

# Simplicity and Scale: DataStax Announces DataStax Enterprise 6

## Abstract

In April 2018, DataStax announced the availability of their updated distributed cloud database, called DataStax Enterprise 6 (DSE 6). DSE 6 gives customers the benefits of a cloud database spread across any on-premises or public cloud while maintaining hybrid cloud flexibility. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief details the announcement and recognizes DataStax for their technical innovation in the distributed cloud database arena.

## DataStax Release Improves Cloud Database

On April 17, 2018, DataStax announced the availability of their latest distributed cloud database, called DataStax Enterprise 6 (DSE 6), which is based on the Apache Cassandra NoSQL database. The DSE 6 platform helps organizations uphold a distributed database while maintaining hybrid cloud flexibility across various deployment options, from on-premises to public cloud. The new release empowers organizations to speed their enterprise-wide adoptions of DSE via improved performance of reads and writes, and the simplification of deployments. With these enhancements, customers should experience smoother end-user engagement with the platform and quicker time to value with implementations.

DataStax Enterprise 6 provides organizations with an always-on, distributed cloud database. It enables companies to strengthen consumer and enterprise applications with a foundation for real-time applications on a more complete level than average cloud deployment models. The platform also gives businesses full data autonomy, meaning companies using DataStax Enterprise 6 can enhance customer experience by using applications boosted to be more responsive in a smaller amount of time. This allows individual companies to maintain strategic control of their most valuable data assets.

DataStax, founded in 2010 and headquartered in Santa Clara, CA, helps the world's leading brands, including Capital One, Cisco, Comcast, eBay, McDonald's, Microsoft, Safeway, Sony, UBS, and Walmart, transform their businesses through real-time applications focused on optimizing customer experience. For more information on DataStax Enterprise 6, go to [www.datastax.com](http://www.datastax.com).

## Key Observations

- **Encourages Customer-Focused Service:** Enterprises need real-time applications that customers can access any time. DSE 6's comprehensive data layer includes a multi-model database consisting of tabular, key-value, JSON, and graphs, as well as support for transactional, search, and analytical workloads, which help organizations implement innovative customer-facing, data-focused applications quickly and securely.
- **Increases the Performance Capabilities:** Organizations deploying data-driven initiatives require a high speed of response. DataStax's enhancements to the DSE 6 performance provide improved application responsiveness and throughput for read/write operations.
- **Drives Operational Simplicity:** Time to value and low overhead let the CIO and IT teams support the scale of data-driven initiatives. DataStax lowers the labor and administrative cost of operations of data management by making DSE 6 easier to operate and maintain.
- **Details:** For more details on the announcement, go to <https://www.datastax.com/2018/04/introducing-datastax-enterprise-6>

## EMA Perspective

Data-driven initiatives are disrupting how organizations interact with partners, suppliers, and customers. Using data and information to find competitive advantage and leverage mobile apps and online portals for ordering, payment, and fulfillment tracking means organizations need to be prepared to support these applications with data at the speed that data consumers demand. Isolated and limited data management platforms will not be able to meet these demands without large amounts of specialized administration and management—if at all. However, the pace and scale of data-driven initiatives will quickly outpace the capabilities of even the most robust data management teams.

CIOs and enterprise data architects will need to find alternatives to their traditional data management strategies. DataStax Enterprise (DSE) 6 helps organizations meet these challenges. Architected with the cloud in mind, organizations can deploy DSE 6 as a distributed database located either on-premises with private cloud, in the public cloud, or as a hybrid deployment.

Enterprises need real-time applications that customers can access any time. With the flexibility of deployment options, DataStax will help organizations meet the demands of the data-focused applications that enable data-driven initiatives. DSE 6's comprehensive data layer, including a multi-model database consisting of tabular, key-value, JSON, and graphs, and support for transactional, search, and analytical workloads, will assist organizations in implementing innovative, customer-facing, data-focused applications quickly, without changing platforms. With a centralized platform and a unified and simplified security model, organizations can accomplish the breadth and scale of application support with the assurance that the data and information within those applications is protected.

The end users of these data-focused applications, particularly consumer apps with low barriers to entry and exit, have high expectations on the performance of mobile apps and online portals. Apps with a speed of response outside of their expectations will face issues with adoption and continued usage. Organizations deploying data-driven initiatives will need their apps to meet these expectations and maintain low-latency response thresholds. DataStax's enhancements to the DSE 6 platform performance will empower organizations with improved application responsiveness and throughput for read/write operations.

It is one task to provide this level of performance, but making that performance a reality is quite another. Traditionally, organizations have to exchange hours of administrative configuration and tuning to achieve superior performance. DataStax lowers the labor and administrative cost of operations of achieving this level of data management performance by making DSE 6 easier to operate and maintain. With enhancements for coordinating distributed data across an organization's data landscape—on-premises private cloud nodes to public cloud resource nodes—and improving the operational management of DSE 6 nodes, companies can lower their overall cost for operating and managing their data environment.

DataStax enables organizations to move from tactical configuration to strategic management to achieve the required scale of data management performance for data-focused applications. This ENTERPRISE MANAGEMENT ASSOCIATES® (EMA™) impact brief details the announcement of DataStax Enterprise 6 and recognizes DataStax for their innovative distributed cloud database.

### About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help EMA's clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals, and IT vendors at [www.enterprisemanagement.com](http://www.enterprisemanagement.com) or [blogs.enterprisemanagement.com](http://blogs.enterprisemanagement.com). You can also follow EMA on [Twitter](#), [Facebook](#), or [LinkedIn](#).

3715 .042018