



Go further, faster®



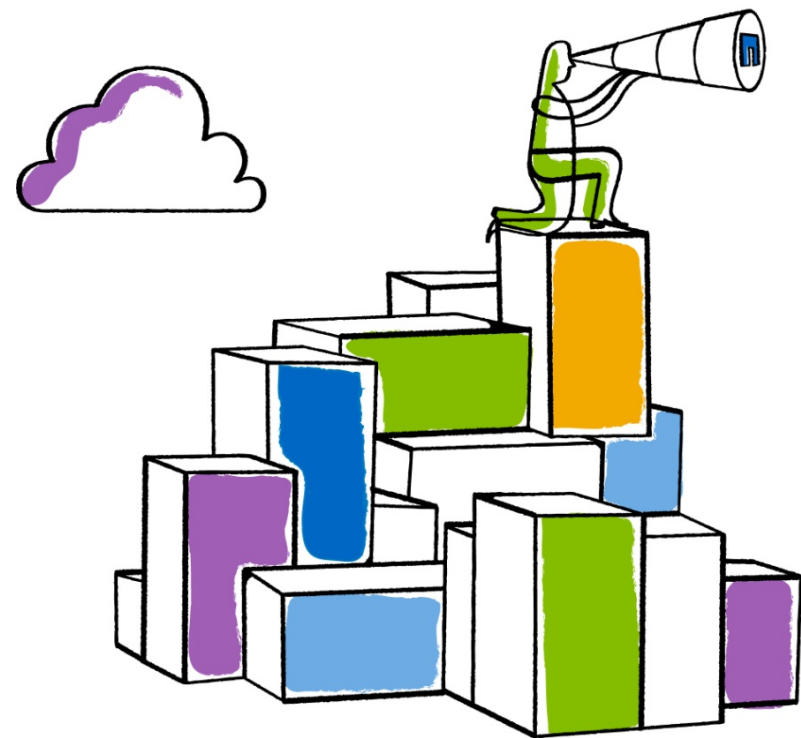
HPC & Big Data: Trends to Watch

Dave Ellis

HPC Architect

U. S. Public Sector, NetApp, Inc.

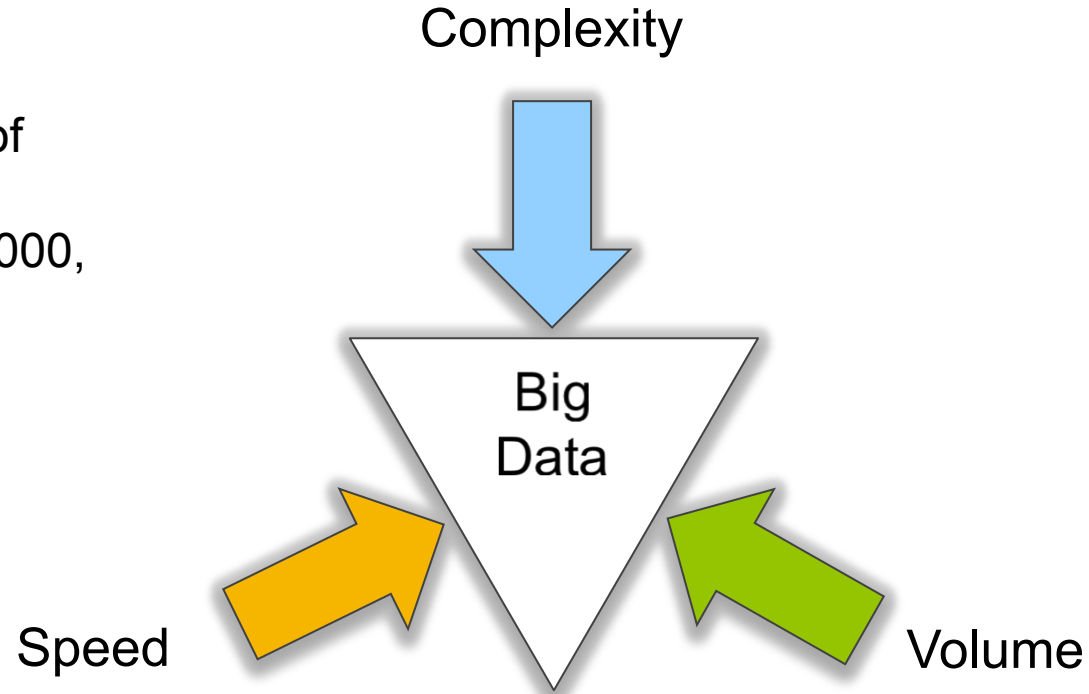
September 3, 2012





What is “Big Data”?

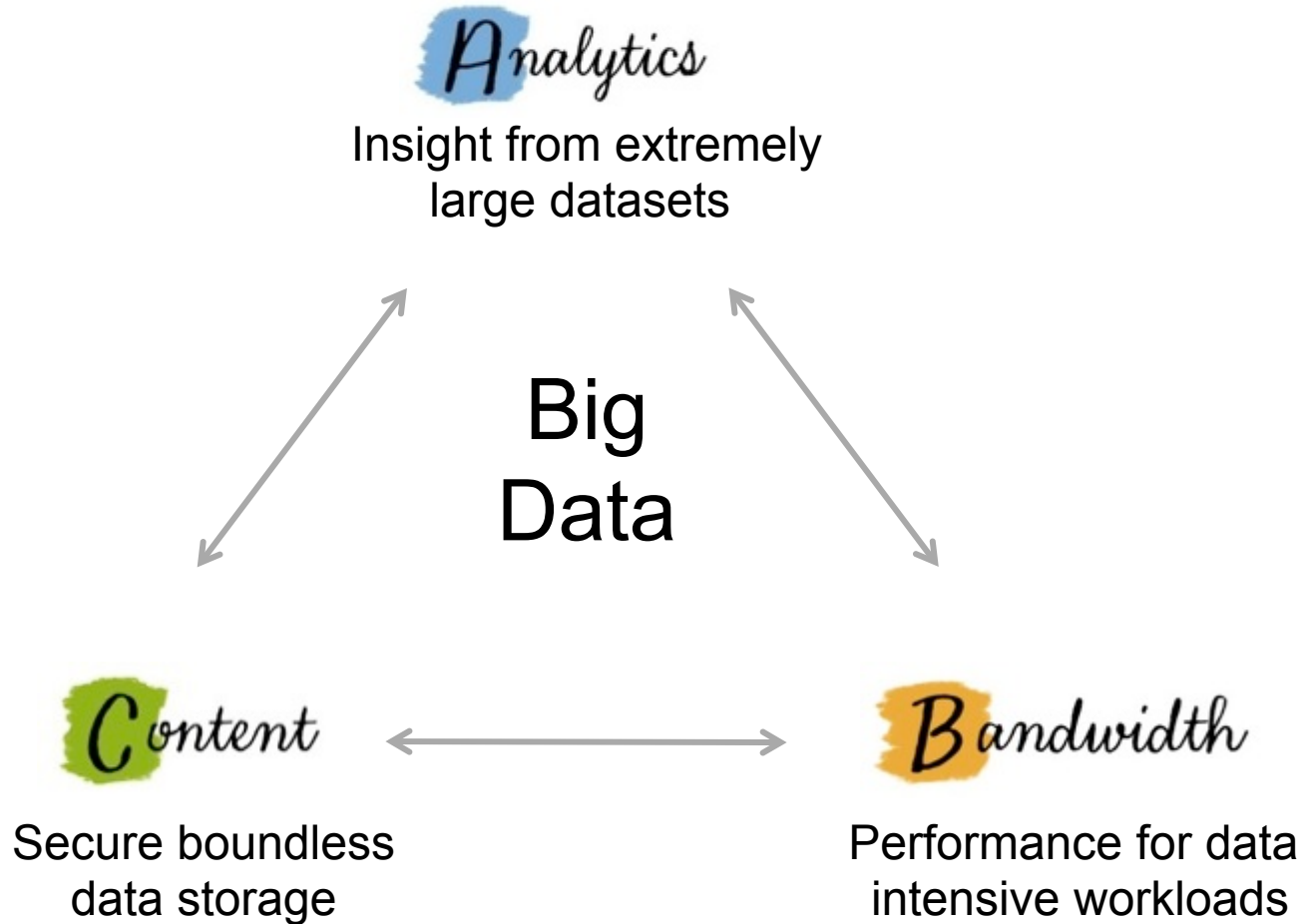
Coined by **Francis Diebold**, professor of economics at the University of PA in 2000, when “Big” meant Gigabytes / day¹



