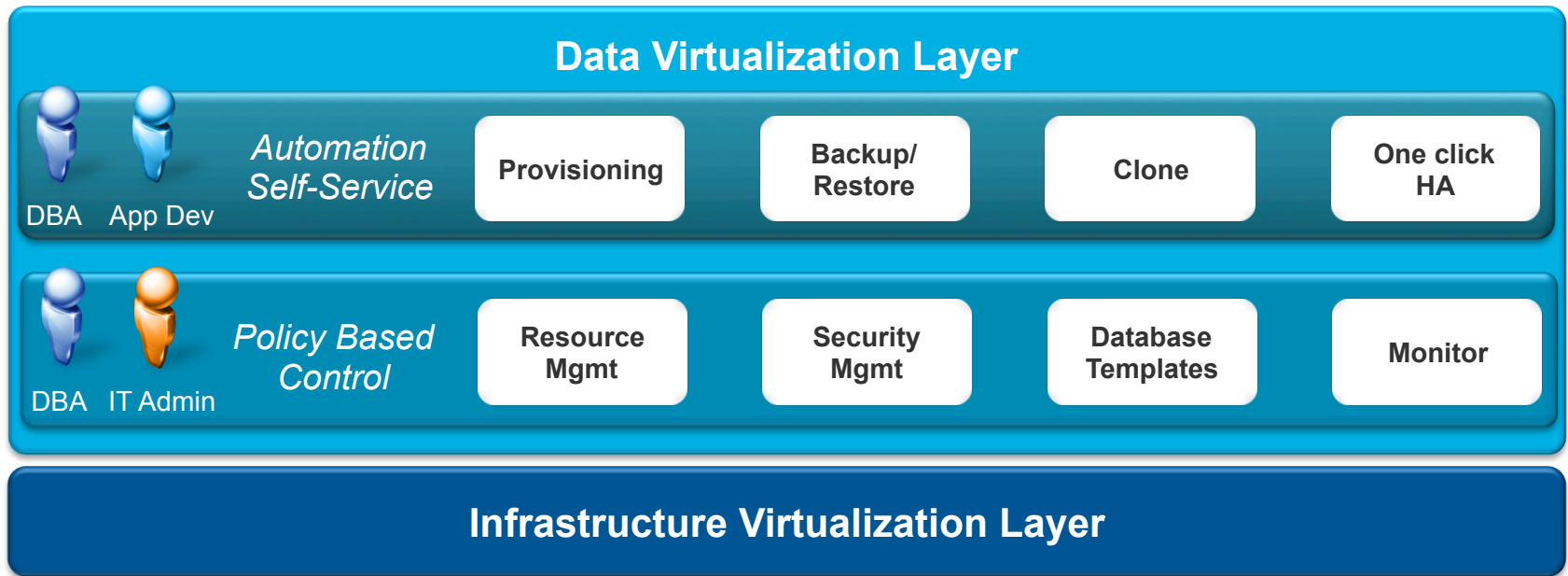
# Cloud Data: A Cloud Delivery Model



Existing Applications



New Applications



# Summary

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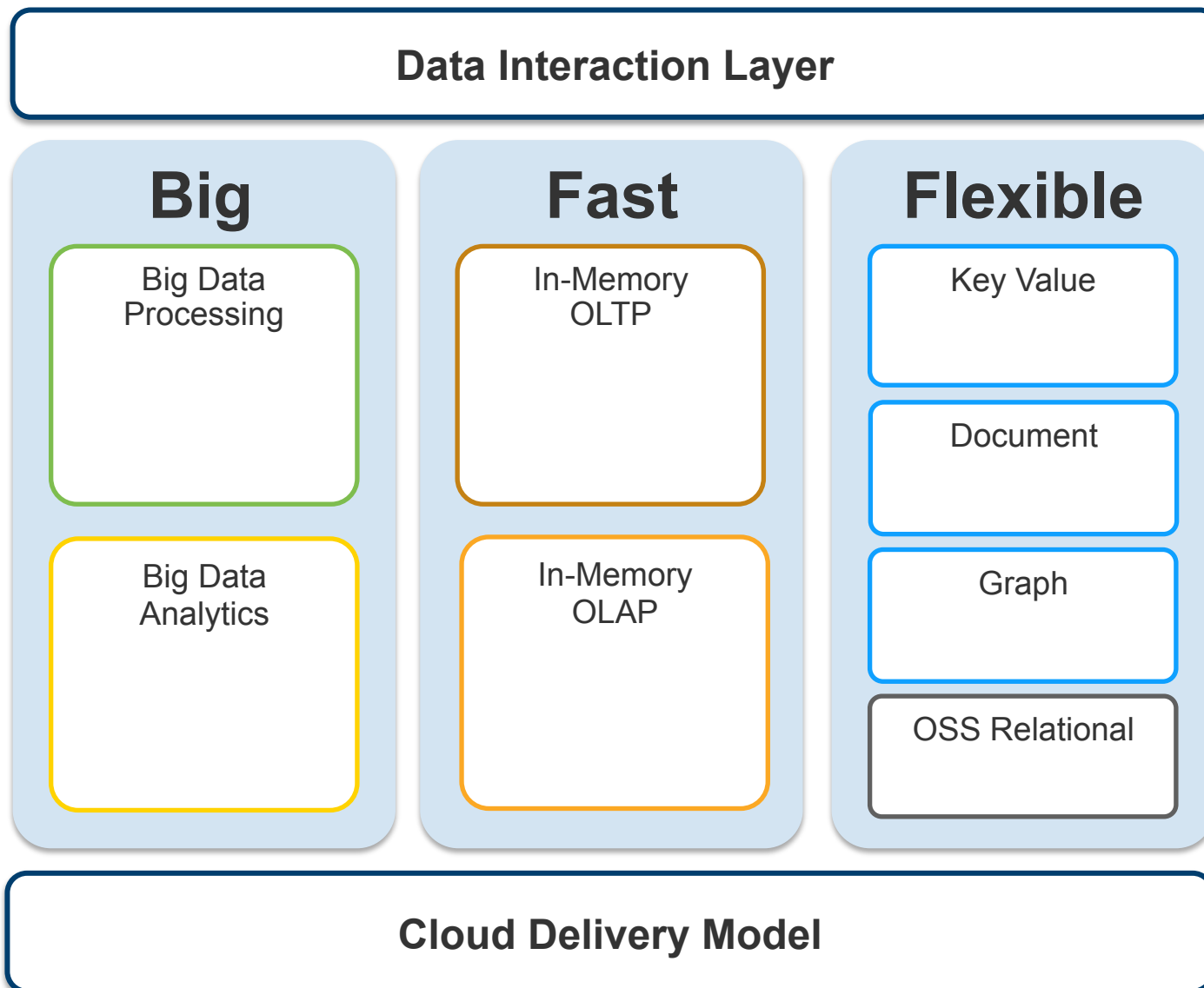
## Flexible Data

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## Cloud Delivery Model

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# vFabric Data Framework

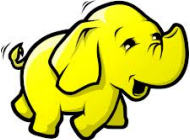


# vFabric Data Framework


 **Data Interaction Layer** 

## Big

Big Data Processing



Big Data Analytics



## Fast

In-Memory OLTP




SQLFire

In-Memory OLAP




## Flexible


Key Value

 **redis**


Document

 **mongoDB**

Graph

 **Neo4j**  
the graph database

OSS Relational

 **Postgres**

  **Cloud Delivery Model** 



**Thank you!**