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2013 NoSQL Now! Conference & Expo Keynote Speakers Announced

Marvel Entertainment, Netflix, 10gen and Oracle lead the All-Star speaker faculty at this industry-leading database conference

Los Angeles, CA (June 18, 2013) – DATAVERSITY™ today announced this year’s keynote speakers for its 2013 NoSQL Now! Conference and Exhibition. This year’s line-up will include NoSQL heavy hitters including Adrian Cockcroft of Netflix, Max Schireson of 10gen, and Andy Mendelsohn of Oracle. The program will also include technology pioneers Nathan Marz, the creator of Storm, and Peter Olson, digital comic innovator at Marvel Entertainment. NoSQL Now! takes place August 20-22 at the San Jose Convention Center, in the heart of Silicon Valley.

“Keynote speakers should provide both thought leadership and industry guidance, and we have both in abundance at this year’s conference,” said Tony Shaw, CEO of DATAVERSITY and co-chair of NoSQL Now! “This year will be crucial to the evolution of the marketplace, as incumbent database giants like Oracle start to compete more aggressively with NoSQL market leaders like 10gen. It’s a clear indication that NoSQL databases are here to stay.”

Kicking off the keynote presentations on Wednesday, August 21st, Andy Mendelsohn of Oracle, will discuss [Oracle NoSQL Database](#) and what customers can expect to see from this software giant as the demand for huge, high-performance data continues to expand.

Then Nathan Marz, recently at Twitter and the creator of the real-time computation engine Storm, will talk about [real-time computation](#). Marz was the lead engineer at BackType before being acquired by Twitter in 2011, where he started the streaming compute team which provides and develops shared infrastructure to support many critical realtime applications throughout the company.

Adrian Cockcroft, Director of Architecture for the Cloud Systems team at Netflix, will

give his keynote presentation on [Managing Scale and Complexity](#). Cockcroft leads the open source NetflixOSS program and the Netflix Cloud Prize (see <http://netflix.github.com>) and is also a well-known author of several books.

Peter Olson is a digital comic pioneer using NoSQL technology to [solve real-world problems](#) in the immense “fictional” universe at Marvel Entertainment, by modeling people, places and things using graph analysis.

And Max Schireson, the CEO of NoSQL market leader 10gen, will provide a perspective on the state of the database market, and in particular the role carved out by NoSQL products.

In addition, this year’s conference will host an impressive expo floor of the latest high-performance data solutions, and leading vendors will demonstrate dozens of innovations. This year’s sponsors include 10gen, GridGain, Objectivity, Oracle, FoundationDB, MapR Technologies, Cloudant, Couchbase, 28msec, Acunu, Aerospike, Neo Technology and YarcData. Attendees will have the rare opportunity to gain over 6 months of product research and education in just 3 days. For more information on sponsorship or opportunities to promote your products and services, please contact Warwick Davies at warwick@dataversity.net.

To register for the conference, or to view the program schedule visit: www.NoSQLNow.com

For press inquiries or to request a press pass, please contact Gretchen Hydo at Gretchen@Chatterboxink.com or (818) 203-6060.

About NoSQL Now!:

NoSQL Now! is an educational conference and exhibit focused on the emerging field of NoSQL technologies. NoSQL (Not Only SQL) refers to the new breed of databases that are not based on the traditional relational database model, including document stores, key value stores, columnar databases, XML databases and graph databases. The NoSQL Now! Conference is designed to educate developers, data managers and architects on how these new technologies work, the applications they are best suited for, and how to deploy them. The upcoming 2013 event is expected to draw over 800 attendees. Additional details are available at www.NoSQLNow.com.

About DATAVERSITY:

DATAVERSITY™ provides resources for information technology (IT) professionals, executives and business managers to learn about the uses and management of data. Our worldwide community of practitioners, advisers and customers participates in, and benefits from, DATAVERSITY’s educational conferences, discussions, articles, blogs, webinars, certification, news feeds and more. Members enjoy access to a deep knowledge base of presentations, research and training materials, plus discounts off many educational resources including webinars and conferences. For more information please visit: www.DATAVERSITY.net or email events@dataversity.net.

