



Which NoSQL database is right for you?

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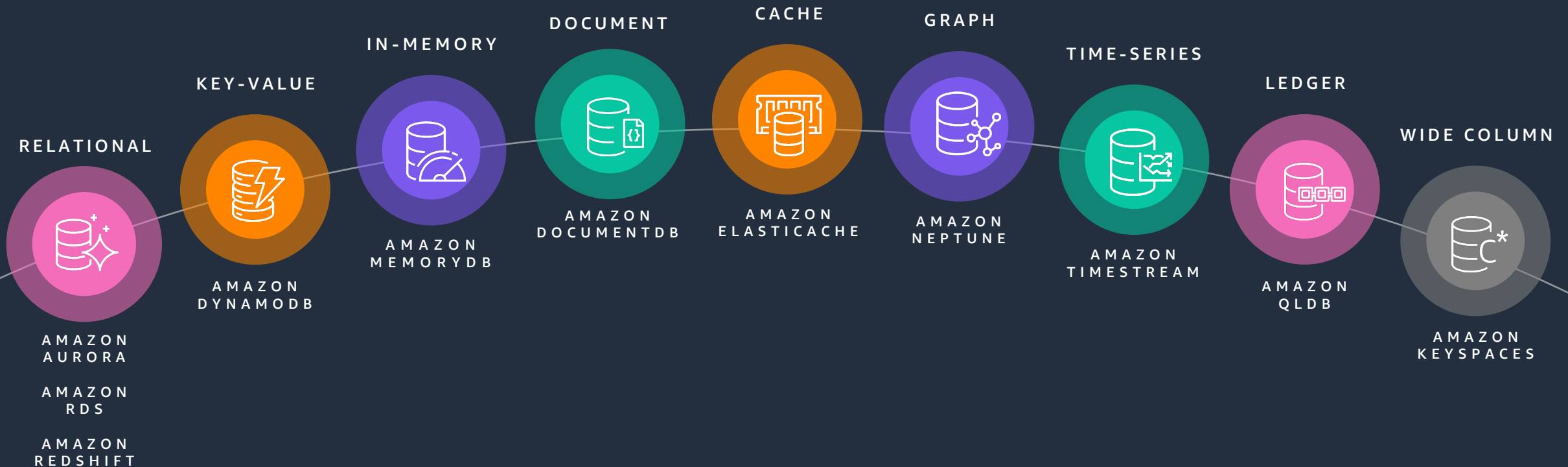
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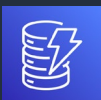
Agenda

- Purpose-built databases
- In Memory, Key-Value, Document data types
- Review of AWS database services and key characteristics
- Choosing a database based on customer use case

Broadest portfolio of purpose-built databases



Review of NoSQL databases

	Amazon MemoryDB 	Amazon ElastiCache 	Amazon DocumentDB 	Amazon DynamoDB 
Manageability	Fully managed, durable, in-memory database service that delivers ultra-fast performance	Fully managed, durable, in-memory caching service that delivers ultra-fast performance	Fully managed, highly available and secure Cluster based	Fully managed, highly available and secure Serverless - No servers to manage
Scale	Performance at any scale	Performance at any scale	Highly scalable	Performance at any scale
API	Compatible with OSS Redis API	Compatible with OSS Redis & Memcached	Compatible with MongoDB	Proprietary API / PartiQL
Category	In Memory, Key-Value	In Memory, Key-Value	Document Databases	Key-Value

Amazon MemoryDB for Redis





Amazon MemoryDB for Redis

Durable, in-memory Redis-compatible database, that is fully managed and purpose-built for:

- Modern applications with microservices architectures
- Accessing data with ultra-fast performance including microsecond read and single-digit millisecond write latency.
- Storing data across multiple AZs for high durability & fast recovery
- Enabling customers to quickly build applications using flexible and friendly Redis data structures and APIs like streams, hashes, lists and sets.
- Providing high concurrency to handle millions or requests per second.

MemoryDB manageability & scalability

Manageability - fully managed

- Launch new MemoryDB clusters using AWS Console, AWS CLI or SDK or using CloudFormation templates using pre-configured parameters
- MemoryDB automatically keeps your clusters up-to-date with new updates, and you can easily upgrade your clusters to the latest versions of Redis.

