



NoCOUG SPRING CONFERENCE 2016

“Where SQL and NoSQL Come Together”

Friday, May 13, 2016 at PayPal Town Hall

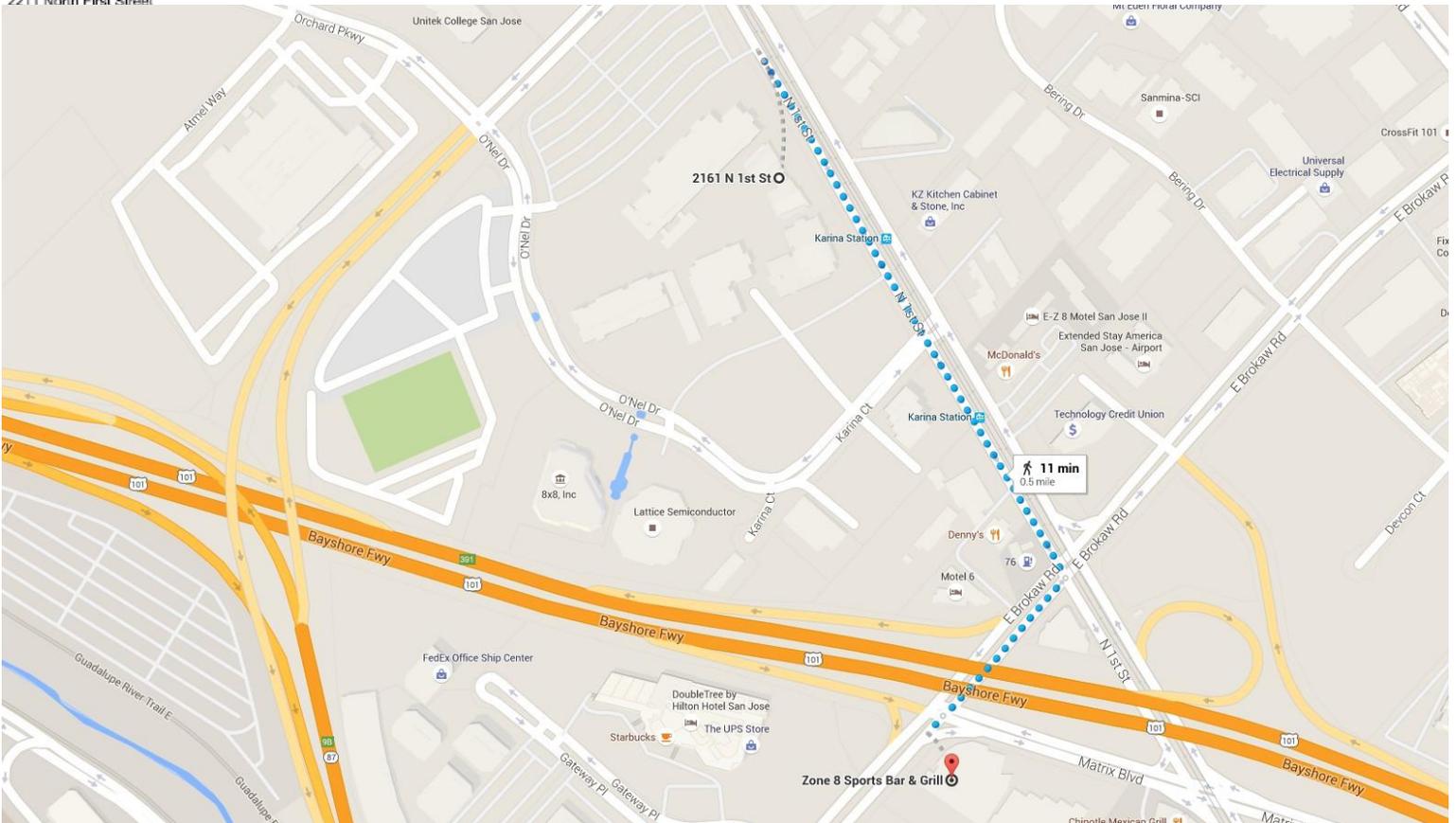
8:00–9:00	REGISTRATION AND CONTINENTAL BREAKFAST SPONSORED BY ORACLE TECHNOLOGY NETWORK				
9:00–9:30	<i>Commerce Innovation Showcase Tour</i> (signup sheet at registration desk)	GENERAL SESSION— TOWN SQUARE BC (floor plan on reverse) Iggly Fernandez, NoCOUG President			
9:30–10:30	KEYNOTE— TOWN SQUARE BC (floor plan on reverse) <i>Enterprise-Class Storage: We’ve Come a Long Way. Or Have We?</i> Kevin Closson, Chief Performance Architect, XtremIO				
10:30–11:00	MEET THE EXHIBITORS				
	TOWN SQUARE BC (floor plan on reverse) NOSQL WORKSHOP	TOWN SQUARE A (floor plan on reverse) MEMBER & EXHIBITOR SHOWCASE	FIRESIDE AB (floor plan on reverse) STORAGE WORKSHOP	FIRESIDE C (floor plan on reverse) OTN HANDS-ON-LABS (signup sheets at registration desk)	
11:00–12:00	<i>Modeling for NoSQL</i> Patrick Sheehan, MongoDB	<i>Member Showcase: Monitoring the Global Enterprise with Oracle Enterprise Manager</i> Roy Prowell, Safeway	<i>Oracle All Flash FS Storage Systems From a DBA Perspective</i> Zane Appel, Oracle	<i>Hands-On Lab: Oracle Database In-Memory Boot Camp (20 seats)</i> Vineet Marwah, OTN (signup sheet at registration desk)	
12:00–12:30	<i>Commerce Innovation Showcase Tour</i> (signup sheet at registration desk)	LUNCH—TOWN SQUARE AB (floor plan on reverse)			
