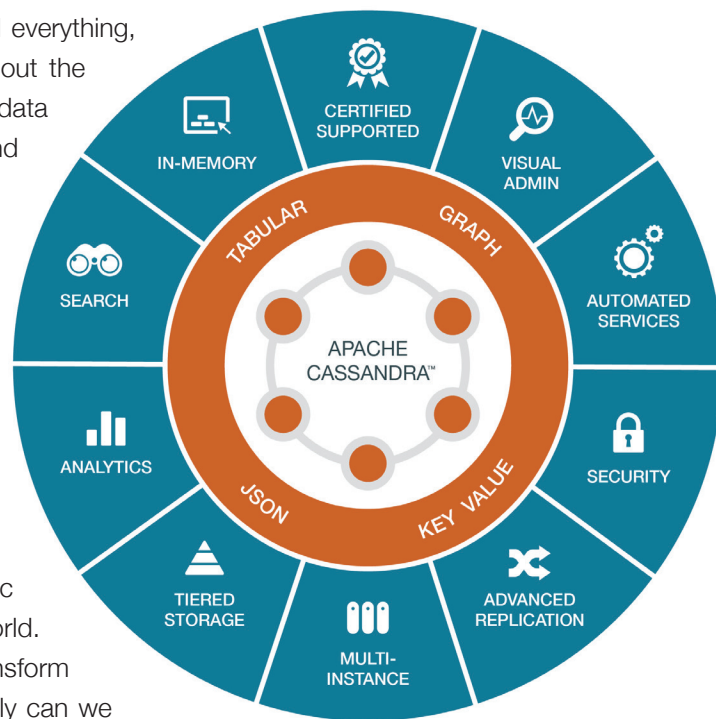


# DATASTAX ENTERPRISE

THE ALWAYS-ON DATA LAYER FOR THE RIGHT-NOW ENTERPRISE

## THE RISE OF THE RIGHT-NOW ECONOMY

The world is moving at an increasingly accelerated pace and everything, from customer engagement to enterprise optimization, is about the moment of “right now”. But legacy approaches to managing data are failing and cloud strategies can quickly get limiting and competitively dangerous. DataStax provides the technology and expertise that make it possible for our customers to win and thrive in this new reality. DataStax powers the Right-Now Enterprise with an always-on data layer for real-time applications at cloud scale. Built on the industry’s best distribution of Apache Cassandra™, DataStax Enterprise makes it possible for companies to exceed expectations through consumer and enterprise applications that provide responsive and meaningful engagement to each customer wherever they go. Our product also gives businesses full data autonomy, allowing them to retain control and strategic ownership of their most valuable asset in a hybrid cloud world. DataStax helps more than 400 of the world’s leading brands transform their businesses. What can we bring for you--and how quickly can we make your business a Right-Now Enterprise?



## CREATE REAL-TIME VALUE

DataStax Enterprise offers advanced functionality designed to accelerate your ability to create intelligent and compelling applications for the Right-Now Economy. Integrated within each node of DSE is powerful indexing, search, analytics, and graph functionality. You can write data once and 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 Enterprise powers our geospatial search and delivers real-time insights to our customers who rely on the most recent data to support their market-level decisions.”

## 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 within DSE, it inherits all the enterprise- grade functionality that you expect, such as security and simple, unified administration. Additionally, DSE Analytics Solo is available as an add-on option that allows for the creation of a distinct data center or cluster dedicated to operational analytics.

## MULTI-MODEL AND GRAPH

Modern applications need to consume data using a variety of different access patterns and this have historically required using a number of different databases, one for each access method. 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 applications.

## RUN AT EPIC SCALE

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



DataStax powers our omnichannel catalog service. Our catalog API's have to scale to millions of UPCs, million requests/sec with sub 100 milliseconds response times. The partnership and initiative helps us scale our technology to meet our growing business needs and ultimately digitize and personalize the customer journey across the omnichannel.”

-Anand Rajagopalan, Vice President for E-Commerce Engineering



## 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, search, and analytics clusters and simplify everyday tasks. At the click of a button you can provision, monitor, backup, and manage your DSE clusters.

## 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. DSE 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-data center 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 upon the basic security features provided by 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

DSE provides 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, DSE protects your data whether it's in-flight or at rest.

## USER ACTIVITY AUDITING

DSE provides 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, DSE protects your data whether it's in-flight or at rest.