Integration with other AWS services such as CloudWatch, Amazon VPC, CloudTrail, and Amazon SNS for monitoring, security, and notifications.

Scalability

- Scale your cluster horizontally by adding/removing shards or vertically by moving to larger/smaller node types.
- Each cluster can have up to 500 shards. Each shard has one primary node and up to five replica nodes.
- You can scale to more than 100 TB of storage per cluster (with 1 replica per shard)
- Your cluster continues to stay online and support read and write operations during a Scaling operation.

MemoryDB key features

Replication

Supports High Availability using Async Replication between primary and read replicas using Multi-AZ transaction log

Indexing

Use Redis data structures to create Secondary indexes on top level attributes

Data Streaming

Supported through Redis Streams data structure

ACID Transactions

Strong read after write consistency on primary nodes, with eventual consistency on replicas
Redis being single threaded provides consistency and isolation by design
High Data durability & Consistency using a Multi-AZ transactional log

MemoryDB schema, API & connectivity

Schema

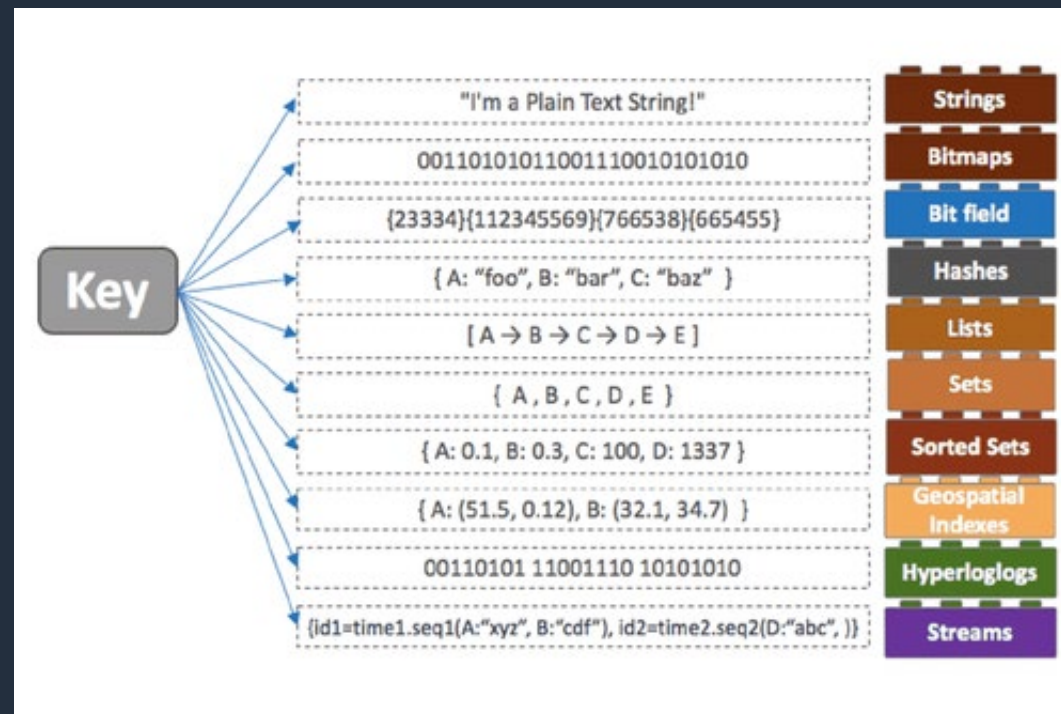
- Flexible in-memory key-value datastore leveraging redis data structures

API

- Redis offers flexible APIs, commands, and data structures like streams, sets, and lists, to build agile and versatile applications

Connectivity

- Accessible via Cluster Endpoint within VPC
- Supports VPC peering for private connectivity between VPCs
- Supports Hybrid Architecture using VPN and Direct connect



MemoryDB pricing

Three dimensions for pricing:

- **On-Demand instance hours:** The amount of node capacity for a cluster, charged per instance-hour
- **Data Written:** Volume of data written to the MemoryDB cluster, charged per GB
- **Snapshot Storage:** Storage associated with the automated and user-initiated snapshots you take, charged per GB-month