12:30–13:00					
13:00–14:00	<i>Bringing SQL to NoSQL</i> Gerald Sangudi, Chief Architect, Couchbase Keshav Murthy, Couchbase	<i>Member Showcase: Active-Active GoldenGate at LinkedIn</i> Janardh Bantupalli, LinkedIn	<i>EMC DSSD Storage Disruption</i> Mike Shapiro, EMC Fellow, EMC	<i>Multitenant Hands-On-Lab (25 seats)</i> Can Tuzla, OTN	FIRESIDE D (floor plan on reverse) <i>Hands-On Lab: Everything I Needed to Know About Enterprise Manager 13c I Learned at NoCOUG (25 seats)</i> Kellyn Pot’Vin-Gorman, OTN (signup sheet at registration desk)
14:00–14:30	LAST CHANCE TO GET YOUR RAFFLE FORM STAMPED BY THE EXHIBITORS				
14:30–15:30	<i>Case Study: Cassandra at eBay</i> Feng Qu, eBay Ahbaid Gaffoor, eBay	<i>Exhibitor Showcase: Three Advantages of Using SharePlex as a Streams Alternative</i> Susan Wong, Dell Software	<i>Exadata: New Features and Roadmap</i> Gurmeet Goindi, Oracle	<i>Multitenant Hands-On-Lab (25 seats)—Repeated</i> Can Tuzla, OTN	
15:30–16:00	FREE RAFFLE—TOWN SQUARE AB (floor plan on reverse)				
16:00–17:00	<i>Closing Remarks: Eventual Consistency, Data Quality, and the CAP Theorem</i> Sai Devabhaktuni, PayPal	<i>High Availability & Diagnosability Features in Oracle Database 12cR1 and 12cR2</i> Sandesh Rao, Oracle	NETWORKING AND HAPPY HOUR HOSTED BY COUCHBASE ZONE 8 SPORTS BAR & GRILL CASINO M8TRIX, 1887 MATRIX BLVD (MAP ON REVERSE)	 Always scalable, always on NoSQL	
17:00–					

