Product Recommendation Platform

Corporate Web Page

Elastic Data Store

Recommendation Platform

Rule Engine

Login

Customer

Admin

Rules

Recommend

User ID

Elastic Data Store

User Info, Billing Info, etc

Request

Respond

Source Systems

Customer Info

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Technical Challenges and requirements

<table>
<thead>
<tr>
<th>Scalability</th>
<th>Scale-out capability by adding new nodes, when new recommendation services are added.</th>
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</thead>
<tbody>
<tr>
<td>Flexibility</td>
<td>No additional coding is required, when new user information attributes are added.</td>
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<tr>
<td>Performance</td>
<td>Recommendation for 20 million users using 350 user information attributes.</td>
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<td></td>
<td>Performance capability to handle sharply rising requests.</td>
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<tr>
<td>Support</td>
<td>Enterprise-grade Support</td>
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<td></td>
<td>Clear Product Roadmap</td>
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</tbody>
</table>

Key Value Store

Oracle NoSQL Database
Performance Comparison

1. Oracle NoSQL Database with SSDs achieves **26000 tps** with **3 nodes**.
2. Compared to HBase, Oracle NoSQL Database achieves **high performance goals with much smaller number of nodes**.
3. Considering high performance goals combined with additional future requirements, the **total cost of Oracle NoSQL Database is estimated to be much lower** than HBase.

Over 20,000 tps can be handled with just 3 nodes
In the customers own words...