“Big Data” refers to datasets whose volume, speed and complexity is beyond the ability of typical tools to capture, store, manage and analyze.



Big Data Solution Portfolio





Quantifying The Big Data Challenge

60 Zettabytes

Estimated size of the digital universe in 2020

5 Billion

Smart phones

30 Billion

Pieces of new content to Facebook per month



Sensors
Video
Music
Location
Weblogs

80%
of data is
unstructured



Growth Over the Next Decade:

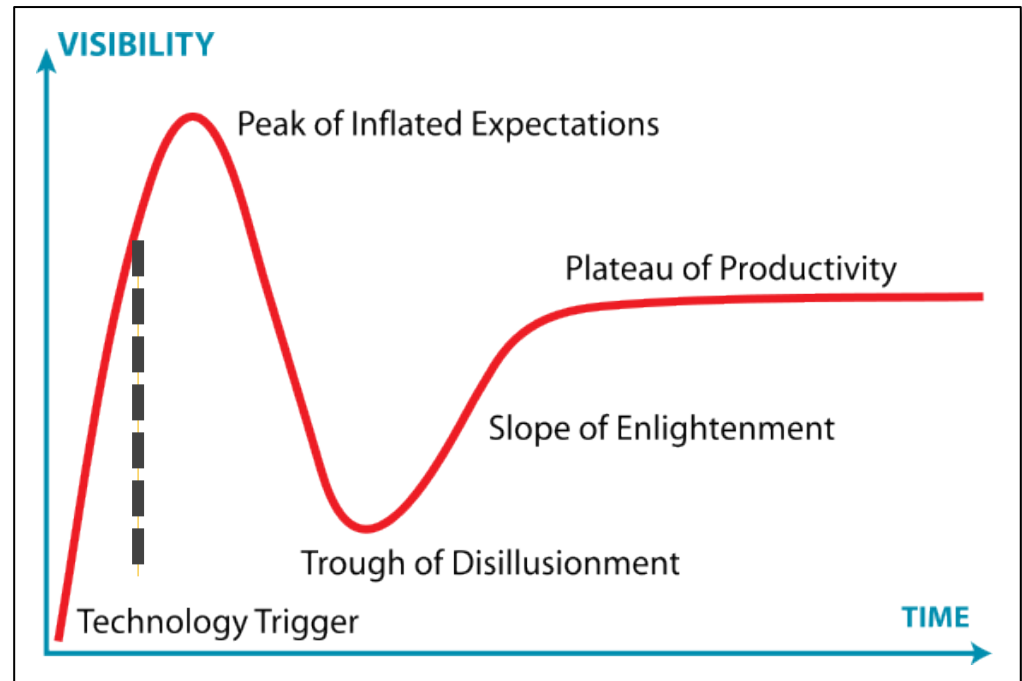
Servers (Phys/VM): 10x

Data/Information: 50x

#Files: 75x

IT Professionals: <1.5x

Source: Gantz, John and Reinsel, David, "Extracting Value from Chaos", IDC IVIEW, June 2011, page 4.





1000 PB – Some perspective...

- > 20 “Normal” Data Centers
- > 750 Million Customers
- > 48,000 Emails / Second
- > 1 Million Disks
- 24 Full Time Admins (> 40 PB/FTE)

TAMING BIG DATA

BIG DATA INCLUDES DATA SETS WHOSE SIZE AND TYPE MAKE THEM IMPRACTICAL TO PROCESS AND ANALYZE WITH TRADITIONAL DATABASE TECHNOLOGIES

PRESENTED BY Wikibon

BIG DATA MARKET FORECAST
\$ US BILLIONS

Year	2009	2010	2011	2012	2013	2014	2015	2016	2017
Value	\$5.1	\$10.2	\$18.8	\$32.1	\$48.0	\$53.4			

GLOBAL MENTIONS OF "BIG DATA"
GOOGLE TRENDS

1.00 2.00 6.00

1211.34% INCREASE OVER BASELINE AVERAGE

"IT'S NO LONGER HARD TO FIND THE ANSWER TO A GIVEN QUESTION; THE HARD PART IS FINDING THE RIGHT QUESTION AND AS QUESTIONS EVOLVE, WE GAIN BETTER INSIGHT INTO OUR ECOSYSTEM AND OUR BUSINESS." - KEVIN WEIL

CURRENT USES ACROSS THE BOARD

- RECOMMENDATION ENGINE
- NETWORK MONITORING
- SENTIMENT ANALYSIS
- FRAUD DETECTION
- RISK MODELING
- CUSTOMER EXPERIENCE ANALYTICS
- MARKETING CAMPAIGN ANALYSIS
- CUSTOMER CHURN ANALYSIS
- RESEARCH AND DEVELOPMENT
- SOCIAL GRAPH ANALYSIS



facebook stores, accesses and analyzes **30+ PETABYTES** of user generated data

LinkedIn processes and mines **PETABYTES** of user data to power "People You May Know"

amazon crunches click-stream and historical user data to recommend products

Akamai analyzes **75 MILLION** events per day to better target advertisements

JPMORGAN CHASE & CO. analyzes web logs, transaction data, and social media to detect fraudulent activity

Treato taps Big Data to help researchers and physicians better determine patient treatments

The New York Times processed **4TB** worth of raw images into **11 MILLION** finished PDFs in **24 HOURS**

DECODING THE HUMAN GENOME USED TO TAKE TEN YEARS. IT CAN NOW BE DONE IN 7 DAYS.

