

# Product Recommendation Platform



Customers

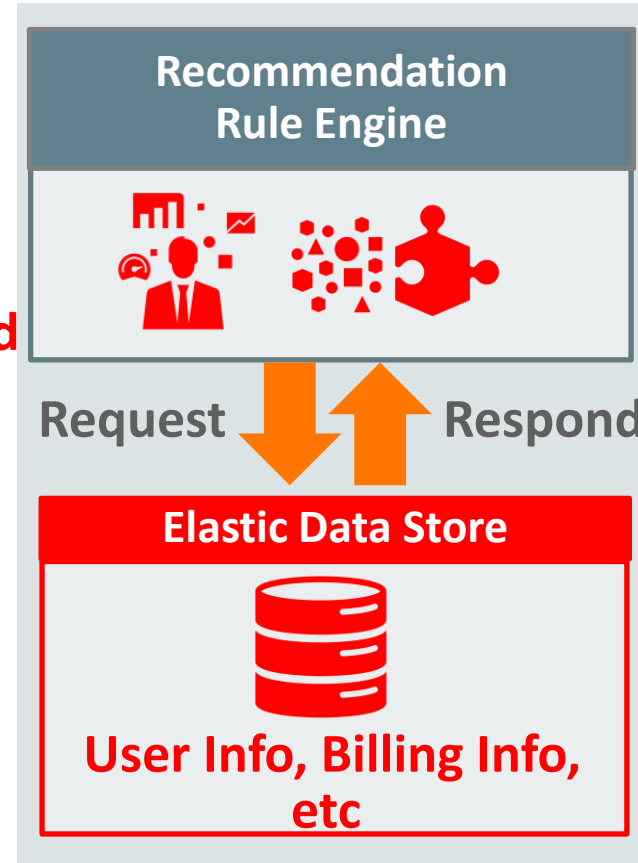


Corporate Web Page

Recommend



User ID



Recommendation Platform



Admin



Rules



Source Systems



Customer Info

# Technical Challenges and requirements

<p>Scalability</p>	<ul style="list-style-type: none"> <li>• <b>Scale-out capability</b> by adding new nodes, when new recommendation services are added.</li> </ul>
<p>Flexibility</p>	<ul style="list-style-type: none"> <li>• <b>No additional coding is required</b>, when new user information attributes are added.</li> </ul>
<p>Performance</p>	<ul style="list-style-type: none"> <li>• Recommendation for <b>20 million users</b> using <b>350</b> user information attributes.</li> <li>• <b>Performance capability</b> to handle sharply rising requests.</li> </ul>
<p>Support</p>	<ul style="list-style-type: none"> <li>• <b>Enterprise-grade Support</b></li> <li>• <b>Clear Product Roadmap</b></li> </ul>



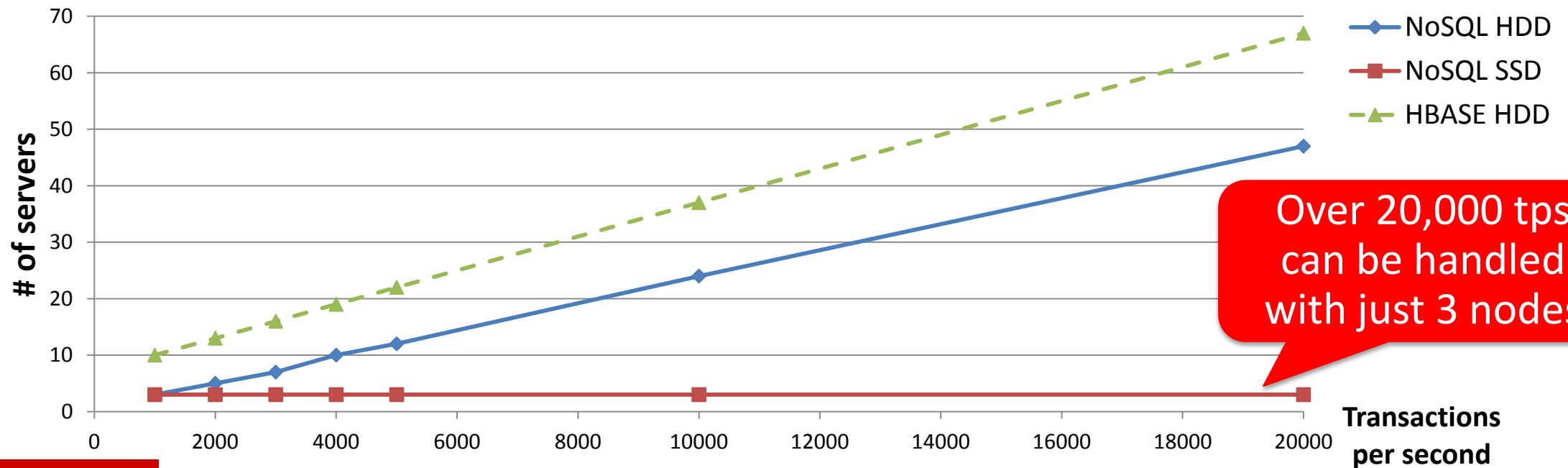
Key Value Store



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.



# In the customers own words...

