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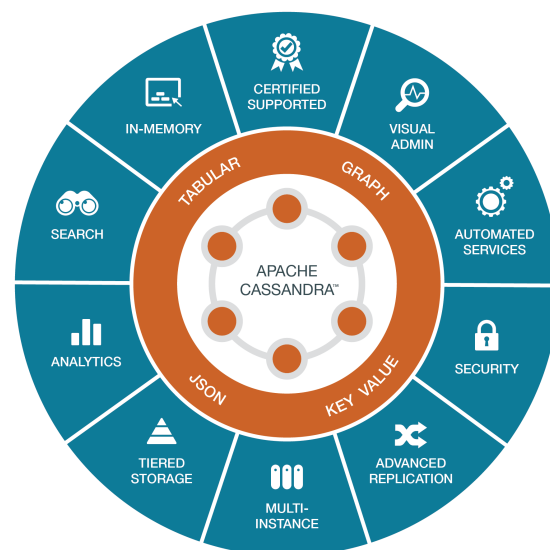
DataStax Enterprise and Microsoft Azure

Always-On Data Platform for Cloud Applications Spanning Private and Public Cloud Environments

The rise of [cloud applications](#) demands a new approach to data management. These applications require a highly scalable database capable of intelligently distributing loads across clusters of machines spanning multiple datacenters. Cloud applications require immediate, low-latency access to data to provide interactive, customer-facing functionality. They also require powerful tools capable of understanding data in real-time so that developers can create compelling and intelligent functionality.

DataStax Enterprise (DSE) and Microsoft Azure accelerates your ability to deliver real-time value at epic scale by providing a comprehensive and operationally simple data management layer with a unique always-on architecture built on the best distribution of [Apache Cassandra™](#). DataStax Enterprise deployed via Microsoft Azure cloud provides the distributed, responsive, and intelligent foundation to build and run [cloud applications](#).

Try DSE on Azure www.datastax.com/partners/microsoft-azure



Create Real-Time Value

DataStax Enterprise offers advanced functionality designed to accelerate your ability to create intelligent and compelling cloud applications. Integrated within each node of DSE is powerful indexing, search, analytics, and graph functionality. You can write data once and then access it using a variety of workloads or access patterns, all from a single cohesive solution. You no longer have to worry about keeping multiple databases in sync or writing complicated and error-prone integration code. DataStax Enterprise frees you to focus on the portions of the application that matter most to your audience and deliver products to market faster with lower risk.

Advanced Indexing and Search

Integrated within each node of DSE is an advanced indexing engine with powerful search capabilities. The indexing engine allows you to quickly and easily find data using complex queries and includes support for sub-string, fuzzy, and full-text search. The indexing engine also has full support for fast, real-time aggregations, faceting, and filtering, making it easy to locate data that is important to your users. The integration of indexing and search makes it simple to target use cases that require indexing transactions, hosting product catalogs, or searching document repositories.



"DataStax on Azure enables us to do everything we need, including near-real-time data processing and longer-term batch processes. We're also able to handle linear data growth without having to shard our clusters and manually manage data."

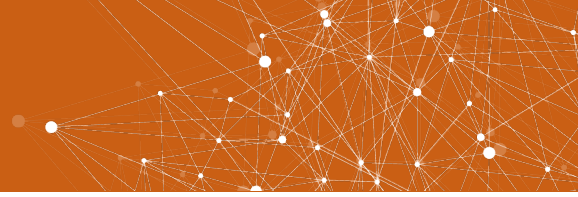
About DataStax

DataStax is the power behind the moment. Built on the unique architecture of Apache Cassandra™, DataStax Enterprise is the always-on data platform and has been battle-tested for the world's most innovative, global applications. With more than 500 customers in over 50 countries, DataStax provide data management to the world's most innovative companies, such as Netflix, Safeway, ING, Adobe, Intuit, Target, and eBay. Based in Santa Clara, Calif., DataStax is backed by industry-leading investors including Comcast Ventures, Crosslink Capital, Lightspeed Venture Partners, Kleiner Perkins Caufield & Byers, Meritech Capital, Premji Invest and Scale Venture Partners. For more information, visit DataStax.com/customers or follow us on @DataStax.

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Powerful Integrated Analytics

Customers expect your applications to provide intelligent and personalized behavior. In order to accomplish this goal, developers need powerful streaming and batch analytics tools capable of understanding data as it flows through the application. Integrated into DSE is the industry standard Apache Spark™ large-scale data processing engine, which allows you to easily construct pipelines that interact with data across both streaming and batch workloads. DSE builds upon the functionality found in Apache Spark to eliminate points of failure, increase performance, and provide full integration with the search and graph capabilities present in DSE. Because DSE Analytics is tightly integrated, it inherits all the enterprise-grade functionality you would expect, such as security and simple, unified administration.

Multi-Model and Graph

Modern applications need to be able to consume data with a variety of access patterns. This has historically required using a number of different databases, one for each access method, but the complexity created by stitching together multiple systems makes it difficult and costly to maintain or develop new functionality. To solve this problem, DataStax Enterprise provides a powerful multi-model platform with support for key-value, tabular, JSON/Document, and graph. This capability allows you to write data to a single solution and access it using a variety of methods based on the needs of your application.