THE OBAMA ADMINISTRATION IS INVESTING **\$200 MILLION** IN BIG DATA RESEARCH PROJECTS.

massively parallel processing, columnar architecture, and data compression to ingest and analyze Big Data in near real-time

hadoop open source framework for storing, processing and analyzing massive amounts of distributed, multi-structured data

MPP Analytic Database

Wikibon

Big Data is the new definitive source of competitive advantage across all industries

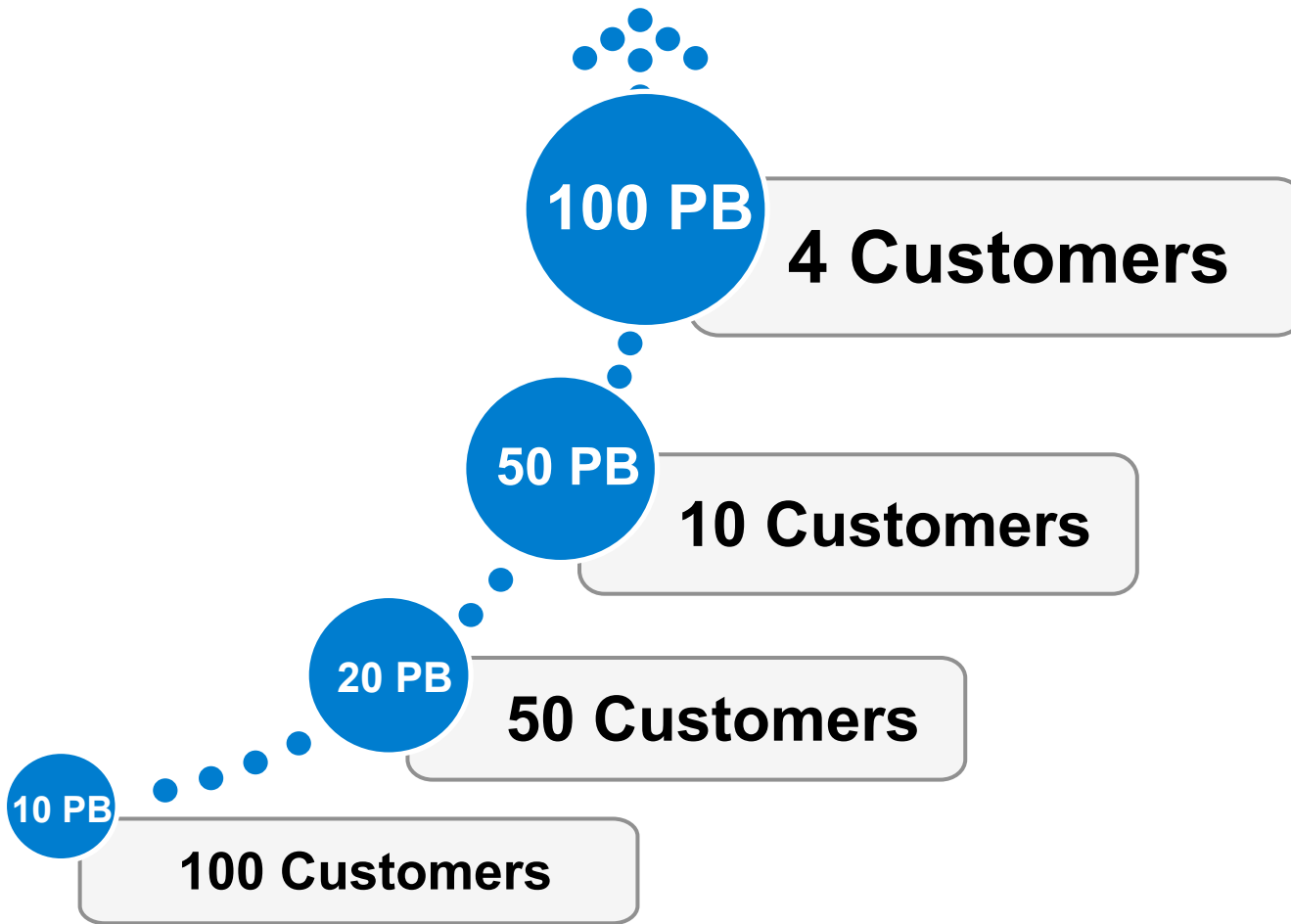
wikibon.org/bigdata

<http://wikibon.org/blog/wp-content/uploads/2012/05/big-data.v.1.0.png>



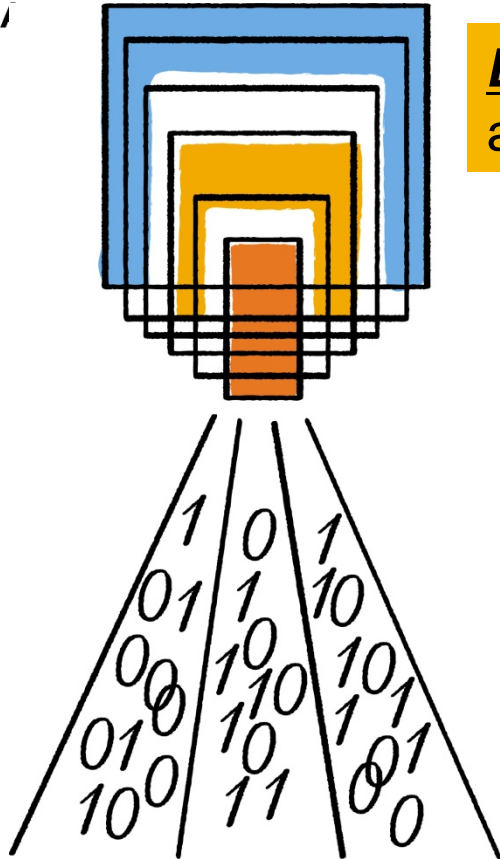
Experience Managing Data at Scale

NetApp's Largest Customer *1000 Petabytes*





State-of-the-Science in HPC Today



LLNL Sequoia – Currently the fastest supercomputer and storage combination on the planet

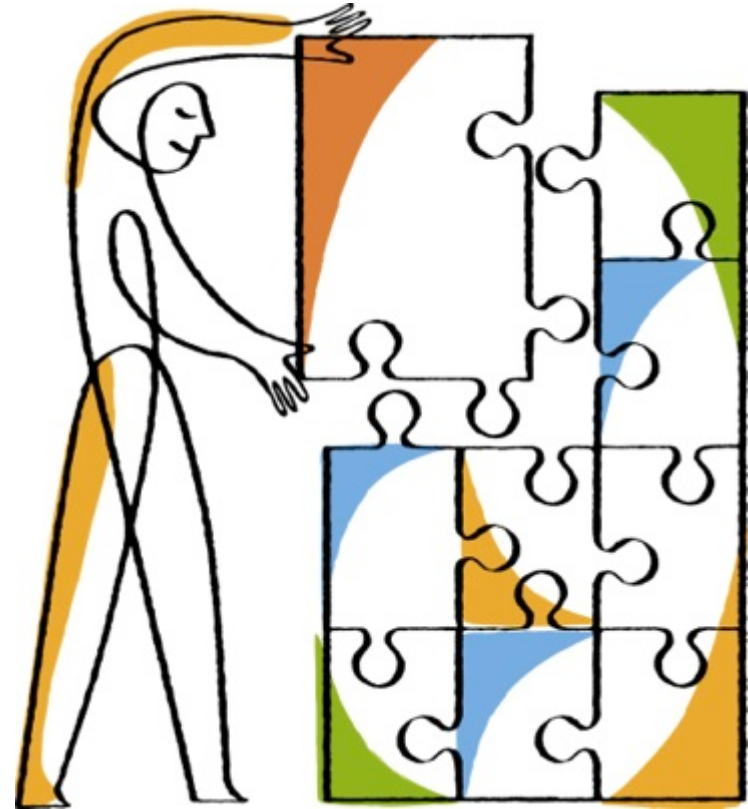
- 20 Peak PetaFLOPS (20×10^{15})
- 1.6 Million Cores
- 1.6 PB main memory
- **55 PB (usable) NetApp E-Series storage**
 - Lustre Cluster Parallel File System
 - QDR (40 Gigabit) Infiniband
 - > 1 Terabyte/sec aggregate bandwidth
- ~8 MW of Power
- Simulations for
 - Nuclear Weapons Viability
 - Counter Terrorism
 - Energy Security
 - Climate Change

Now #1 of the Top 500 HPC Systems in the world.

<http://top500.org>.



