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Episode 19. Exciting News About DataStax Accelerate

- Eric Brown: Welcome, and thank you for tuning into this episode of the DataSnax Podcast, brought to you by DataStax, where we bring you the latest snackable news and trends, in hybrid cloud, multi cloud and database technology.
- Eric Brown: If you've just learned about DataStax for the first time, we're the leading provider of the Active Everywhere Hybrid Cloud Database, built on Apache Cassandra.
- Eric Brown: I am your host, Eric Brown; V.P. of Corporate Marketing here at DataStax, and on this episode I'm joined by not one, but two DataStaxers. Louise Westoby; Senior Director of Product Marketing, and Jessica Blake; Director of Corporate events. Thank you both so much for joining us on this podcast.
- Louise Westoby: Thanks for having us.
- Jessica Blake: Thanks for having us.
- Eric Brown: Well timed, I liked the voices in unison, that's great. On this podcast today, we have some great information to share with our listeners about DataStax Accelerate the world's premiere Apache Cassandra conference, registration is open. We would love to have all of our listeners there. Be sure to stay tuned through the end of the podcast to find out how you can score an awesome discount code, just for being a loyal listener of this program. But let's dive right in.
- Eric Brown: DataStax Accelerate is taking place this year, at the Gaylord National Resort in Maryland. Just outside of D.C., from May 21 through May 23. For our listeners

that is just finding out about DataStax Accelerate, can you give us the elevator pitch about what this event is all about. Why don't we start with you Jessica?

Jessica Blake: Okay, let's see, elevator pitch. DataStax Accelerate is, as you said, the world's premier Apache Cassandra conference. It's our inaugural event and we are focusing on gathering all IT professionals, industry experts, and community leaders, so they can share their collective knowledge on how to transform the modern enterprise applications on any cloud at scale.

Eric Brown: Love it, I was gonna try and get that into 140 characters, but it's just too rich of a conference to do that, so I won't even try that. Sounds like it's going to be a super event. I know that DataStax Accelerates is chock-full of great keynotes, sessions, even an application bootcamp. We have a present analysis program going there. Louise, how about giving us a general overview of what to expect, and some of the sessions that you are most looking forward to, and I know you read through hundreds of the call-for-paper applications, so you knew better than anybody, what is going to actually be in the program.

Louise Westoby: Absolutely, it's definitely going to be three days of learning, problem solving, networking, and we have over seventy technical breakout sessions, we also as you mentioned, have a Cassandra application bootcamp. And there's also going to be a ton of opportunities to learn, be inspired, have one-on-one talks either with our executives, our technical experts, you'll also have plenty of opportunities to meet with people in the open source of Apache Cassandra communities as well.

Louise Westoby: On day one, we have Billy Bosworth keynote and a couple of other really awesome speakers then. Day two Jonathan Ellis; our CTO and Co-founder will be speaking. As well as an exciting keynote from Nate McCall; who is the Project Chair for Apache Cassandra. And I'm sure we will be hearing a lot about Apache Cassandra for 4.0 is apart of that.

Louise Westoby: We have eight great tracks coming up, and as well as you mentioned, a lot of fantastic speakers. I'm really excited about some of the companies that will be coming to present. They include; Instagram, Yelp, some folks from Europe, like METRONOM, we also have Walgreens, Discover Financial Services, and so many more. And they're really going to be digging into those real world challenges, helping you understand the solutions you implemented, and the results you solve. Whether they're working with Apache Cassandra, whether they're working with DataStax Enterprise, we have some great talks as well on graph, search, and analytics.

Eric Brown: Wow, that is definitely an ambitious agenda, something for everyone there. Whether you are in the open source community, working with Apache Cassandra as open source or whether you are a DataStax customer or prospect.

Eric Brown: I know when I was looking through the agenda, I was overwhelmed with the greatness about how many customers is there representing so many industries

and verticals, representing so many use cases, and representing so many of the world's biggest brands, from all over the world. So kudos for putting together an awesome agenda. Jessica, who would you say is the target IT professional demographic for this event? Who absolutely, must be there?

Jessica Blake: Well, you just, you touched on it earlier when you said something for everyone. What we really try and focus on is not just making this for one set of folks, right? We really want to focus on having everyone there, and having a little bit of something for them all. For IT executives, we're really looking to have some high impact use cases, that can show these IT executives really how to transform your data. Talking about stuff, such as, our customer 360, and fraud detection, and personalization.

