



Performance And High-Availability Advantages Of NuoDB On The Amazon Cloud

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Cameron Weeks
CEO and Co-Founder
Fathom Voice

Why NuoDB?

NuoDB is the leading distributed SQL database. It offers scale-out performance, continuous availability, and geo-distribution. Most significantly, it can scale out/in on the Amazon Cloud infrastructure without a lot of extra mechanics like sharding or replication. And it's the only SQL database designed around the characteristics that make the cloud so appealing: scalable, elastic and distributed.

Develop and deploy your application on AWS, on in-house servers, or both. Or, you can migrate an existing RDBMS application to NuoDB to run in a single region or across multiple AWS regions to achieve consistency, durability, low latency and 24/7 continuous operations.

On The Cloud

NuoDB runs in the datacenter, on a laptop, in the cloud, across clouds, anywhere. On the AWS Marketplace, it can be started easily with CloudFormation. Get big benefits when you combine NuoDB and the cloud:

- Scale elastically and pay for only what you need when you need it;
- Deploy and manage multiple geo-distributed active-active databases on AWS instances;
- Eliminate the need for costly idle backup and recovery systems;
- Seamlessly switch databases between on-premise and the cloud.

NuoDB is perfect if you're just trying to get your app off the ground. Develop and test with NuoDB on your laptop and migrate easily to the cloud when you're ready to go big.

One Customer's Story

Fathom Voice, an innovative software-as-a-service provider, needed a SQL database that was architected for the reality of today's global communications requirements, such as low latency and automated redundancy. They selected NuoDB on AWS for the implementation of their global VoIP platform.

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Data Sheet

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NuoDB makes the Fathom Voice app consistent, durable, consistently available and provides low latency anywhere in the world. To read more about Fathom Voice on AWS, click [here](#).

Better For Business. Better For Developers.

Changes wrought by the exponential growth of mobile devices like the smartphones used with the Fathom Voice service, plus web-scale applications and cloud computing all call for new approaches. If databases are going to meet these new requirements, a whole new distributed architecture is needed. NuoDB has created that architecture and built on top of it a database management system with a rich SQL implementation and true ACID transactions.

It's All About The Architecture

Different from traditional shared-disk or shared-nothing architectures, NuoDB is a new distributed, peer-to-peer, asynchronous approach. It was not designed with a specific operating system, network backplane or virtualization model in mind. It is a general piece of software that exploits the resources it is given. Its distributed architecture is split into three layers: an administrative tier, a transactional tier and a storage tier. The architecture differs significantly from traditional row-based relational databases.

However, from a developer and user's perspective, and even from that of database administrator, it looks just like a conventional database. In particular, it is a viable solution for large, geographically-dispersed, web-facing, transaction-oriented environments.

NuoDB is also a great fit for less dispersed, transaction-processing environments too. It's much less expensive than a merchant database both to install initially and to scale.



About NuoDB

Everyday businesses face serious challenges coping with global application deployments and maintaining business continuity across multiple geographies while also providing their customers outstanding application performance. NuoDB leads the industry with a distributed database management system (DBMS) proven to solve these challenges.

Find a free version of NuoDB at nuodb.com/download. It's also available on the AWS Marketplace.

Launched in 2010 by industry-renowned database architect Jim Starkey and accomplished software CEO Barry Morris, the company is based in Cambridge, MA. Used by thousands of developers worldwide, NuoDB's customers include automotive after-market giant AutoZone, NorthPoint Solutions, Fathom Voice, Platform28 and other innovative organizations.

The company is the recipient of numerous, prestigious 2013 industry awards including Gartner Cool Vendor and The Red Herring Top 100. NuoDB is one of only nineteen vendors cited on the 2013 Gartner Magic Quadrant for Operational DBMS.

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