Dispelling the Misconceptions About Big Data





Big Data Is NOT New

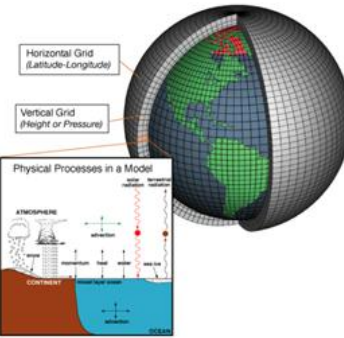


National Oceanographic and Atmospheric Administration



3.5 billion observations per day from NOAA sensors

30 PB of New Data Annually



Global Atmospheric Model (HIRAM)

Initial Conditions



Other High Res Specialized Models:

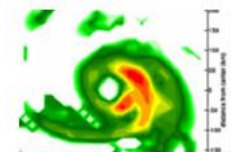
- Hurricane (3 Km)
- Thunderstorms
- Tornadoes
- Fire Weather
- Ocean Models
- Volcanic Ash
- Etc.

15 million information products per day

Forecast & Warning Guidance to Public and Private Sector Forecasters



Thunderstorm Warnings



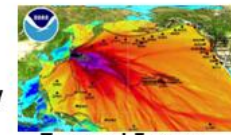
Hurricane Warnings



Flood Warnings



Fire Weather



Tsunami Energy Vectors)

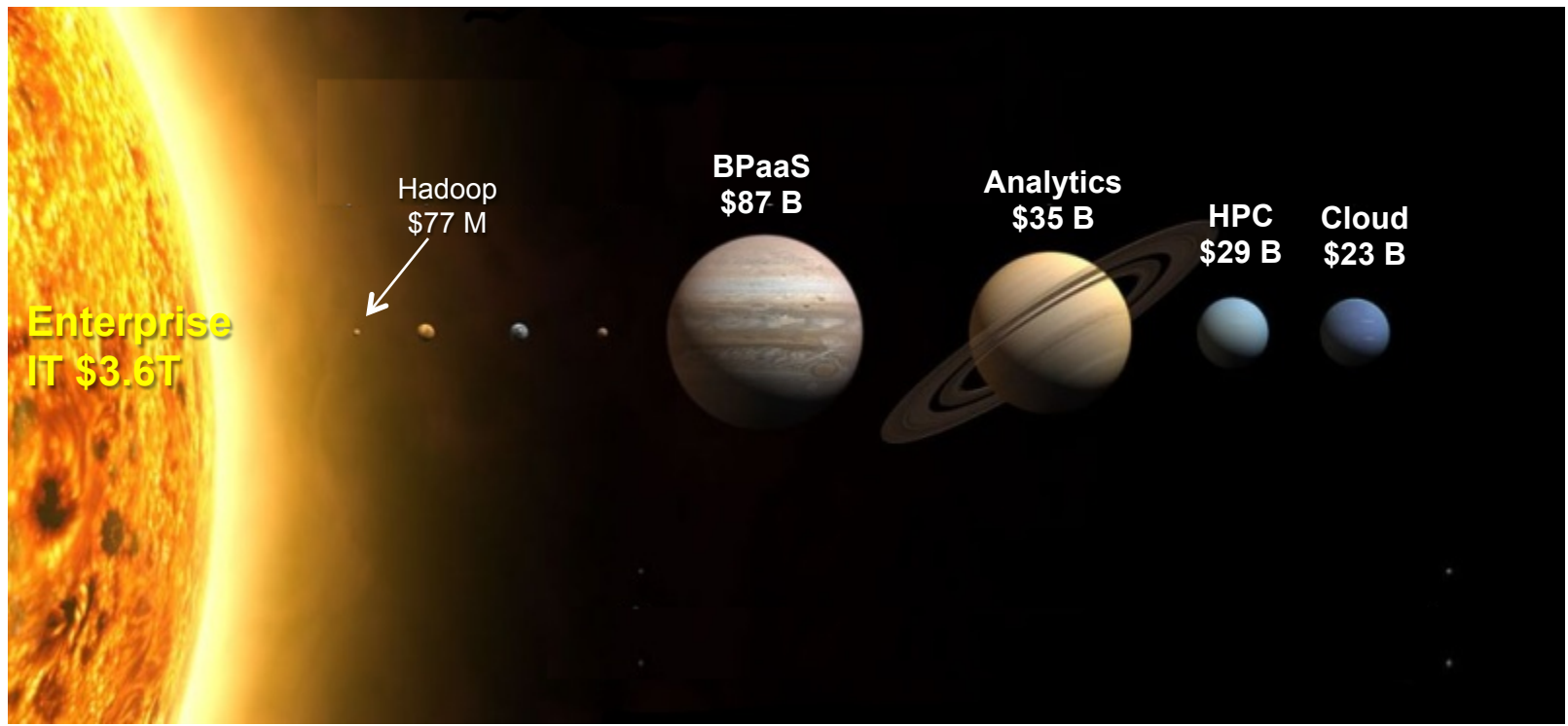


National Weather Service Data Stream



Big Data = Big Analytics = Hadoop?

- That's What The Media Hype Implies, but it is NOT true!
- Traditional analytics (BI/DSS/DW) dominates the analytics market
- Like other technologies vying to gain broad adoption in Enterprise IT (e.g., Traditional Analytics, HPC & Cloud), it shows promise





Worldwide Market Numbers

	2011	2012	2013	2014	2015	2016	CAGR	Comments
Hadoop	0.077	0.123	0.198	0.317	0.507	0.812	60%	Source: IDC - http://bit.ly/S97FcP
All Analytics	31.8	34.9	38.3	42.1	46.2	50.7	9.8%	Source: IDC - http://bit.ly/S97FcP
HPC	27.5	29.4	31.4	33.6	36.0	38.5	7.0%	Source: Intersect360 - http://bit.ly/S9bQWf
Public Cloud Services	17.0	22.5	29.4	36.6	45.0	52.9	25.5%	w/o BPaaS. Source: Gartner - http://bit.ly/S9HpPK
Public Cloud Services	91	109	130	154	180	207	17.9%	w/ BPaaS. Source: Gartner - http://bit.ly/S9LLGz
Overall IT	3500	3640	3786	3937	4095	4258	4.0%	Source: Gartner - http://bit.ly/S9LLGz