Refer to [MemoryDB pricing page](#) for more details

MemoryDB use cases



Web and mobile

User content data stores
Session management
Geospatial indexing
Chat and message queues



Retail

Customer profiles and accounts
Inventory tracking and fulfillment



Gaming

Player data stores
Session history
Leaderboards



Banking and finance

User transactions
Fraud detection



Media and entertainment

User data stores
Real-time streaming



IoT

Streaming device data
Operational insights

MemoryDB customer story

NETFLIX

"Our media platform uses a microservices architecture and we are looking for the right database to support some of our platform requirements. We're excited about the launch of Amazon MemoryDB, as it fulfills our need for a durable, in-memory database that supports our short and long-term architectural plans.."

— **Charles Zhao**, Manager, MCE Media Workflow Infrastructure - Netflix

Netflix is one of the world's leading entertainment services with more than 200 million members in over 190 countries enjoying TV series, documentaries, and feature films across a wide variety of genres and languages.



Payment Processing use case - A leading global payments company with seamless, secure and innovative solutions to payment card issuers — with its solutions used over 1300+ financial institutions and retail companies in 200 countries

Challenge:

To create a payment tokenization solution that can handle high throughput and meet ultra -fast read and write performance SLAs while reducing the footprint and transfer of sensitive data which comes under Payment Card Industry requirements.

Solution:

Used Fully Managed Amazon MemoryDB for Redis Service to:

- Replace PAN/PII data with a random number token and store them in one central secured storage area.
- Store billion of tokens in memory with single digit millisecond write latency.
- Easily scale to thousands of RPS with minimum overhead and zero data loss durability

Result

Low latency application that could store 4+ billion tokens and handle greater than 100,000 read IOPS and 20,000 write IOPS



MemoryDB customers

NETFLIX

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TECHNOLOGY SOLUTIONS

MemoryDB summary

- ✓ Fully managed, durable, in-memory database service that delivers microsecond read and single-digit millisecond write latencies with up to 160 million TPS per cluster.
- ✓ Flexible and friendly Redis data structures and APIs. Easily build new applications or migrate existing Redis applications with almost no modification.
- ✓ High Data durability using a Multi-AZ transactional log providing fast database recovery and restart.
- ✓ Strong read after write consistency on primary nodes, with eventual consistency on replicas
- ✓ Multi-AZ availability with automatic failover, and detection of and recovery from node failures.
- ✓ Support for up to 500 nodes and more than 100 TB of storage per cluster (with 1 replica per shard).
- ✓ Scale your cluster horizontally by adding/removing shards or vertically by moving to larger/smaller node types.

Amazon ElastiCache



Amazon ElastiCache: ultra-fast, in-memory caching service

Redis &
Memcached compatible



Fully compatible with
open source Redis
and Memcached

Extreme
performance



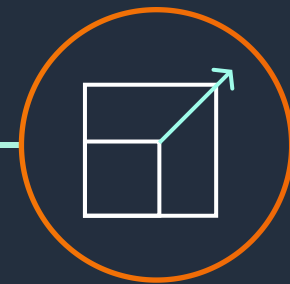
In-memory data store
and cache for microsecond
response times

Secure
and reliable



Network isolation, encryption
at rest/transit, HIPAA, PCI,
FedRAMP, multi AZ, and
automatic failover

Scalable and
highly available



Scale writes and
reads with sharding
and replicas



Amazon ElastiCache for Redis

BUILT ON THE FULL POWER OF AWS

Amazon ElastiCache for Redis is a fully managed, blazingly fast in-memory caching service for use as a Database Cache, Message broker & Queue with sub millisecond response times



- Available in all AWS regions
- Multi-AZ auto failover
- Cross region replication with Global Datastore
- Up to 500 nodes per cluster & 340 TB database
- Data tiering to expand storage capacity
- Scheduled snapshot support
- Scale out/in (sharded configuration)
- Scale up/down (all configurations)

ElastiCache key features

Replication

- Supports High Availability using Async Replication between primary and read replicas
- Supports cross region replication with Global Datastore