Mark your calendars for the Summer Conference on **Thursday, August 18** at Chevron, San Ramon



Town Hall (B12) Building - 1st Floor

2211 North First Street



NOSQL WORKSHOP

Modeling for NoSQL: The MongoDB Method

Patrick Sheehan, MongoDB 11:00 a.m.

Traditional data architecture and database modeling are based on the concepts of Boyce-Codd normalization forms (3NF), Kimball (dimensional), and Inmon (enterprise data hub). The goal in these methodologies is to define a strongly typed schema in support of OLTP, ODS, DSS, and EDW work. The engine itself is concerned with ACID compliance for transactions. In the NoSQL space, however, ACID compliance is replaced with BASE and CAP, strongly typed schemas are replaced with flexible dynamic object models, and database development often shifts from before app design to just-in-time development. In this session we will discuss how to apply new NoSQL patterns to data architecture and design in support of common use cases, such as OLTP, ODS, DSS, and EDW.

Bringing SQL to NoSQL: Rich, Declarative Querying for NoSQL

Gerald Sangudi, Chief Architect, Couchbase

Keshav Murthy, Couchbase..... 1:00 p.m.

This talk will cover how to build applications that combine the benefits of NoSQL and SQL to deliver agility, performance, and scalability, including the following:

- N1QL, which extends SQL to JSON
- JSON data modeling
- Indexing and performance
- Transparent scaling
- Integration and ecosystem

You will walk away with an understanding of the design patterns and best practices for effective utilization of NoSQL document databases—all using open-source technologies.

Case Study: Cassandra at eBay

Feng Qu, eBay

Ahbaid Gaffoor, eBay 2:30 p.m.

eBay has used multiple NoSQL technologies for years, and we have a process to choose the correct NoSQL technology to meet business requirements. In this talk, we will cover how Cassandra is being used at eBay, including use case studies, capacity planning, best practices, and lessons learned.

Closing Remarks: Eventual Consistency, Data Quality, and the CAP Theorem

Saibabu Devabhaktuni, PayPal 4:00 p.m.

Now that the term “eventual consistency” is being widely used, with different application outcomes expected, the time has come to define what eventual consistency actually is. This session covers all things data quality, ranging from read your own writes to data loss scenarios for SQL and NoSQL. This session also covers the implications of the CAP theorem on active-active and sharded configurations, and how applications can manage availability as a service.

MEMBER & EXHIBITOR SHOWCASE

Monitoring the Global Enterprise with Oracle Enterprise Manager

Roy Prowell, Safeway 11:00 a.m.

What do you do when managing your Oracle assets in a data center is not enough? What happens when the company globalizes, and there are thousands more new applications and systems that need to be deployed in stores, manufacturing locations, and the cloud—and then distributed across the world? This session discusses how Oracle Enterprise Manager has been deployed at Safeway to monitor and manage its Oracle Database, Oracle Exadata, and Oracle Fusion Middleware beyond the data center to meet business needs. Monitoring remote and cloud locations comes with additional security, capacity, and performance challenges. This presentation provides useful information for these concerns, as well as how scalability was achieved with the automation of Oracle Enterprise Manager agent deployment.

Active-Active GoldenGate at LinkedIn

Janardh Bantupalli, LinkedIn 1:00 p.m.

LinkedIn scales its user-facing data that lives in Oracle databases through active-active writes, across multiple data centers. This near-real-time data replication happens through Oracle GoldenGate and a carefully crafted collage of design and available features. We have a simple replication design in GoldenGate, including a not-so-simple mix of Oracle’s features. Primary Keys, Foreign Keys, Unique Constraints, Deadlocks, and Deletes all showed up initially with their dark side, but eventually they blended in peacefully. We have scaled to three data centers and are going beyond that—and we’re experiencing some edge-of-the-seat thrills in the process.

Three Advantages of Using SharePlex as a Streams Alternative

Susan Wong, Dell Software 2:30 p.m.

As Oracle stops improving Streams and pushes customers toward costly GoldenGate, it’s good to know that you have a choice. Dell SharePlex is the full-featured alternative that can replace your Streams instance in under 15 minutes. Get an expert’s take on this all-inclusive database replication solution that costs half the price, supports all your platforms, and enables downtime-free migrations and upgrades—all with easy installation.

High Availability & Diagnosability Features in Oracle Database 12cR1 and 12cR2

Sandesh Rao, Oracle..... 4:00 p.m.

Oracle 12c Real Application Clusters provide a number of new features that contribute to making systems more highly available. Among them are Flex Clusters, Flex ASM, Application Continuity, and Memory Guard. ORAchk also plays a role by helping customers proactively avoid known problems before they can lead to service interruptions. Finally, if problems occur in spite of all precautions, it is necessary to gather first-failure diagnostics in a thorough and timely way. Trace File Analyzer (TFA) Collector is the tool to help you with that task.

STORAGE WORKSHOP

Keynote: Enterprise-Class Storage: We've Come a Long Way. Or Have We?

Kevin Closson, Chief Performance Architect, XtremIO 9:30 a.m.

Solid-state storage advancements have many Oracle Database professionals thinking that storage bottlenecks are a thing of the past. But is that really the case? Strictly speaking, solid-state storage only mitigates the cost associated with mechanical storage seek time and rotational delay suffered by random I/O. In this session we will discuss how little has actually changed in this seek-free, solid-state world and why that which hasn't changed should be of utmost importance to performance-minded Oracle Database professionals. We will also discuss why today's storage use cases demand more from All-Flash Arrays than simple I/O performance.