Run at Epic Scale

DataStax Enterprise is the only operational database that can scale linearly in excess of 1,000 nodes, with no single point of failure, while providing real-time active-everywhere replication across many datacenters and cloud providers. Companies such as Netflix, Intuit, ING, and eBay rely upon DataStax Enterprise to power their mission-critical data-intensive applications. Whether you're targeting IoT, personalization, or trying to better understand your customers, DataStax Enterprise provides a cohesive, scalable, reliable, and operationally simple data management layer which frees you to focus on creating value for your customers.

"DataStax Enterprise and Microsoft Azure help us collect, validate, and distribute almost a full terabyte of content and convert it to value for our customers."



IHS Markit®

Simplify Operations with OpsCenter

DataStax OpsCenter is the web-based visual management and monitoring solution for DataStax Enterprise. OpsCenter and the integrated management services provide operations staff with the capabilities needed to intelligently and proactively manage multiple database clusters and simplify everyday tasks. At the click of a button you can provision, monitor, backup and manage your DSE clusters.

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In-Memory and Tiered Storage

DataStax Enterprise allows database administrators to leverage multiple storage options in order to achieve performance and cost-optimizations goals. The DSE in-memory option provides lightning-fast performance for read-intensive situations, while the tiered storage option intelligently moves older and less frequently accessed data to cheaper tiers of conventional storage.

Multi-Instance Deployment

We understand that datacenter real estate is at a premium, and that it's sometimes cheaper to run larger, more powerful machines. To help, DSE allows administrators to achieve higher overall system utilization by dividing machines among several instances of DSE. DataStax Enterprise intelligently provisions database nodes across the datacenter to ensure that cost saving goals are met without compromising availability.

Advanced Replication

DSE Advanced Replication builds upon the multi-datacenter support in Apache Cassandra™ to facilitate scenarios where selective or “hub and spoke” replication is required. DSE Advanced Replication is specifically designed to tolerate sporadic connectivity that can occur in constrained environments, such as retail, oil-and-gas remote sites and cruise ships. With Advanced Replication, you can rest assured knowing that business will continue despite connectivity issues common with remote deployments.

Advanced Security

DataStax Enterprise builds on the basic security features of Apache Cassandra™ by providing the tools necessary to meet stringent HIPAA, PCI, and SOX compliance requirements. This functionality includes support for industry-standard authentication mechanisms, role-based authentication, user activity auditing, and end-to-end encryption.

Unified Authentication and Access Control

The unified authentication and role-based access controls of DSE allow you to easily provision and manage the permissions of users across a variety of sources including LDAP, Active Directory and Kerberos. DSE allows you to utilize multiple sources of authentication and role assignments in the same cluster (e.g. Active Directory for administrators, and Kerberos for applications).

End-to-End Encryption

DataStax Enterprise has advanced integrated encryption capabilities that protect data on disk, in transit between nodes, and between client and server. Combined with support for the industry-standard KMIP encryption key management protocol, DataStax Enterprise protects your data whether it's in-flight or at rest.

User Activity Auditing

DataStax Enterprise has integrated user activity auditing functionality that allows you to record and audit all or a portion of user activity. Record all or track a subset of user activity including login attempts to discover data breaches or unauthorized behavior.

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Enterprise Ready

At its core, DataStax Enterprise provides companies with a professionally tested and certified version of Apache Cassandra™ designed to support your application at scale. Combined with our experienced and expert-level services and support, you can be assured that your mission critical applications are backed by the foremost experts in Apache Cassandra and large-scale distributed systems.

Production-Certified Apache Cassandra™

The DataStax certification program builds on Apache Cassandra's release model and its method of using rapid development to deliver stable open-source technology. The DataStax certification program includes formal quality assurance testing, scale and performance testing (up to 1,000 nodes for each major release), platform certification, third-party software validation, certified software updates, back porting of bug fixes, long-term support, formal end-of-life policies, security audits, and digitally signed code.

Mission Critical Support

DataStax delivers the expert support and services for both production and non-production database systems that you require and expect. Whether you have a new cloud application in development or have database clusters already in production, DataStax offers a wide range of support services to ensure your mission-critical systems are available 24 hours a day, 365 days a year. DataStax support is a globally distributed team offering true follow-the-sun capabilities and is staffed by the world's foremost experts in Apache Cassandra™ and distributed database systems.



"Mint Bills migrated to DataStax Enterprise for enterprise production support and professional services. As a mission critical application, Mint Bills relies greatly on the Cassandra experts and 24x7 support provided by DataStax."

Bug Escalation

DataStax customers have the option of escalating a bug they discover in Cassandra so that it receives priority over other bugs with respect to being fixed. The bug escalation component of DataStax support helps ensure that issues found by customers receive the highest attention of DataStax support and engineering, resulting in the fastest possible resolution for Cassandra-related customer-reported issues.

Hot Fixes

DataStax customers that experience major performance or uptime issues due to a bug in Cassandra can report the problem and receive a customized patched version of DataStax Enterprise to deploy back to production. This allows the issue to be immediately rectified instead of having to wait for a new release of open-source Cassandra that includes the patch.

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