Storage

- Leverage Data tiering to expand storage beyond memory into local attached storage

Indexing

- Use Redis data structures to create Secondary indexes on top level attributes

Data Streaming

- Supported through Redis Streams data structure

ACID Transactions

- Strong read after write consistency on primary nodes, with eventual consistency on replicas



ElastiCache manageability & scalability

Manageability - fully managed

- Launch new ElastiCache clusters using AWS Console, AWS CLI or SDK or using CloudFormation templates using pre-configured parameters
- ElastiCache automatically keeps your clusters up-to-date with new updates, and you can easily upgrade your clusters to the latest versions of Redis.

Integration - with other AWS services such as CloudWatch, Amazon VPC, CloudTrail, and Amazon SNS for monitoring, security, and notifications.

Scalability

- Scale your cluster horizontally by adding/removing shards or vertically by moving to larger/smaller node types.
- Autoscaling – Automatically add shards or replicas based on pre-defined rules
- Each cluster can have up to 500 shards. Each shard has one primary node and up to five replica nodes.
- You can scale to more than 340 TB of storage per cluster
- Your cluster continues to stay online and support read and write operations during a Scaling operation.

ElastiCache schema, API & connectivity

Schema

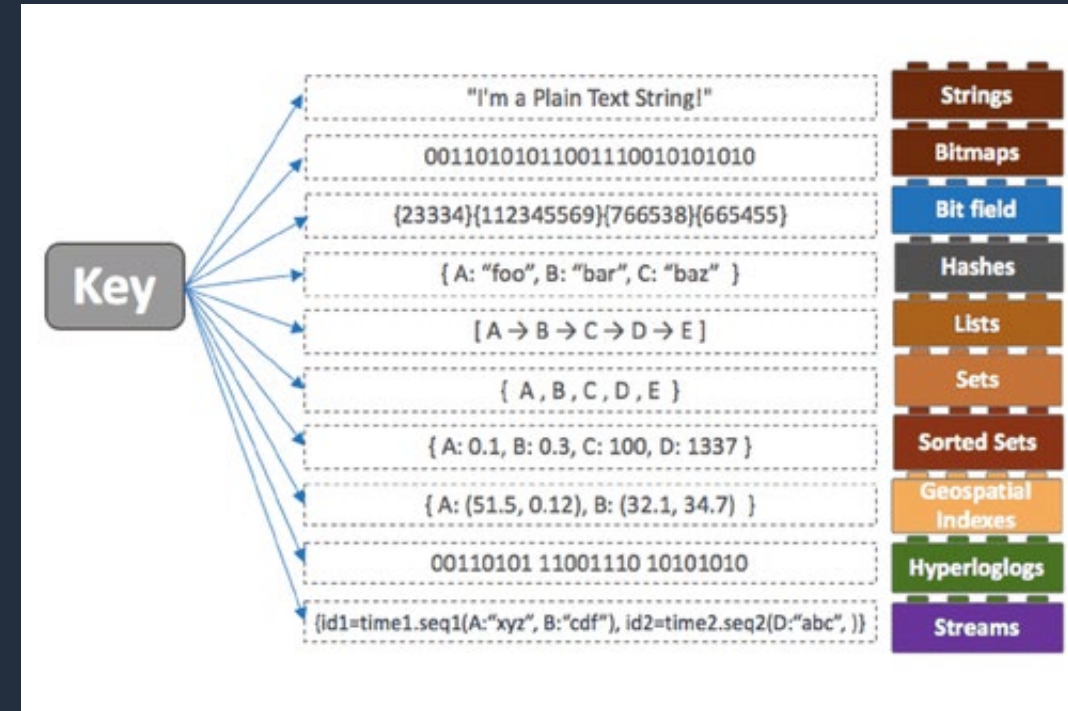
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API

- Redis offers flexible APIs, commands, and data structures like streams, sets, and lists, to build agile and versatile applications

Connectivity

- Accessible via Cluster Endpoint within VPC
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ElastiCache pricing

Three dimensions for pricing:

