Comparison of EDMT/HP Solution and Oracle Big Data Appliance (OBDA)

BMMsoft EDMT Solution with HP, Intel and Sybase

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Oracle Big Data Appliance (OBDA) launched

Oracle BDA is :

1. 216 cores, 648 TB, 848 GB RAM in 18 nodes
   a) Node= X4270 M2 with 12 cores, 48 GB RAM, 36 TB of storage (same as EDMT "M")

2. Price=$450,000   or $700/TB, Annual support=$54,000

3. Hadoop + Oracle NoSQL preinstalled
   a) Each of Oracle connectors cost $2,000/processor

4. Support: Tier 1 by Oracle, Tier 2+3 by Hadoop vendors

5. Hadoop programmers can start immediately (no HW/SW installation)

Oracle Big Data Appliance (OBDA) launched

Oracle Big Data Appliance is NOT:

1. NOT The Application
   1. Hadoopers have to code and support the application

2. NOT an Enterprise-grade database (limited support for ACID, SQL)
   1. ACID insures all data is consistent and available. Without ACID, data about customers, bank accounts, money transfers, purchases, medical records etc. and resulting reports and analysis will be incorrect ("contaminated") and will negate most of gain expected from Big Data
   2. SQL language is how relational DB *precisely* search data. Imprecision in SQL of Big Data will make precise searches and reporting of Big Data very difficult and unreliable.

3. NOT Ready to integrate w/ enterprise apps that need SQL and ACID
   1. Without SQL, applications can not *precisely* search data in RDBMS
   2. SQL is how databases talk to each other – and the applications. Without SQL this communication doesn't happen.

Comparison: EDMT/HP vs. OBDA

	OBDA	EDMT+HP
# cores per rack	216	160
TB per rack	648	432
Rack	1	1
HW Price	$450,000	$300,000
$/TB	$700/TB	$700/TB
Enterprise-ready ?	No (this is development "sandbox")	**Yes (supports ACID+SQL)**
Production-ready ? (can enterprise apps reliably talk with and work with BDA ?)	No (no support for ACID, poor SQL, needs Oracle DB)	**Yes (supports ACID +SQL)**
5-year TCO for SW and/or coding	$5M (@100K/y) + (10 Hadoop-years) + $270K support	**$2M** (no coding needed)
Load-n-Go ?	Y	Y
Easy to program ?	Y	Y

2012: EDMT Models

Certified and preconfigured

EDMT® Solution Models and Specifications						
Model Description		# cores	Disk Size (TB)	# emails & files (100KB each)		DB rows (150-byte)
				store + index	index only	
7	16K [96 racks]	15,360	41,472	180 B	1,800 B	640 Trillion
6	4K [24 racks]	3,840	10,368	48 B	480 B	160 Trillion
5	1K [6 racks]	960	2,592	12 B	120 B	42 Trillion
4	4XL [Full rack]	160	432	2 B	20 B	7 Trillion
3	PB [1/2 rack]	80	288	1.6 B	16 B	6 Trillion
2	XL [1/3 rack]	40	144	600 M	6 B	2 Trillion
1	L [1/4 rack]	24	72	300 M	3 B	1 Trillion
OnLine	M [2 RU]	12	36	150 M	1.5 B	500 B
	S [2RU]	6	36	150 M	1.5 B	500 B
	XS [2RU]	4	36	150 M	1.5 B	500 B

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BMMsoft BI and Big Data Consulting Skills

1. Over 1,000 consultants that deliver

    1. DB Migration

    2. DB Optimizations and Design

    3. Customizations

    4. Benchmarks and POC

2. Knowledge of BI and Big Data Solutions including those offered from Oracle, IBM, EMC, Amazon EC2 etc.

3. Contact

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Summary

- EDMT + DL980 is more mature, more enterprise-ready than Oracle BDA

  - A good solution for Exadata customers looking to move away from or lower their dependency on Oracle

  - EDMT with full SQL and ACID is Enterprise ready so it integrates easier with Exadata than OBDA

  - EDMT requires no programming

- EDMT Solution is Enterprise-ready

  - Supports ACID and SQL – for a simple/reliable integration with enterprise applications that require ACID and full SQL

  - EDMT's price of $700/TB makes Big Data affordable

  - EDMT is the solution, unlike OBDA which is programming environment

- BMMsoft's consulting skills make implementing EDMT simple and fast