In Billions US\$

These are Worldwide Numbers



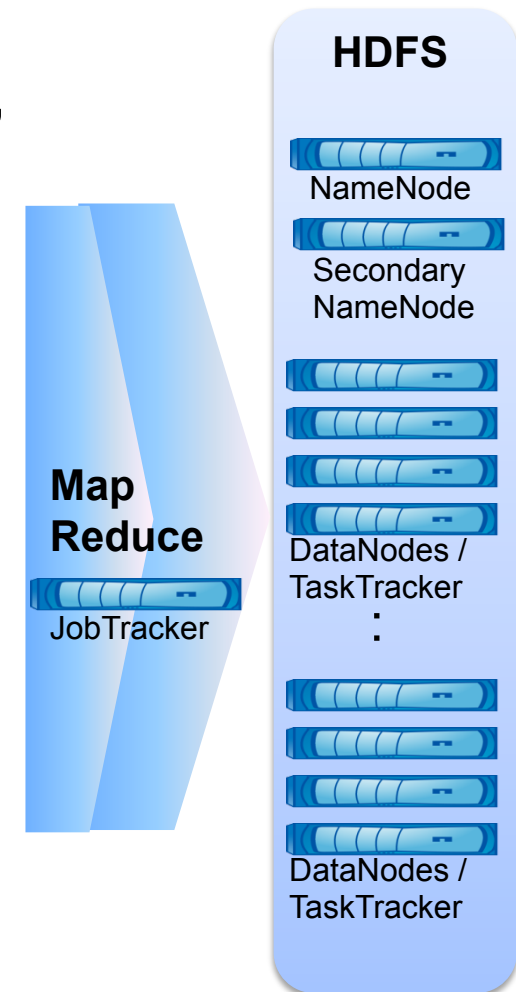
Analytics





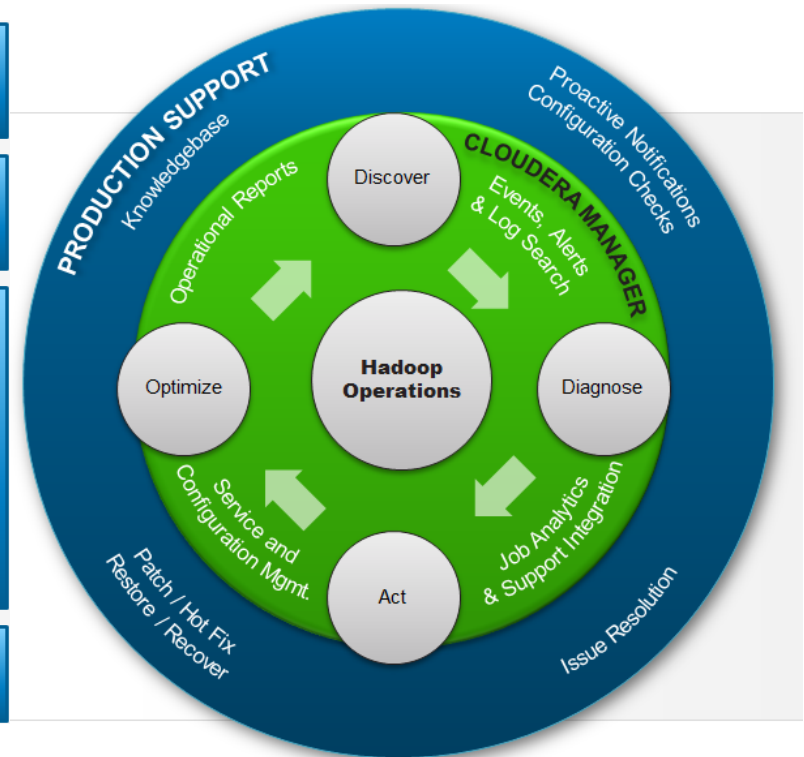
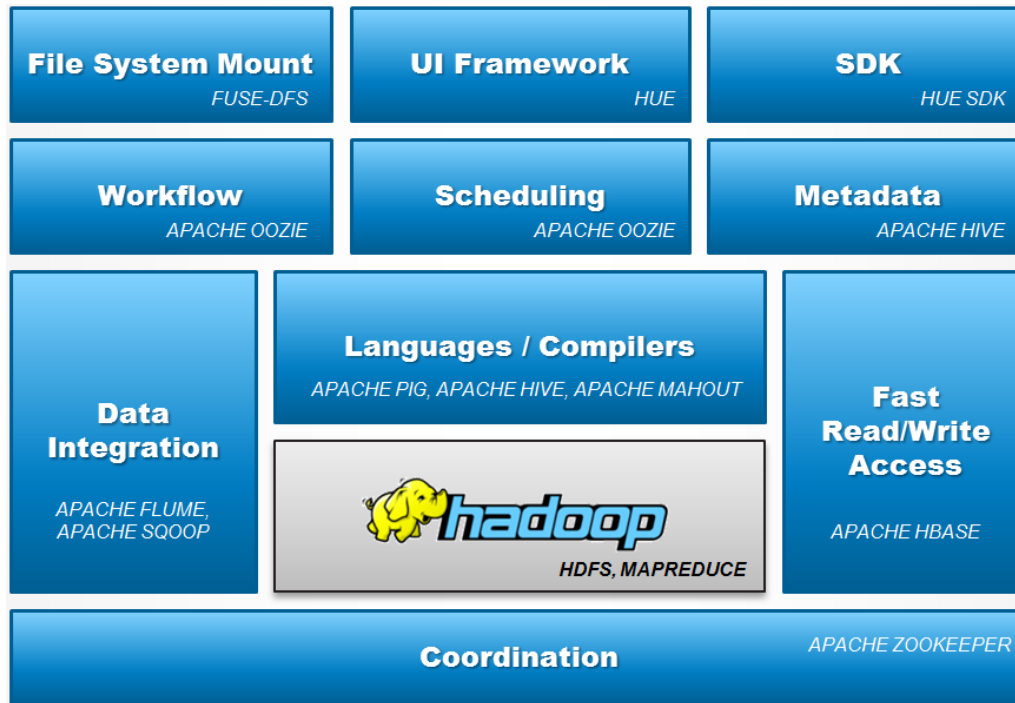
Hadoop

- Runs on a collection of cheap, commodity servers, in a distributed, shared nothing architecture
- Two key components
 - HDFS
 - Hadoop Distributed File System
 - MapReduce
 - Programming model for processing and generating large datasets





More than just Map/Reduce



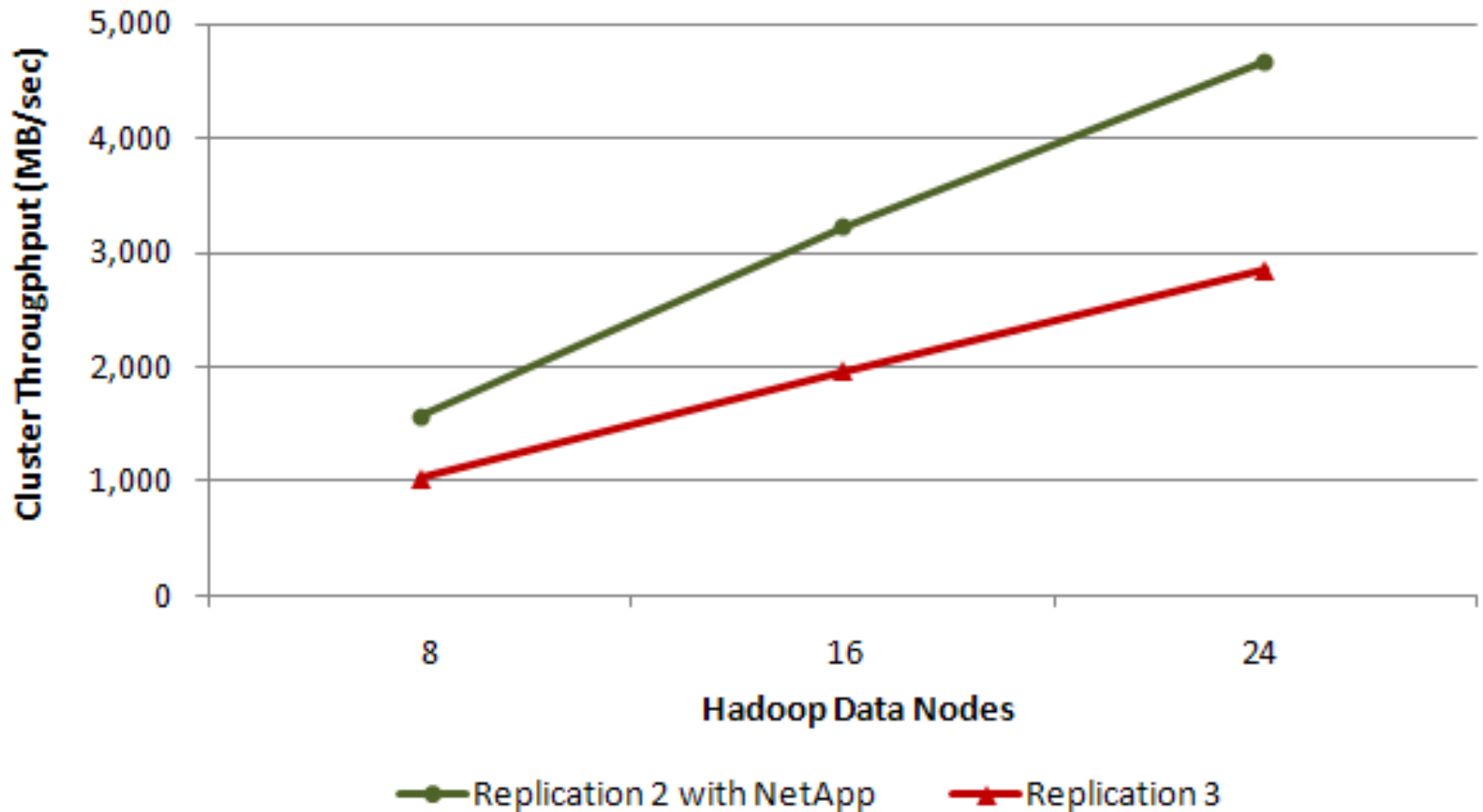
Cloudera's Distribution:

- **Enterprise Support** that gives you the expertise and responsiveness you need to run Apache Hadoop in Production
- **Management Suite** that improves quality of service, increases compliance and reduces administrative costs
- **Customer Portal** access to submit and manage cases with Subject Matter Experts
- **Knowledge Base** that your team can use to expand their Hadoop knowledge with hundreds of articles and tech notes
- **Optimized Connectors** that integrate your Hadoop clusters with existing data systems



Faster Performance on Shared Storage

Increasing Hadoop Cluster Efficiency with NetApp
(Hadoop TeraGen utility, 8 through 24 node cluster)





Faster Job Completion During Disk Failure

- Compared to a Hadoop cluster with the same number of nodes, but using only internal disk (no RAID) and triple copies, the NetApp Open Solution for Hadoop shows only a slight performance decrease during a disk failure with less impact to job completion.

Table 4. Drive Failure Recovery Results

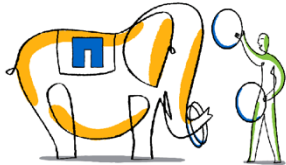
Test Scenario	Job Completion Time (hh:mm:ss)	Throughput (MB/sec)	Delta (vs. Healthy Cluster)
Healthy cluster	00:30:21	1,821	N/A
NetApp E2660 drive failure	00:32:06	1,486	-5.7%
Internal data node drive failure	01:12:13	660	-237.9%

Source: Garrett, Brian and Lockner, Julie, "NetApp Open Solution for Hadoop", ESG Report, May 2012, <http://bit.ly/LyYG0t>



AutoSupport: Hadoop Use Case at NetApp

- “Call-home” service for all NetApp® systems
- Foundation of NetApp proactive support strategies
- Machine-generated data doubles every 16 months

CHALLENGE	NETAPP SOLUTION	BENEFITS
4 weeks to run a query on 24 billion unstructured records		Time reduced from 4 weeks to 10.5 hours
Impossible to run a query: 240 billion unstructured records	10-node Hadoop Cluster w/ <u>shared</u> Storage	Previously impossible, now achievable in just 18 hours

“NetApp ASUP is a mission-critical application”



Analytics Roadmap

- Traditional & Big Analytics side-by-side for years to come
- Hadoop moves to shared, virtualized infrastructure, for better efficiency and ease of management:
 - Hadoop remains logically distributed, shared nothing, but runs on a virtualized shared everything architecture (e.g., FlexPod for VMware + eSeries)
 - Same as above, except Hadoop becomes logically shared everything, as HDFS is replaced by a parallel file system (e.g., Lustre Cluster, StorNext or GPFS)
- Enterprise class resiliency (no SPoF) and reliability with HPC-like performance (no need for triplicas)
- Use of a single copy of data for the map phase (higher storage utilization)
- Natural intersection with Cloud (Analytics as a Service)



Bandwidth





Big Bandwidth Use Cases

Full Motion Video/ISR



Scalable density and performance to ingest and simultaneously analyze UAV, satellite and other data

Video Surveillance



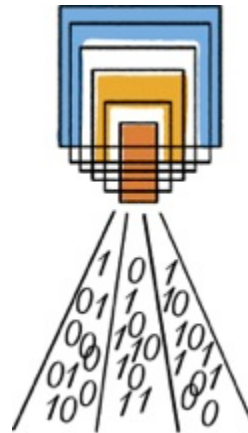
High bandwidth & density supporting hundreds or thousands of HD cameras

Media Content Management



High ingest & play-out rates with support for media and entertainment workflows

HPC & Seismic



Massively parallel distributed file system for large scale cluster computing and O&G Seismic Processing



Bandwidth Driven by HPC

- THE driver for innovations in bandwidth are clearly high performance computing (HPC) applications.
- HPC falls into two camps:
 - High Performance Technical Computing (HPTC),
 - Supports scientific and engineering modeling and simulation.
 - HPTC makes up about 70% of the HPC market
 - Checkpoint/Restart
 - High Performance Business Computing (HPBC)
 - Financial Services, Media & Entertainment, Complex Event Processing, business process optimization and ultrascale business computing.



HPC Roadmap

- National Labs are already hard at work architecting the next system, pushing technologies to their limits
- Next stop: Exascale (10^{18} FLOPS) in 2016-2018
- This will require 50 – 100X Sequoia
 - 80-160 million CPU cores
 - 80-160 PB's of main memory
 - 266 – 533 TB/sec burst of sequential I/O from main memory during 5 minute checkpoint
- > 50 MW of power
- Existing storage technologies won't scale within bandwidth, power and budget constraints