- **On-Demand instance hours:** The amount of node capacity for a cluster, charged per instance-hour
- **Data transfer:** Volume of data transferred from your application to the ElastiCache cluster, charged per GB
- **Backup Storage:** Storage associated with the automated and user-initiated snapshots you take, charged per GB-month

Refer to [ElastiCache pricing page](#) for more details

Amazon ElastiCache Use Cases



Caching



Real-time analytics



Gaming leaderboards



Geospatial



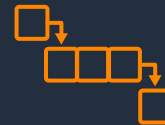
Media streaming



Session store



Chat apps



Message queues



Machine learning

ElastiCache customer story



Challenge

Peloton's leaderboard requires high elasticity, low latency, and real-time processing to deliver customizable rider data for the community of users riding together virtually from the comfort of their homes.

Solution

- **Use Amazon ElastiCache** for Redis as an in-memory data store to provide scale and performance to process streaming data for on-demand, live leaderboard.
- Required millisecond response time for real-time leaderboards with thousands of users and up to 20k requests/sec
- Use ElastiCache Redis as a in-memory data store for real-time data computation
- Use RDS MySQL as the persistent data store

<https://aws.amazon.com/solutions/case-studies/peloton/>



Amazon ElastiCache customers

Software & internet



Ride-hailing



Financial services



Gaming



Media and entertainment



Social media



Telecommunications



Travel



Industrials & services



Logistics & operations



Publishing



Other



ElastiCache summary

- ✓ Fully managed, in-memory caching service that delivers sub millisecond response times
- ✓ Flexible and friendly Redis data structures and APIs. Easily build new applications or migrate existing Redis applications with almost no modification.
- ✓ Strong read after write consistency on primary nodes, with eventual consistency on replicas
- ✓ Multi-AZ availability with automatic failover, and detection of and recovery from node failures.
- ✓ Support for up to 500 nodes and more than 340 TB of storage per cluster
- ✓ Scale your cluster horizontally by adding/removing shards or vertically by moving to larger/smaller node types. Leverage autoscaling.
- ✓ Cross region replication with Global Datastore
- ✓ Data tiering to expand storage capabilities beyond memory



JavaScript Object Notation (JSON) with Redis

ElastiCache and MemoryDB are fully managed services that customers use to run Redis and have data sets that use JSON, an interchange format that's popular due to its flexibility and ease of use.



Historically, if a customer wanted to load, store, and access JSON in an AWS-native service for Redis,

- They would have to write, deploy, and manage custom code to convert JSON into a data structure that Redis supports, such as a String, Hash, or SortedSet.
- Alternatively, they could store their data in a database designed specifically for JSON documents, and write code to have their Redis applications interact with these systems.

These approaches often increase complexity and cost and negatively impact application performance.

New JSON data type support for ElastiCache for Redis

- Build applications requiring the low latency and high throughput performance with powerful Redis APIs on JSON
- Natively store, fetch, and update JSON data inside ElastiCache clusters
- New set of commands for manipulating JSON structures
- No Serialization or Deserialization necessary
- Each JSON document is stored as the value pertaining to a unique Redis key
- Available for ElastiCache in all regions where ElastiCache is available, for Redis v6.2 and above
- The JSON data type and associated commands are available for a number of popular Redis clients, including redis-py for Python, node_redis for Node.JS, and Lettuce for Java

Amazon DynamoDB



DynamoDB manageability & scalability

DynamoDB is serverless

- No maintenance windows (99.99% and 99.999% uptime)
- No versions to manage, always on the latest version
- No need to make difficult sizing decisions
- Looks like a web endpoint behind which "magic" happens

Virtually unlimited scaling

- Runs on many thousands of servers
- Used by Amazon.com, peaking at 89 million requests per second during Prime Day
- With a good partition key, can scale automatically up and down
- Can scale to 0 (with no throughput charges) then hit 2x past peak the next second

DynamoDB differentiating features

Global Replication

- Active-active global table with ability to read and write in all regions

Indexing

- Sort key and secondary indexes provide many query patterns beyond key-value

Change Data Capture

- Take action on mutation events with DynamoDB Streams and Kinesis Data Streams, with built-in Lambda trigger support

