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## Highlights

- Massive read/write scalability
  - Non-stop data availability
  - Faster development
  - Reduced IT/DBA overhead
  - Escape cloud lock-in
  - Billions of transactions per day
  - Over 1 Petabytes of data
  - 34 data centers hosted by five cloud providers in nine countries and five continents
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# Why Database-as-a Service (DBaaS)?

*IBM Cloudant manages, scales and supports your fast-growing data needs 24x7, so you can stay focused on new development and growing your business*

## Fully managed, instantly provisioned, and highly available

In a large organization, it can take several weeks for a database management system instance to be provisioned for a new development project, which limits innovation and agility. IBM Cloudant Database-as-a-Service helps to enable instant provisioning of your data layer, so that you can begin new development whenever you need.

Unlike Do-It-Yourself (DIY) databases, DBaaS solutions like Cloudant provide specific levels of data layer performance and up time. The managed DBaaS capability can help reduce guesswork, overhead costs, and the risk of service delivery failure for you and your projects.

## Build more. Grow more. Sleep more.

With a fully managed NoSQL database service, you do not have to worry about the time, cost and complexity associated with database administration, architecture and hardware. Now you can stay focused on developing new apps and growing your business to new heights.

## Who uses DBaaS?

Companies of all sizes, from start ups to mega-users use Cloudant to manage data for large or fast-growing web and mobile apps in ecommerce, on-line education, gaming, financial services, and other industries. Cloudant is best suited for applications that need a database to handle a massively concurrent mix of low-latency reads and writes. Its data replication and synchronization technology also enables continuous data availability, as well as off-line app usage for mobile or remote users.

As a NoSQL JSON document store, Cloudant is ideal for managing semistructured- or un-structured data. Advanced indexing makes it easy to enrich applications with location-based (geo-spatial) services, full-text search, and near real-time analytics.



## Data layer responsibilities – for you or us

|   | DIY | DBaaS          |
|---|-----|----------------|
| Develop new apps                                | You | You            |
| Grow your business                              | You | You?           |
| Provision and maintain DBMS hardware            | You | Cloudant       |
| Install and configure DBMS software             | You | Not Applicable |
| Resize clusters as you grow                     | You | Cloudant       |
| Re-partition data as clusters change            | You | Cloudant       |
| Make your database cluster fault tolerant       | You | Cloudant       |
| Build cross-data center DBMS disaster recovery  | You | Cloudant       |
| Apply DBMS software patches                     | You | Cloudant       |
| Develop master-master data replication and sync | You | Cloudant       |
| Develop a mobile sync solution                  | You | Cloudant       |
| Develop a text search solution                  | You | Cloudant       |
| Develop a geospatial solution                   | You | Cloudant       |

| Compare the monthly cost of Cloudant to what you currently spend on:   | Your current monthly cost? |
|--|----------------------------|
| DBMS software license fees   | ?                          |
| DBMS software support costs  | ?                          |
| DBMS hardware and/or cloud instance costs  | ?                          |
| Load balancer costs  | ?                          |
| Database monitoring system   | ?                          |
| Pager Duty / alerts  | ?                          |
| Database administration (DBA) salaries (or cost of the percent of the development team's time spend on DB admin)   | ?                          |
| Disaster recovery costs (architecture, software, hosting)  | ?                          |
| The cost of search software  | ?                          |
| The cost of GIS database or indexing   | ?                          |
| Scaling architecture costs – time spent redesigning your databases to achieve better performance and uptime  | ?                          |
| New feature architecture costs – time spent evaluating, or developing text search, geospatial, near real-time, and other data indexing features already built in to Cloudant | ?                          |
| Continuous delivery processes and systems for rolling out new database design and functionality without interrupting application availability                                | ?                          |

## Getting started with Cloudant

Cloudant is available as a fully managed NoSQL DBaaS for fast, turnkey provisioning, and worry-free data management. It is also available as Cloudant Local, which puts the power of the Cloudant DBaaS in the privacy of your data centers. You can even connect Cloudant Local and Cloudant Managed DBaaS databases together to form hybrid cloud databases for the greatest balance of cloud cost, reach, performance, and compliance control.

Simply sign up for a no charge account and get started at [ibm.com/analytics/us/en/technology/cloud-data-services/application-developer](http://ibm.com/analytics/us/en/technology/cloud-data-services/application-developer).

## For more information

For more information, please contact your IBM representative or IBM Business Partner, or visit: [ibm.com/analytics/us/en/technology/cloud-data-services/application-developer](http://ibm.com/analytics/us/en/technology/cloud-data-services/application-developer)



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