

# Couchbase

**Product overview:** Couchbase Server is the simple, fast, elastic NoSQL database that delivers a more scalable, high-performance, and cost-effective approach to data management than relational database technology. It is particularly well suited for web applications deployed on virtualized or cloud infrastructures and scales out horizontally to support live cluster topology changes while continuing to service data operations.

## **Go Simple, Fast, Elastic with Couchbase Server and Document-oriented Data Management**

Couchbase Server is a simple, fast, elastic documented oriented database. It is simple by making it easy to develop apps where application logic is mapped to data storage through a natural, document oriented approach. It is simple to monitor and manage in production as well, and elastically allows administrators to add and remove resources to a cluster at any time, without interrupting application processing. Couchbase Server's speed comes from its actively managed cache, compatible with (and built upon) memcached. Indexing, analytics and other advanced ways of managing and managing the data in a Couchbase cluster are easily available through the definition of Couchbase views. These are built upon flexible, incremental map-reduce functions defined for a given database.

## **Building Mobile Applications with NoSQL**

We are in the post-PC era – more mobile computing devices (smartphones, tablets) ship per quarter than PC's, and have since the fourth quarter of 2010\*. Mobile devices are where we gather and consume information with increasing frequency, but the cloud is where that information will be aggregated, analyzed and enriched. NoSQL databases are ideal for the cloud-side data management needs of mobile applications, powering some of the most successful and widely used mobile apps, including the recent hit Draw Something by OMGPOP which reached 50 million downloads in 50 days.

In this presentation you will learn about:

- The rapidly evolving mobile landscape
- Why a NoSQL database may be the best fit for your application
- Mobile use cases from real-world deployments

\* Source: <http://on.ft.com/lvAOZp>

## **Richness of Data Access with Polyglot Persistence**

With any significant application, methods of data management never exist in isolation. These applications use a combination of document stores for super fast, super simple data access, other structured systems for analytics and even distributed file stores alongside SQL databases. The MySQL community has long been open to embracing many other ways of managing and storing application data with the core SQL database capabilities.

This session will focus on how data can flow between a caching document store, a store optimized for analytics and our flexible relational database. Playing the role of fast, flexible schemaless store is Couchbase Server. In the role of analytics for the data is Cloudera's Hadoop distribution. For richness of transaction capabilities and indexing, we have MySQL. Using all of the tools for persistence available today, one gains many new capabilities and higher scalability. Each does not deprecate the other; many deployments persist their data in two or more stores to optimize different ways of accessing and processing data.

Couchbase Server integrated with Cloudera's Hadoop distribution via Couchbase's TAP interface and Hadoop's sqoop. Equivalently, sqoop works with MySQL through it's JDBC interface. All three can come together to deliver capabilities that are otherwise not available from any one of the systems alone.

Couchbase Server is in widespread use at Zynga with more than 235 Million active users per month as the simple, fast, elastic document store behind multiple games. It is also deployed by by AOL to service billions of ad impressions per day with intelligence.