Oracle All Flash FS Storage Systems From a DBA Perspective

Zane Appel, Oracle..... 11:00 a.m.

Oracle FS1 Flash Storage is an enterprise-grade SAN storage system purpose-built to take advantage of Flash while providing the option to exploit the economics of disk. The FS1 has a high-performance, scale-out architecture and software innovations such as QoS Plus and Storage Domains. Oracle FS1 delivers unrivalled efficiency, risk reduction, and unsurpassed economics, especially in an Oracle environment. The FS1 and All-Flash FS are co-engineering with Oracle Database and applications, and take advantage of Hybrid Columnar Compression, Automatic Data Optimization, Automatic Storage Management, and Enterprise Manager. We will discuss the FS features and integration with the Oracle software/hardware stack.

EMC DSSD Storage Disruption

Mike Shapiro, EMC Fellow, EMC 1:00 p.m.

EMC's DSSD technology is a new type of storage platform: Rack-Scale Flash. DSSD technology is an object store with bandwidth, latency, and IOPs that are one step removed from DRAM performance numbers but offer the benefits of shared storage with data protection. It's the world's fastest shared storage array, enabling Oracle, data mining, big data apps/analytics, and file access to execute much faster than was possible before.

Exadata: New Features and Roadmap

Gurmeet Goindi, Oracle 2:30 p.m.

Oracle Exadata has transformed Oracle Database for in-memory analytics, online transaction processing (OLTP), data warehousing, and Database as a Service (DBaaS). Public cloud deployment, new licensing, configuration flexibility, and All-Flash storage options, together with many new software enhancements, help ensure that Exadata will continue to be the highest-value database platform for Oracle Database. In this session, you will learn about the latest Oracle Exadata technology and where Oracle Exadata is going in the future.

HANDS-ON LABS

Oracle Database In-Memory Boot Camp (20 seats)

Vineet Marwah, Oracle Technology Network..... 11:00 a.m.–12:30 p.m.

Oracle Database In-Memory introduces a new in-memory-only columnar format and a new set of SQL execution optimizations such as single instruction, multiple data (SIMD) processing, column elimination, storage indexes, and in-memory aggregation—all of which are designed specifically for the new columnar format. This hands-on lab provides a step-by-step guide to getting started with Oracle Database In-Memory, identifying which of the optimizations are being used, and knowing how your SQL statements benefit from them. You will also get to experience firsthand just how easy it is to start taking advantage of this technology and the incredible performance improvements it has to offer.

Everything I Needed to Know About Enterprise Manager 13c, I Learned at NoCOUG (25 seats)

Kellyn Pot'Vin-Gorman, Oracle Technology Network 1:00 p.m.–5:00 p.m.

This deep-dive session will help you gain insight into the Enterprise Manager 13c Cloud Control console and the dashboards that will make you the superstar when management needs answers—and able to fulfill the demands of monitoring, deployment, management, and usability. Learn how to collect the best diagnostic data using EM Diagnostic kits (agtvfy, repvfy, oms); learn how to use the new EM13c OMS/OMR performance page data; and become an expert in all things involving thresholds, rule sets, notifications, and incidents as well as upgrading from EM12c, including Gold Image Agent.

Multitenant Hands-On-Lab (25 seats)

Can Tuzla, Oracle Technology Network 1:00 p.m.–2:00 p.m.

This hands-on lab offers two different sections for two levels of expertise and interest. If you are new to Oracle Multitenant, you should start with Easy Labs, which covers provisioning of pluggable databases (including create, clone, unplug, and plug-in). If you are already familiar with Oracle Multitenant, you can start directly with Advanced Labs, which covers advanced concepts in security, subset clone, snapshot clone, containers clause, and resource management in the context of multitenancy.

Multitenant Hands-On-Lab—Repeated Session (25 seats)

Can Tuzla, Oracle Technology Network 2:30 p.m.–3:30 p.m.

This hands-on lab offers two different sections for two levels of expertise and interest. If you are new to Oracle Multitenant, you should start with Easy Labs, which covers provisioning of pluggable databases (including create, clone, unplug, and plug-in). If you are already familiar with Oracle Multitenant, you can start directly with Advanced Labs, which covers advanced concepts in security, subset clone, snapshot clone, containers clause, and resource management in the context of multitenancy.