ACID Transactions

- Full ACID guarantees for up to 25 updated items, including across tables

DynamoDB schema, API & connectivity

Schema

- Flexible – multiple data types are often held in the same table, must only define the partition key and optionally sort key (often named PK/SK to keep them generic), can store JSON

API

- Simple get/put/query/scan proprietary API as well as PartiQL
- If you can express something, it will execute quickly
- Large variety of client languages, most have nice syntactic sugar

Connectivity

- Public, per region https endpoint or VPC GW endpoint for private connectivity from a VPC
- Rich integration with other AWS services

DynamoDB pricing

Pricing

- Primarily storage (in GB-months), reads (4K blocks), and writes (1k blocks)
- Eventual consistency is charged 1/2 of strong consistency
- Can be "On Demand" (pay per request) or "Provisioned" (specify a consumption rate)
- Reserved capacity provides discounts over 50% for annual, over 77% for 3 year

Refer to [DynamoDB pricing page](#) for more details

DynamoDB use cases by industry

CUSTOMERS RELY ON DYNAMODB TO SUPPORT THEIR MISSION-CRITICAL WORKLOADS



Banking and finance

Fraud detection

User transactions

Mainframe offloading

(Capital One, Vanguard, Fannie Mae)



Ad tech

User profile stores

Metadata stores for assets

Popular-item cache

(AdRoll, GumGum, Branch, DataXu)



Gaming

Game states

Leaderboards

Player data stores

(Riot Games, Electronic Arts, PennyPop)



Retail

Shopping carts

Workflow engines

Customer profiles

(Nordstrom, Nike, Zalando, Mercado Libre)



Software and internet

Metadata caches

Ride-tracking data stores

Relationship graph data stores

(Uber, Lyft, Swiggy, Snap, Duolingo)



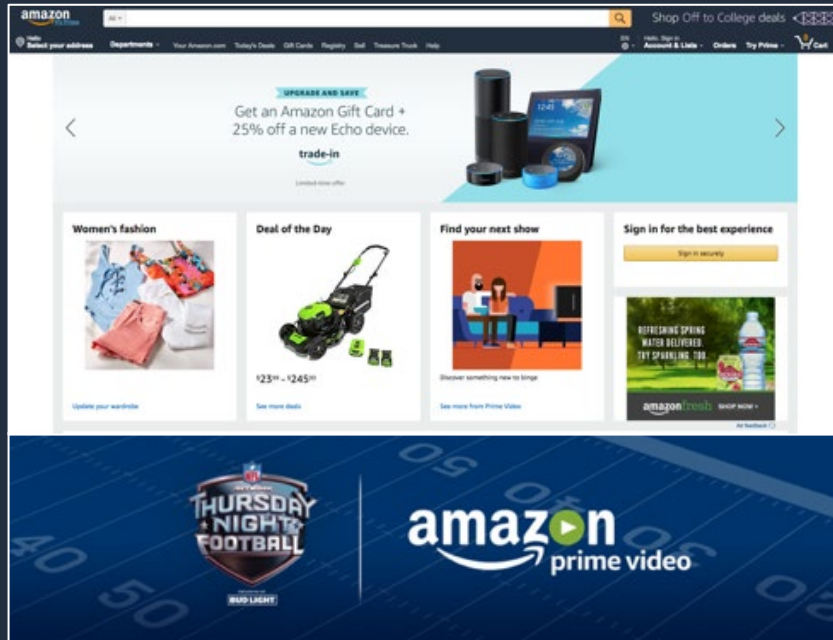
Media & Entertainment

User data stores

Media metadata stores

Digital rights management stores

(Airtel Wynk, Amazon Prime, Netflix)



Over the course of the 66-hour Prime Day in 2021, these [Amazon.com properties and systems] made **trillions of API calls while maintaining high availability with single-digit millisecond performance, and peaking at 89.2 million requests per second.**

DynamoDB powers multiple high -traffic Amazon properties and systems including Alexa, the Amazon.com sites, and all Amazon fulfillment centers.

The internal Amazon.com Herd system supports 100s of millions of active workflows.