Jessica Blake: The other set of folks we really want to touch on were, developers and architects. So, we want them to be there obviously networking with their peers, and hearing about what everyone else is doing with Cassandra, and DataStax. Really go to these technical sessions that we've set up, and also our application bootcamp, which Louise mentioned. Where they can really do hands on building of an application, and then finally also, operators and administrators. Really having those operators and administrators get hands on, on how to maintain Cassandra and DataStax Enterprise, any scale across any cloud. Really hearing what their peers are doing, and getting their hands dirty while they're there.

Eric Brown: Awesome content, awesome demographic targets. What if I'm a developer, assistant administrator or operator, or an executive simply interested in the topic of hybrid and multi cloud is DataStax Accelerate right for me? Let's give that one to Louise.

Louise Westoby: Yeah absolutely, as Jessica mentioned, for all three of those audiences right, so, if you're a developer it's really going to be a fantastic opportunity to learn from the experts about how to build game changing applications in the cloud, or even across the multi cloud environment. We're going to be providing that hands on instruction for data modeling, designing, building, and just deploy Cassandra applications. You also hear about a lot of different integrations and use cases, that we need to have for application development. On some hot topics like Kafka, Kubernetes, hybrid cloud, topics like that. So we will be hearing from, as I mentioned, companies like Walgreens, and Yelp.

Louise Westoby: Yelp is going to be talking about how to build a robust steam processing ecosystem, for DataStax and Kafka, so that one should be good. In terms of those database administrators, those folks that are in the central IT, maybe an operation function. There's going to be a lot of talks also around best practices for configuring, running and optimizing both Cassandra and DataStax Enterprise, a scale across any clouds. We're going to have a great opportunity to listen to your peers about how they architected more application deployments. Discover Financial Services for example, we'll go in depth in their use of DataStax Enterprise, for proof of benefits such as fault tolerance, and other advantages in the big data space.

Louise Westoby: METRONOM, which is a multi-national bay to base supermarket if you're not familiar with them. They are going to talk about how they migrated around 80 clusters with over 500 nodes from Rackspace, with zero production downtime, so that's gonna be an exciting talk as well. In times of those group leaders, team managers, and even the executives we're going to be talking about also a lot about the trends and strategies, and technologies that are really driving this application modernization. There's going to be a lot of opportunities and network with your peers, understand their best practices, and really dig into some of the really great business and use case sections that we'll have there. ACI worldwide for example, uses DataStax Enterprise for AI based frog detection systems. And that's already saved millions of dollars for his customers. So that is going to be really interesting talk.

Eric Brown: I love it, and one thing that I really love about working with DataStax is knowing that so many of the branch companies, I do business with, are actually DataStax customers as well. So great to hear that lineup, awesome to see them presenting at DataStax Accelerate this year. So question for both of you, give me your top three reasons to attend DataStax Accelerate. Why is it a must attend, why should everybody be there with us?

Jessica Blake: Well, I will start on that one. I'm super excited, because it's a place for people to really become an expert in Cassandra and DataStax Enterprise, and everything we have to offer. As we mentioned, we have over seventy technical sections, and the bootcamp that our Dev Rel team is putting together, is going to be really exciting for everyone, and to meet one-on-one, with all of the DataStax experts, and Cassandra experts that are going to be onsite. I think it's going to be super exciting, for this crowd. And like I said earlier, it's you know, all levels. You can be an executive, you can be a developer, an administrator, and there's going to be something for everyone there.

Jessica Blake: I'm also super excited because we're going to be hearing first hand about new products announcements and DataStax, and Cassandra's plan for the future. And I think that is going to be great for everyone to hear. And to hear what the other peers are saying about what they're doing in the future. I think is a big thing. Those would be my top choices, Louise?

Louise Westoby: Yeah, I think also I would add to that, that there's a lot of benefit also from both networking and attending sessions from you know, Cassandra and DataStax, you know DataStax experts. We talked about, Jessica mention hearing first hand about those product announcements, and really being able to implement that, properly on how it will impact your business in your future. And really be inspired about these awesome things in this companies and what they're planning on doing in the future. You will also get an opportunity, as I mentioned to network with your peers, and thought leaders from other companies.