Content



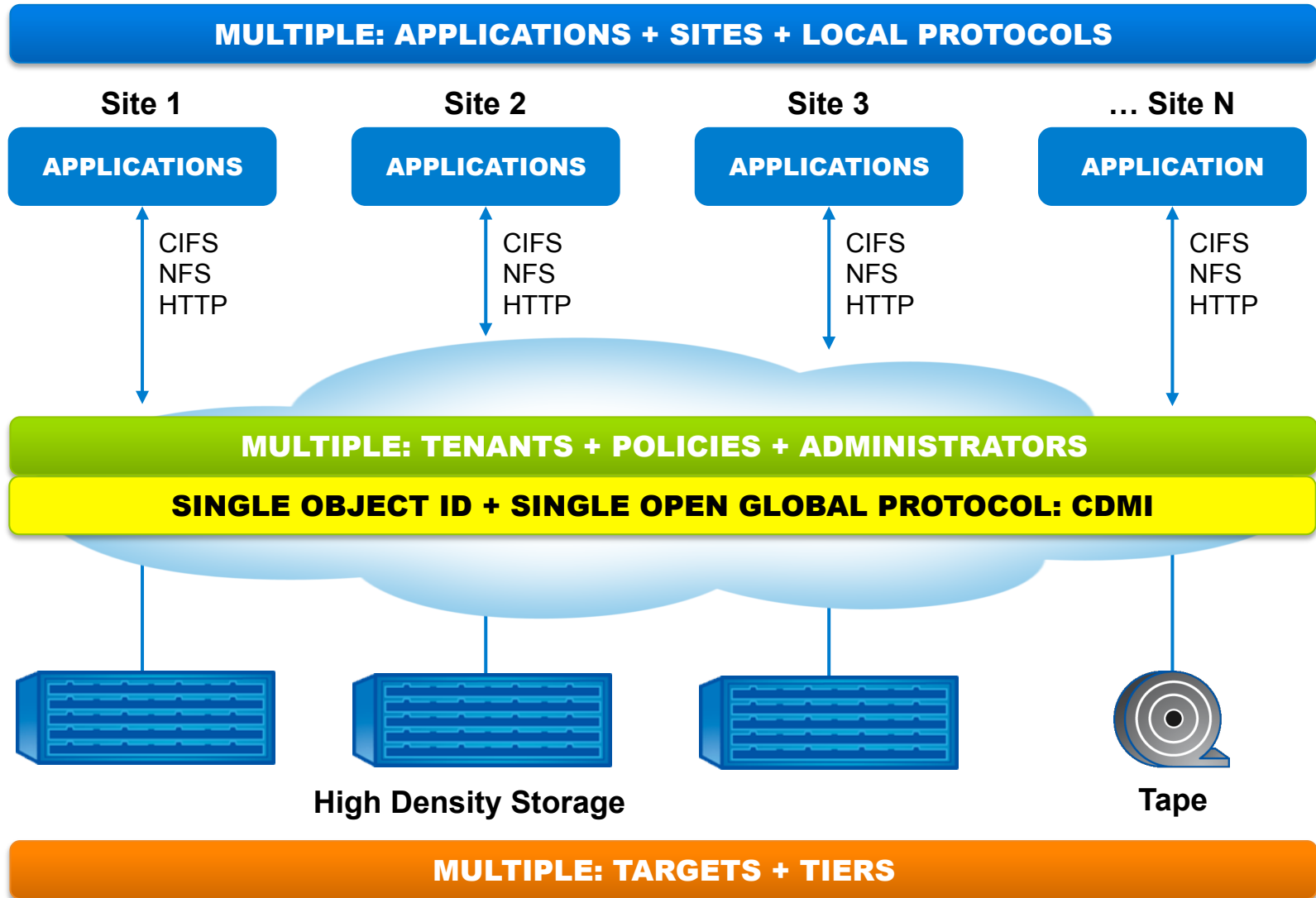


Trends Shaping the Big Content Market

- **Data at scale**
 - Objects replace files to overcome filesystem limitations
 - Containers 10's PB in size, 10's billions of objects, Millions of users
 - “Life time retention” of enterprise and consumer data
- **Policy driven infrastructure - “Set it and forget it”**
 - Object/VM granular automated data mobility/management
- **Simpler, efficient, self-managing systems; low price**
 - Systems with lower performance & resiliency for less \$/GB
 - Space, power, density @ lower infrastructure cost (~2 PB/rack)
- **Centralized → distributed, cloud-friendly “system”**
 - Multi-location repositories, data mobility, local view/access



Distributed, Object-Based Repository



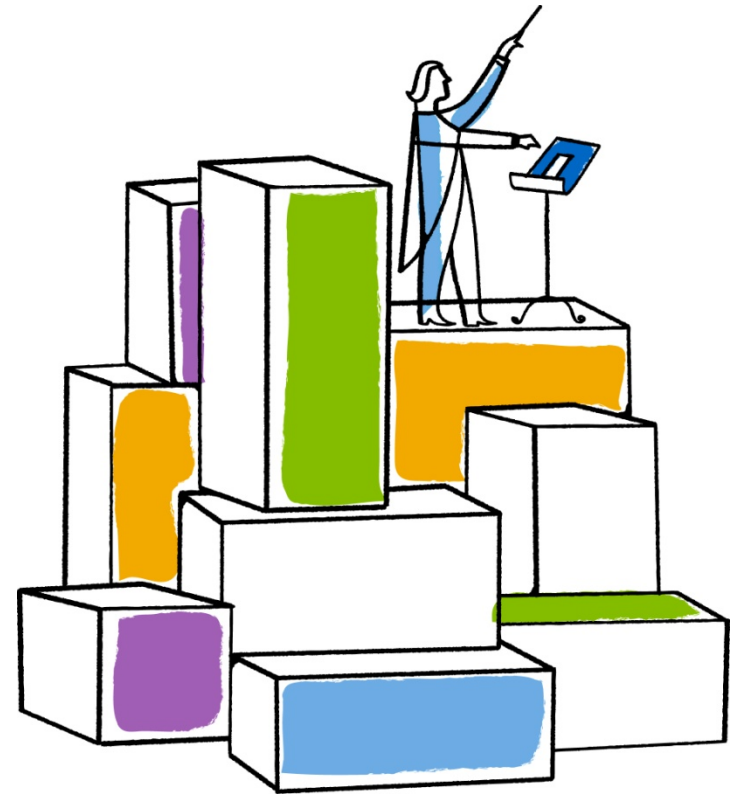


Distributed Content Repository Roadmap

- Federated CDMI (Cloud to Cloud)
- Strong ecosystem of ISVs supporting CDMI
- Exabyte size containers
- Trillions of objects
- Rack densities > 5 PB/rack
- Power densities < 1 kW / PB
- Costs < \$150,000 / PB (\$0.15 / GB)



Pre-configured, Certified Solutions

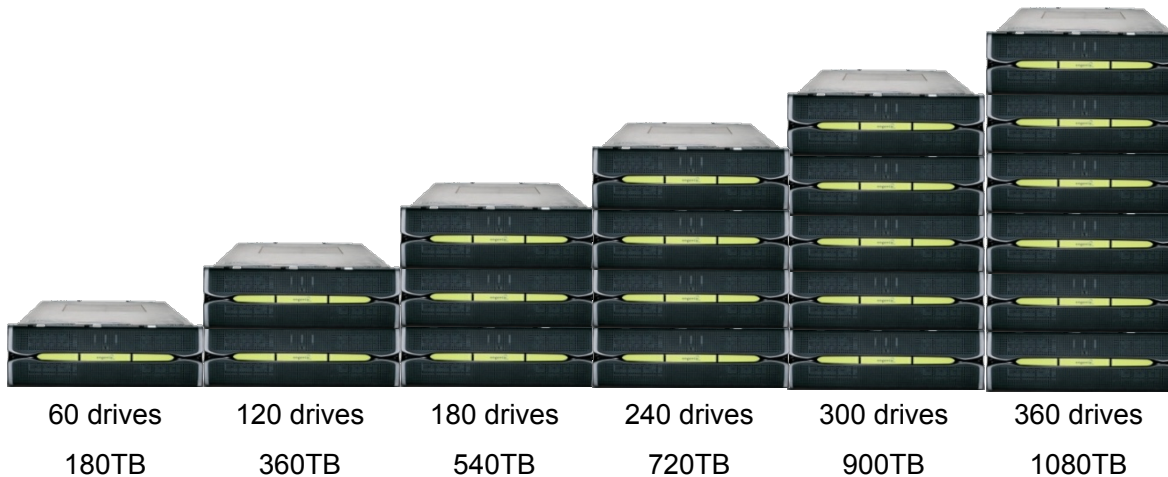




NetApp E-Series Storage Solutions

Dense and Modular Storage to Meet Any Scale

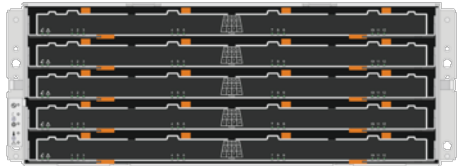
- Pre-Configured, Tested, Certified Solutions
- NetApp E-Series Hardware
- NetApp Professional Services
- NetApp Support Services