Migrated from Oracle to DynamoDB

- **Improved customer experience:** Workflow processing delays dropped from 1 second to 100 milliseconds.
- **Reduced cost:** Scaling and maintenance effort dropped 10 times.
- **Reduced complexity and risk:** Retired more than 300 Oracle hosts.



DynamoDB summary

- Serverless, unlimited scale, reliable single-digit millisecond latency, even for millions of reads and writes per second, or spiky workloads
- Key-value, with a sort key and secondary indexes for alternative views
- Simple get/put/query/scan proprietary API
- Supports strong and (half price) eventual consistency, active-active cross-region replication, ACID transactions, and streams to observe all data changes
- Doesn't directly support aggregations, geospatial, text-based queries
- Supports push-button data export to S3 for analyzing the data with other tools
- Has an optional API-compatible write-through caching layer in front called DAX for sub-ms reads

Hundreds of thousands have chosen DynamoDB



<https://aws.amazon.com/dynamodb/customers/>



Amazon DocumentDB (with MongoDB compatibility)



DocumentDB manageability & scalability

Manageability - fully managed

Cluster based, managed servers

Simple management – similar to other managed services

Scalability – highly scalable

Millions of reads/sec with up to 15 read replicas

Tens of thousands of writes/sec with single primary

Storage scales automatically up to 64 TiB

Resizing and scaling out reads takes minutes due to separation of compute and storage

DocumentDB key features

Global Replication

Global cluster with 1 primary region (reads and writes) and up to 5 secondary regions (reads)

Secondary region can be manually promoted in less than a minute to become primary

Indexing

Various index types can be created on top level, nested and array fields

Data Streaming

Supported through Change Streams

ACID Transactions

Operations on single item are atomic, isolated and durable

ACID transactions on multiple documents are supported now in 4.0

DocumentDB schema, API & connectivity

Schema

Flexible – Document-oriented, no need to define any fields for a collection

Unique `_id` field is automatically added for every document and its value can be specified by the application, or auto generated by the database

Connectivity

Cluster located in a VPC and can only be accessed from within that VPC, or through private connectivity to that VPC like VPC peering and SSH tunneling

API

Compatible with MongoDB

Customers can use existing MongoDB code, drivers and open source tools from the MongoDB ecosystem

Rich querying capabilities including querying on nested and array fields, aggregations, geospatial and joins



DocumentDB pricing

Pricing

Compute instances, priced per second running

Data read/written to the storage volume, priced by millions of IOs

Storage, priced by GB-month

Backup storage, priced by GB-month

Refer to [DocumentDB pricing page](#) for more details

DocumentDB use cases

Migrations of existing MongoDB workloads, moving to managed

Rich querying capabilities for JSON documents

Aggregations

Ad hoc querying

Index on any Key

Customers who want to use open source APIs

DocumentDB customer story



Challenge

When Plume, a leader in the smart home services industry, reached database scalability limits in MongoDB, it faced complicated application redesigns that would require onboarding new infrastructure experts.

Benefits

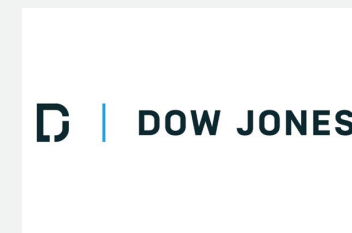
Greatly reduced the need for in-house database management

Drastically increased scalability and functionality without increasing the workload of Plume staff.

“ On one of our clouds, users are making like 50,000 API calls a minute, and **Amazon DocumentDB is not really blinking an eye** ”

—**Robert Miller**, software development lead for public APIs, Plume

DocumentDB key customers




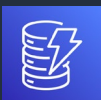


<https://aws.amazon.com/documentdb/customers>




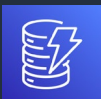
DocumentDB summary

- ✓ Fully managed document database that supports tens of thousands of writes per second and millions of reads per second with millisecond latency
- ✓ Cloud native architecture - separation of compute and storage with single writer and up to 15 read replicas
- ✓ API compatible with MongoDB, great for migration of MongoDB workloads or other workloads that require a Document database with flexible schema and querying capabilities
- ✓ Rich querying capabilities – choice between strong and eventual consistency, indexing top level, nested and array fields, ACID transactions, aggregations, geospatial
- ✓ Supports read-only cross-region replication, streams to observe all data changes

Review of NoSQL databases

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Review of NoSQL databases / cont.