Louise Westoby: A couple of examples; Walgreens, Conde Nast, you know we have a lot of great companies that are coming. We know a lot of these people personally, and they

are fantastic speakers, they share their knowledge openly. It's a great chance to network, and to get some one-on-one consulting sessions. We will have a lot of DataStax and Cassandra experts there as well, so we'll have the opportunity to sign up one on one as well as network during things like the open hours in the expo hall.

Eric Brown: Great, three awesome reasons to be there, build expertise at Cassandra and DataStax, graph, and all sorts of other things, hear first hand about product announcements coming from DataStax and finally network and learn from Cassandra and DataStax experts. I know when I go to conferences, I only get one of those, so getting all three is great. Another part of DataStax Accelerate, is the sponsorships we have in the expo hall. Jessica, who are the sponsors, and what's happening in the expo hall?

Jessica Blake: Well, this part is exciting, because the sponsors that have raised their hand and signed on to be with us, made me realize how great of a conference this can be. So Deloitte; is our top platinum sponsor, we also have Microsoft as one of our gold sponsors, we have Oracle, Expero, Azul, CTO Boost, Reniac, and I have some active contracts with some people I can't quite announce yet, but some really great people that are coming on board. And most of these people are going to have booths in the expo hall floor, where they will be representing what they do with DataStax, with Cassandra, showing us live demos, there will be games. We will even have a meet the experts DataStax booth, where you can sign up and see special demos by DataStax, you can do white boarding sessions with some of our experts. We are working on a really cool gamification at that booth as well.

Jessica Blake: We will also be doing live Distributed Data Show recordings from the expo hall floor, so we have all kinds of cool stuff that we are putting together to have on this expo hall floor, with these really amazing sponsors.

Eric Brown: Love it, sounds great, great sponsors; Deloitte, Microsoft, Oracle, Expero, Azul, CTO Boost, Reniac, and more to come. Can't wait to hear about them. Louise, we promised our listeners that they would get a special discount code for listening to this podcast. Why don't you bring it home, tell us what that discount code is, how to get it on DataStax.com/accelerate and make sure to attend.

Louise Westoby: So that special code is "SOCIAL20" spelt like it sounds, social 20. With a 2-0 at the end. And that will provide you a twenty percent off of your entire registration. I highly encourage you if you have not quite sure if you want to attend yet, to go check out the agenda, it's posted on the website, if you're in the public sector, it will be a great track for that. If you're just interested in graph, go check out the graph track. We got a great Cassandra track, there's one on just business news and cases, if you happen on being an executive attending. So, lots of great reasons to attend, please go check out the website, and again that code, that promo code, is SOCIAL20.

Eric Brown: Awesome, thank you Louise. That's S-O-C-I-A-L-2-0. Twenty percent off your entire registration, Louise and Jessica, thank you both so much for being on this edition of DataStax. I really appreciate your time.

Jessica Blake: Thank you Eric.

Louise Westoby: Thank you.

Eric Brown: And to our listeners, you do not want to miss the world's premier of Apache Cassandra conference, May this year, outside of Washington D.C., it is going to be the place to be in May. It's certainly the place to be, if you want to know what's happening with Cassandra and with DataStax.

Eric Brown: Thank you so much for tuning into this episode of the DataSnax Podcast brought to you by DataStax, and if you haven't done so already, don't forget to smash that subscribe button on your podcast app of choice. So that you're notified when a new episode is released. And if you're feeling generous, please do share, or leave us a review, so that listeners just like you can easily discover, the DataSnax podcast, and learn more about what's happening in the world of hybrid and multi cloud databases. Thank you so much, and half a great day.

About DataStax

DataStax delivers the always-on, active everywhere distributed hybrid cloud database built on Apache Cassandra™. The foundation for full data autonomy and personalized, real-time applications at scale, DataStax Enterprise makes it easy for enterprises to exploit hybrid and multi-cloud environments via a seamless data layer that eliminates the issues that typically come with deploying applications across multiple on-premises data centers and/or multiple public clouds.

We help many of the world's leading brands across industries transform their businesses by eliminating data silos and powering modern, mission-critical applications. For more information, visit www.DataStax.com and follow us on Twitter [@DataStax](https://twitter.com/DataStax).

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