

The **3** Reasons You Need a Masterless Architecture

1

Data Silos

When you combine on-premises data centers with single or multi public clouds, your applications and underlying data end up scattered across computing environments and unable to fully integrate with each other, resulting in data silos, which significantly complicates data visibility and governance.



Building Modern Applications

Modern applications need to have 'CARDS' attributes—Contextual, Always on, Real time, Distributed, and Scalable. Keeping the data reliable and consistent when running on different clouds is very hard, and when it's not reliable or consistent, you end up with a fractured view of your data, which restricts rapid development and deployment of modern applications with CARDS and keeps you from taking full advantage of your cloud investments.

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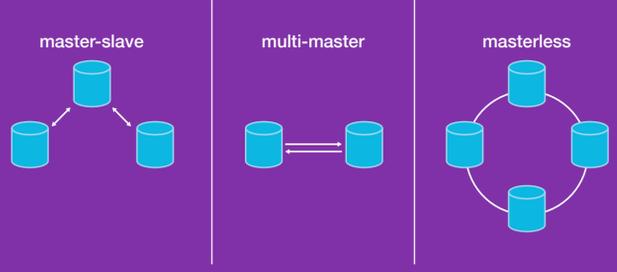
Hybrid and Multi-Cloud Environments

Gartner predicts that by 2020, 75% of organizations will be developing and deploying applications in hybrid and multi-cloud environments. A masterless architecture delivers data portability across hybrid cloud and all clouds, protecting companies from cloud provider lock-in and making it easy to migrate data from one cloud provider to another.



A Masterless, Active Everywhere Architecture

A masterless, Active Everywhere architecture ensures high performance and concurrency for modern applications through infinite linear scalability and extremely high availability. Because there is no master, every data node is capable of handling read and write requests, providing an unmatched ability to replicate data seamlessly and effortlessly across multiple disparate locations, whether on-premises, hybrid cloud, or multi-cloud.



DataStax Enterprise: the leading always-on hybrid cloud database, built on Apache Cassandra™.

- ✔ Masterless? Check.
- ✔ Always on and highly available? Check.
- ✔ No data silos.
- ✔ Better data governance.
- ✔ No cloud vendor lock-in.
- ✔ **FAST AND POWERFUL** applications that operate in real time.

Learn more [here](#).