	Amazon MemoryDB 	Amazon ElastiCache 	Amazon DocumentDB 	Amazon DynamoDB 
Schema	Flexible	Flexible	Highly flexible (schema less)	Flexible
ACID Transactions	No*	No	Yes	Yes (25 items)
Connectivity	VPC Only	VPC Only	VPC Only	Public and VPC GW
Global Replication	No	Yes (Active-Passive)	Yes (Active-Passive)	Yes (Active-Active)

*MemoryDB for Redis provides strong read after write consistency on primary nodes with high data durability using Multi-AZ transaction log

Which database should I pick?

Note: The following examples are not the only criteria for choosing a datastore

... I need to create personalized customer experiences and manage user profiles and preferences with microsecond read and single-digit millisecond write latency.

MemoryDB for Redis

(Stores data in-memory across up to hundreds of nodes for ultra-fast performance)

**... I'm looking to query on nested fields or arrays
and don't want to remodel the data**

DocumentDB

(DynamoDB would require data remodeling)



... I need to use aggregations (average, sum, group by)

DocumentDB

(DynamoDB does not support aggregation functions)

... I want to run high concurrency streaming data feeds to ingest user activity and support trillions of requests per day

MemoryDB for Redis

(Access data with ultrafast performance – Process more than 13 trillion request per day and over 160 million requests per second)



... I need to run ad-hoc queries

DocumentDB

DocumentDB flexible querying supports joins, aggregations, and the query optimizer dynamically selects the index appropriate for the query

... I want to build applications quickly using versatile data structures like streams, lists, and sets to build content data stores, chat and message queues, and geospatial indexes for demanding, data-intensive web and mobile applications that require low latency and high throughput

ElastiCache, or MemoryDB for Redis

(Depending on your data durability requirements, you can use ElastiCache as a Redis-compatible cache, or MemoryDB to store data in-memory up to hundreds of nodes for ultra-fast performance)

... I'd like to store large records and don't want to remodel and break them into smaller ones

DocumentDB

Record size limit is 400KB in DynamoDB, 16MB in DocumentDB.
Using DynamoDB for large records would require breaking the record into multiple ones, or storing part of the record on S3

... I want to build player data stores, keep session history and leaderboards for gaming applications that require massive scale, low latency, and high concurrency to make real-time updates

MemoryDB for Redis, or possibly ElastiCache

MemoryDB stores data in-memory across up to hundreds of nodes for ultra-fast performance, while ElastiCache can be added as a cache to your existing database



... I'd love to reduce the operational overhead of my self-managed MongoDB cluster...

DocumentDB

Migrating to DocumentDB will be simplest since it's compatible with MongoDB APIs



... I want to stream data changes from the database

DynamoDB or DocumentDB

Both support change data capture to streams



... I'm looking for a database with cross-region replication which allows to concurrently write and read across multiple regions...

DynamoDB

DocumentDB secondary regions are read-only

... I have spiky workload with potentially idle periods

DynamoDB

On-Demand capacity mode, or provisioned capacity mode with autoscaling, allow to dynamically adapt the capacity to the traffic and avoid provisioning for peak consumption

... I have a dataset larger than 64TiB

DynamoDB

DynamoDB supports datasets with multiple petabytes

... I have a workload with at least hundreds of thousands of writes/sec...

DynamoDB

DynamoDB allows practically unlimited write rates

... I'm looking for high throughput of strongly consistent reads...

DynamoDB, possibly DocumentDB

DynamoDB throughput is virtually unlimited.
DocumentDB can provide consistent reads only from the primary,
so throughput is limited.

... I use a relational database for my application but as it grows, queries have gotten slower

ElastiCache for Redis

You can boost the performance of your applications by adding an in-memory caching layer to your relational database for sub-millisecond latency

... I have an application that was initially built for one region that has grown to have users around the world, and I'm seeing performance issues with read requests

ElastiCache for Redis (with Global Datastore)

ElastiCache offers Global Datastore where data can be replicated across regions with latency of typically under a millisecond per read



Thank you!

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