E-Series Modular Design

Disk Shelves

DE6600



- 4U/60 x 3.5" drives
- Highest throughput
- Largest capacity/density
- 3TB NL-SAS drives

- Modular packaging architecture for maximum configuration flexibility
- Two optimized controller families

Controllers

- 8Gb/s FC, Infiniband
- 12/24GB Cache per system
- 24.8Gb/s writes actual performance
- High Bandwidth / High IOPs



5400



2600

- FC or iSCSI
- 4GB Cache per system
- 11.2Gb/s writes actual performance
- Cost effective performance

Systems

E-5460

E-2660



Two Sample Configurations: *E-Series 2660 and 5460*

E2660 iSCSI Front

E2660 iSCSI Rear

Single E2660 Array with Expansion Shelves

3 4U-60 Enclosures

2 2600 Controllers

180 drives = 540TB raw

8 ports iSCSI HIC, up to 1Gbps each port
or 4 ports iSCSI HIC, up to 10Gbps each port
Max write throughput is 9.6Gbps (theoretical)

220V Power



E5460 FC Front

E5460 FC Rear

Single E5460 Array with Expansion Shelves

6 4U-60 Enclosures

2 5400 Controllers

360 drives = 1,080TB raw

8 on board FC ports or 16 FC ports total with FC HIC,
up to 8Gbps each port

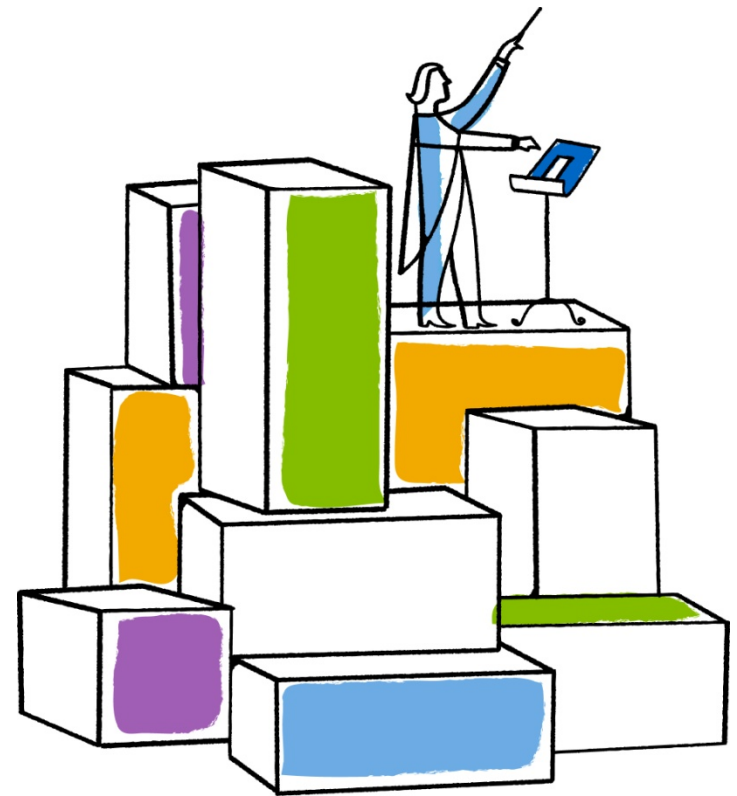
Max write throughput is 24Gbps (theoretical)

220V Power



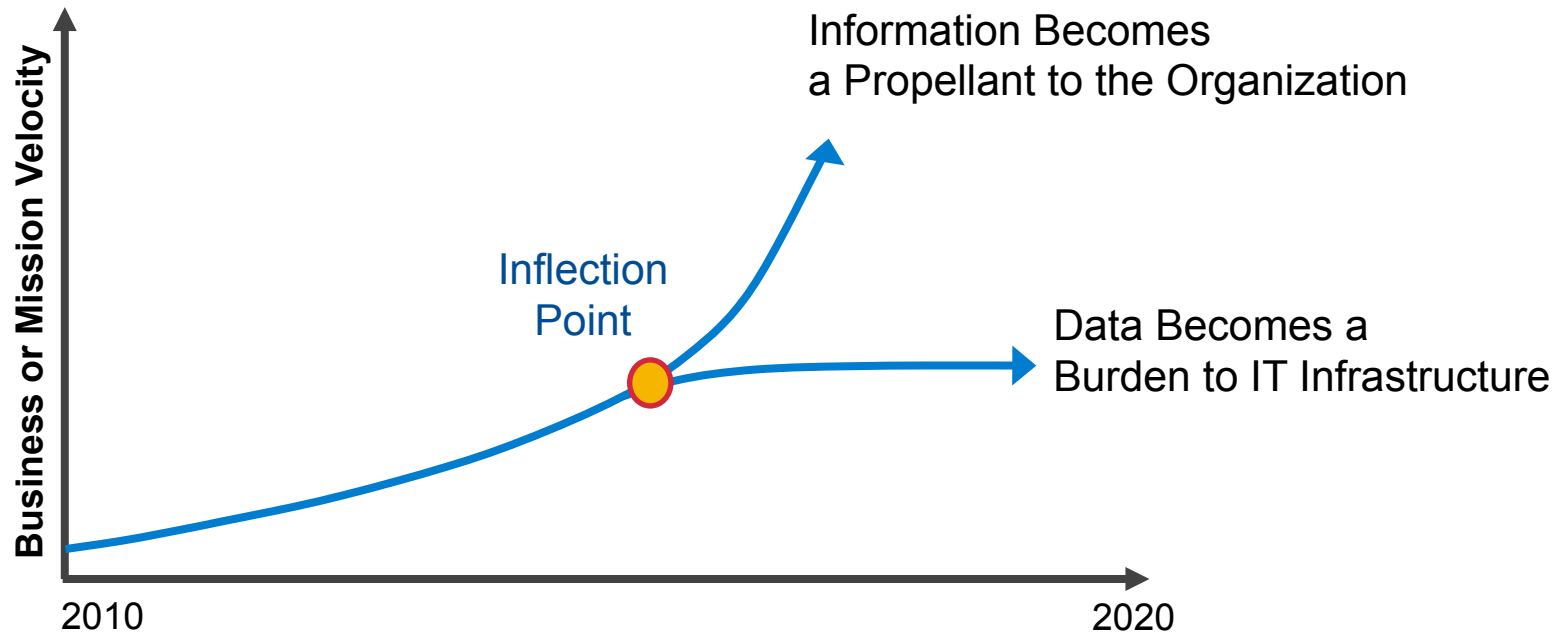


Summary





So, What Does All This Mean to You?



You are also at an Inflection Point: You also have a decision to make, as “business as usual” may not cut it!



Summary

- Despite the hype, **Big Data is not new and is more than just analytics!** (Many agencies and private companies have struggled with Big Data for decades)
- **Analytics:** Traditional BI/DSS analytics still dominate. Importance of newer NoSQL & Columnar DB applications, enabled by MapReduce will grow with the growth of multi-structured data
- **Data bandwidth** will be driven by HPC Exascale initiatives
- Continued data growth that outstrips network bandwidth growth and file system scalability will drive low cost, geographically distributed, object-based, **Content Repositories** with federated access through CDMI
- Big Data applications, such as Hadoop, will need to adopt shared, virtualized infrastructure (and its management benefits) if they are to be widely adopted by Enterprise IT



Q&A





Thank you

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