

# NOSQL EXPERIENCE @ MAGYAR TELEKOM

Budapest NoSQL 2016.03.23

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EGYÜTT. VELED



# AGENDA

- Introduction
- Where it all began
- Big Picture
- The business problem
- Technology
- Lessons learnt



# INTRO – BI ASSESSMENT @ MT (2014)

**Objective:** Determine maturity of BI services, identify targets & trends, analyze gaps

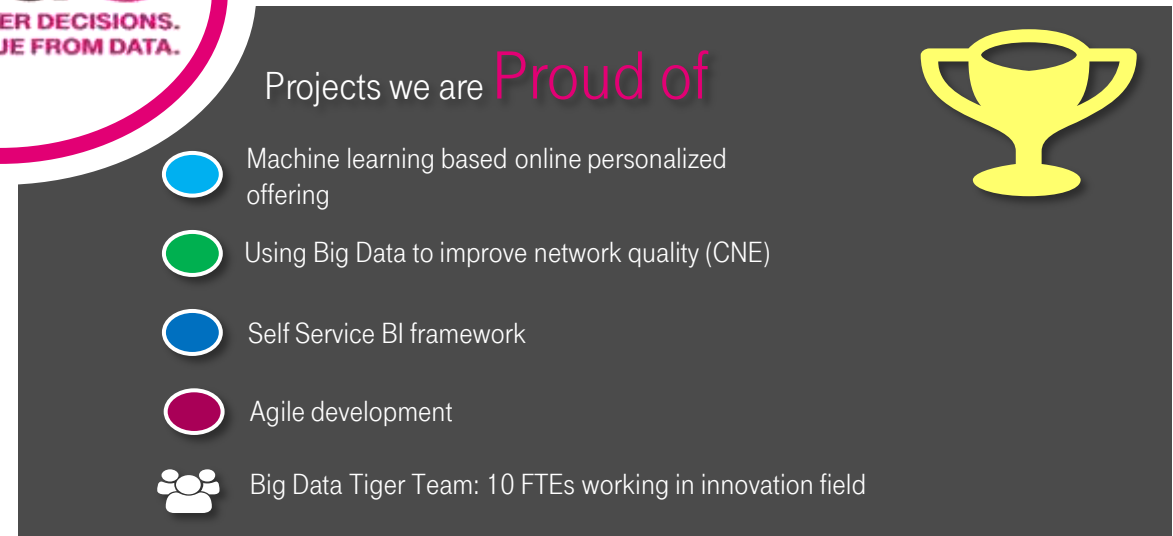
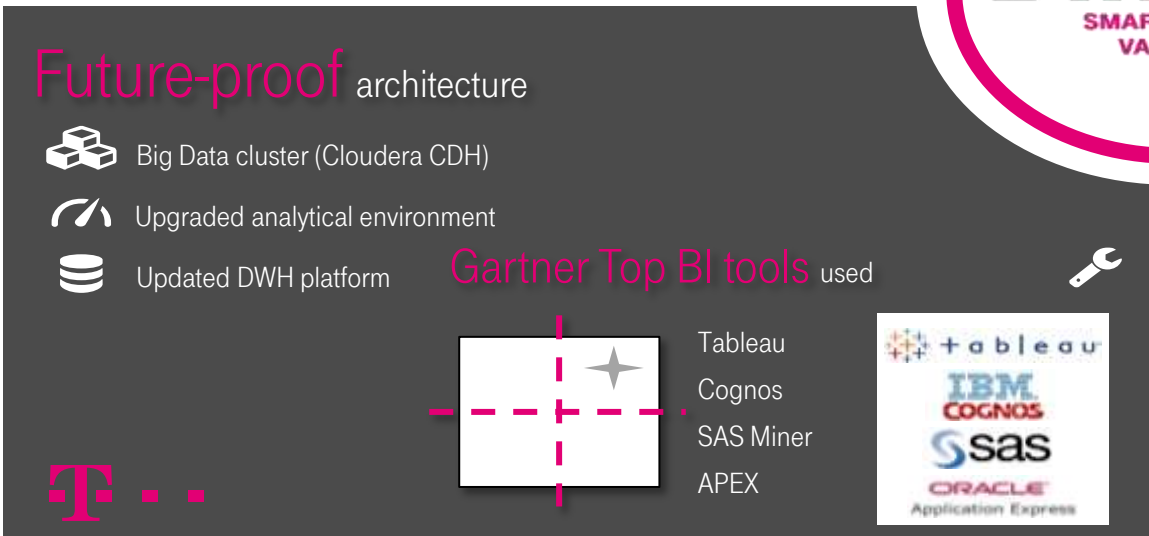
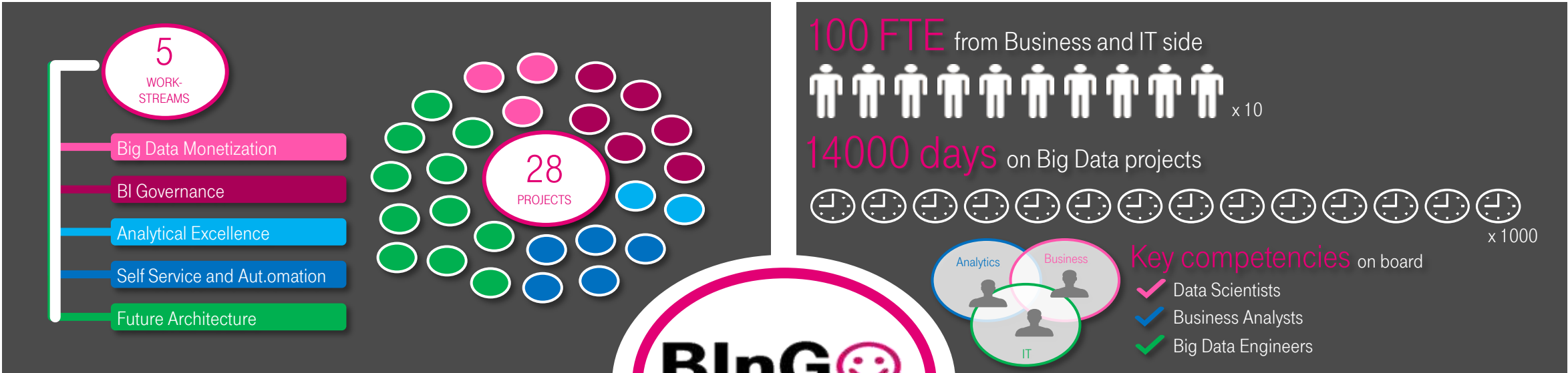
## Key challenges:

- Reactive operation of DWH
- Fast business vs slow IT
- Fragmented BI organization
- Ad hoc self-service
- Outdated technology



# BIG PICTURE

BInGO is Magyar Telekom's strategic program to define and exploit Big Data, Self Service BI and solid reporting capabilities in the period 2015-2017.



THE NEXT STEP IN PERSONALIZATION



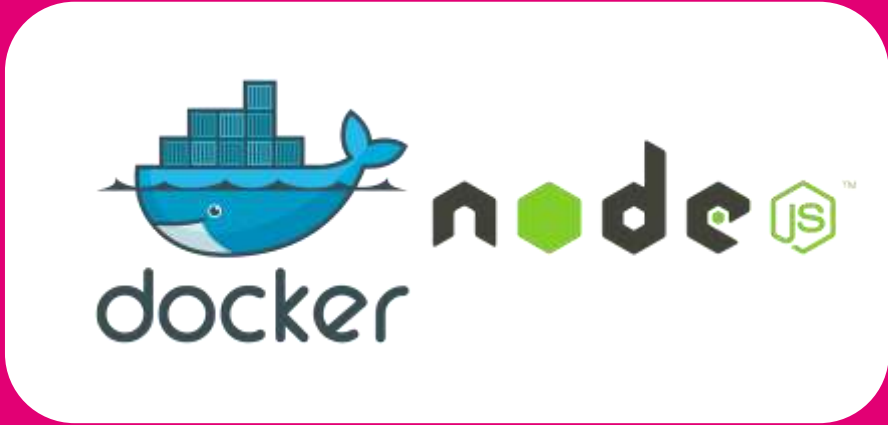
# ALGORITHMIC RECOMMENDATIONS USING BIG DATA



*WHO IS REALLY USING THE FAMILY TABLET?*



*IS THE USER BROWSING PRODUCTS FOR HIMSELF, OR LOOKING FOR A PRESENT?*



Use Apache HBase™ when you need random, realtime read/write access to your Big Data



