JANUARY 2011

Analyst Briefing

ADOPTION

ADOPTION

- 100,000+ downloads/month of database only (not including drivers & docs)

- 200+ customers

- 500+ at MongoSV conference in Mountain View, CA

- 2011: Mongo LA, Boulder, Atlanta, Austin, Tokyo, UK, Berlin...

- Three MongoDB books available, three more in progress

MARKET DEVELOPMENT

EARLY WEB ADOPTION

- Many readers/writers and large data volumes

- Production applications powered by an app server

- Focused on analytics, delivery of content

- Performance critical applications

ENTERPRISE ADOPTION

- Solving specific pain points in existing (RDBMS) applications

- Typically related to scaling/performance

- Reducing cost of ownership

- Commodity hardware / cloud

- Decrease time to market

- Agile development

ENTERPRISE USE CASES

- Operational data store of a web site

  - Content management

  - Comment storage, management, voting

  - user registration, profile, session data

- Caching

- High volume problems

- Storage of program objects and JSON data (and equivalent)

- Document and Content Management Systems

- Electronic record keeping

- Real-time stats/analytics

- Archiving and event logging

CUSTOMER HIGHLIGHTS

REAL TIME ANALYTICS

- Intuit uses MongoDB to track user engagement and activity in real-time across its network of websites for small businesses

- http://www.10gen.com/video/mongosv2010/intuit

ARCHIVING

- Craigslist migrating every post in their archive to MongoDB

- http://www.10gen.com/video/mongosv2010/craigslist

METADATA STORAGE

- Migration of Shutterfly's photo metadata from Oracle

- 500% cost improvement and 900% performance improvement

- http://www.10gen.com/video/mongosv2010/shutterfly

MOBILE

- Location based social networking application storing user, venue, and "check-in" data in MongoDB

- Leverages MongoDB's built in geospatial indexing and auto-sharding

- http://www.10gen.com/video/misc/foursquare

CONTENT MANAGEMENT

- MongoDB powers IGN's real-time traffic analytics, video metadata, social feeds, and RESTful Content APIs

- http://www.10gen.com/video/mongosv2010/ign

CUSTOMER QUOTES

"The problem we have is not really a key/value problem. Essentially it's a document problem. We store data in XML documents. There are so many limitations to storing an XML document in a BLOB in Oracle by key that it really drove us to look in new directions. MongoDB is a document database, so it really enriched our data modeling abilities and allowed for new query patterns unavailable before. Not only that, but MongoDB's atomic operators simplifies our software stack greatly vs reading/ modifying/writing whole XML documents. MongoDB is also flexible enough to allow us to model things like a folder hierarchy as well. So it covers multiple use-cases."

-Kenny Gorman, Shutterfly

"MongoDB passed our 30 mins replication setup test in 2 mins. MongoDB is in the sweet spot of performance and features. It's rich datatypes, querying, in place updates, etc. reduced development time to minutes from days for modeling rich domain objects."

- Chandra Patni, IGN