## ENTERPRISE READY

DataStax Basic provides your company with a professionally tested and certified version of Apache Cassandra designed to support your applications for the Right-Now Economy at scale. Combined with our experienced and expert-level services and support, you can rest easy knowing that your business-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 upon 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.

## BUSINESS-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 that 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 DataStax customer reported issues in Cassandra.

## 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 DSE that they can deploy back to production. This allows the issue to be immediately rectified instead of waiting for a new release of open source Cassandra that includes the patch.

## LONG-TERM SUPPORT

DataStax Enterprise customers receive full commercial software lifecycle support that includes both certified software updates and long-term support for previous releases. DataStax understands that for some users it's preferable to stick to a release schedule which changes less often and only for important bug fixes, even if such a release lags behind in terms of features. As part of this commitment, DataStax supports both the current release and the two previous major releases.

## DATASTAX SUBSCRIPTIONS

DataStax offers different subscription options suited to meet your data management needs. The world's leading companies across 50 countries trust [DataStax Enterprise \(DSE\)](#) and [DataStax Managed Cloud](#) to power their [cloud applications](#).

		APACHE CASSANDRA™	DATASTAX SUBSCRIPTIONS SELF-MANAGED		DATASTAX MANAGED CLOUD
			BASIC	ENTERPRISE	ENTERPRISE
DATABASE					
Masterless Architecture		✓	✓	✓	✓
Tunable Consistency		✓	✓	✓	✓
Upgrades with No Downtime		✓	✓	✓	✓
Data Snapshots		✓	✓	✓	✓
Online Cluster Expansion		✓	✓	✓	✓
Multi-Model	Tabular, Key-value, Document (JSON)	✓	✓	✓	✓
	DSE Graph			Option	Option
Security	Basic (Login/password, etc.)	✓	✓	✓	✓
	Advanced (Auditing, External Authentication, Transparent Data Encryption, Row-Level Access Control for Multi-Tenancy, Drivers, and More. Plus Uniform Security Across Database, Analytics, and Search)			✓	✓
Enterprise/Production Certified Apache Cassandra™ Release			✓	✓	✓

	APACHE CASSANDRA™	DATASTAX SUBSCRIPTIONS SELF-MANAGED		DATASTAX MANAGED CLOUD
		BASIC	ENTERPRISE	ENTERPRISE
Automatic Management Services			✓	✓
Advanced Replication			✓	✓
Tiered Storage			✓	✓
In-Memory			✓	✓
Multi-Instance			✓	N/A
DSE Search			✓	✓
DSE Analytics			✓	✓
DSE Analytics Solo			Option	Option
DSE Studio			✓	✓
DSE OpsCenter			✓	N/A
Fully Managed, White-Glove Service				✓
Cloud Console				✓
Expert 24x7x365 Support with 1 Hour SLA		✓	✓	✓
Platform Certification		✓	✓	✓
Certified Service Packs		✓	✓	✓
Hot Fixes and Bug Escalation		✓	✓	✓
Health Checks/Performance Reviews		✓	✓	✓
Onboarding Package				✓
Software Deployments for Non-Production Environments (Support available, fees apply)		✓	✓	✓
Deployment Options		On-Premise, Cloud, Hybrid Cloud	On-Premise, Cloud, Hybrid Cloud	Cloud (AWS, Microsoft Azure)**

\*Please contact us for pricing details or to check if you qualify for an exception.

\*\*Contact DataStax for availability on Google Cloud Platform (GCP) or other cloud providers.

ABOUT DATASTAX

DataStax powers the Right-Now Enterprise with an always-on data layer for real-time applications at cloud scale. Built on the industry's best distribution of Apache Cassandra™, DataStax Enterprise makes it possible for companies to exceed expectations through consumer and enterprise applications that provide responsive and meaningful engagement to each customer wherever they go. DataStax helps more than 400 of the world's leading brands like Capital One, Cisco, Comcast, eBay, McDonald's, Microsoft, Safeway, Sony, UBS, and Walmart transform their businesses through these right-now applications focused on enterprise optimization and customer experience. For more information, visit [DataStax.com](http://DataStax.com) and follow us on [@DataStax](https://twitter.com/DataStax).

DataStax is a registered trademark of DataStax, Inc. and its subsidiaries in the United States and/or other countries. Apache Cassandra is a trademark of the Apache Software Foundation or its subsidiaries in Canada, the United States, and/or other countries.

© 2018 DataStax, All Rights Reserved.