*sparse*

*consistent*

*distributed*

*multidimensional*

*sorted*







{ REST }



npm

C++



Apache Thrift™

Spark



APACHE  
HBASE



node JS

## NEKED AJÁNLJUK



4G  
LTE  
HELLO  
HELLO

Apple iPhone 6S



4G  
LTE

Huawei P8 Lite + Huawei  
B0 okosóra



4G  
LTE

Samsung Galaxy Grand  
Prime + JBL GO bluetooth  
hangszóró



4G  
LTE

Apple iPhone 5S 16 GB



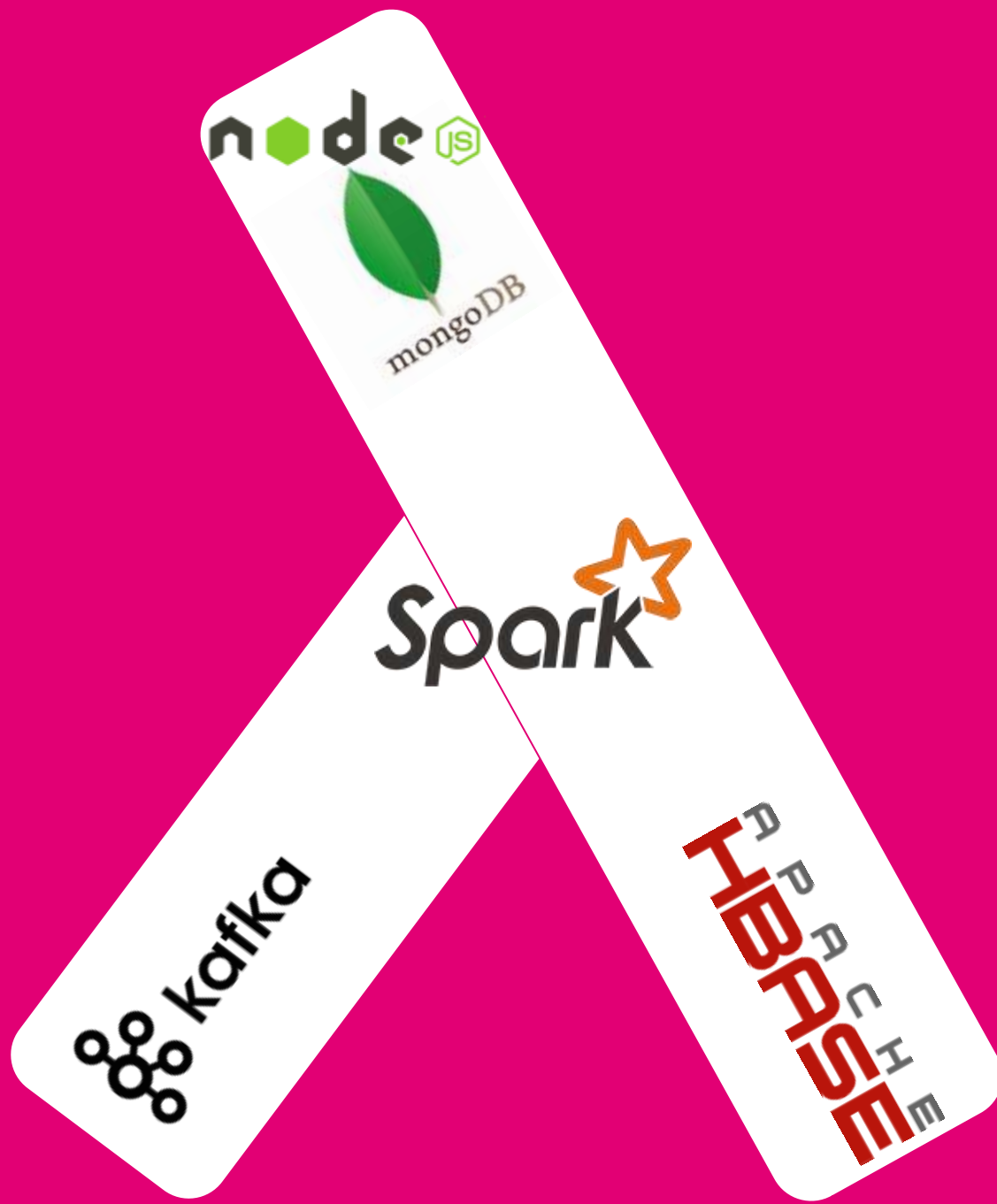


\$ docker pull mongo

Spark 



node  JS 





# LESSONS LEARNT

## Using NoSQL in an enterprise environment

+

- The right tool for the right task
- Improved performance
- Highly scalable solution
- Mature NoSQL tools comply with enterprise security requirements

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- Overall competence is still scarce
- More experimentation was necessary
- Integration issues in HBase
- Installation is more complex in enterprise environment

### Planned Actions:

- Training in NoSQL technologies
- Continuous experimentation (eg. Neo4J, Titan)
- Using HBase in lambda architecture



**Q&A**



TITAN