



**PLiOPS**  
EXTREME DATA PROCESSOR



**phoenixNAP**<sup>®</sup>  
GLOBAL IT SERVICES

# Empowering Real-Time Interactions For Modern Business Applications

- 
- 10:00-10:02** Ground Rules and Webinar Topic Introduction (G2M Research)
  - 10:03-10:05** Why Empowering Real-Time Interactions is Important for Modern Business Applications (Mike Heumann, G2M Research)
  - 10:06-10:20** *Redis on XDP offered in pNAP, Why a Great Solution*
  - 10:20-10:35** pNAP Benefits for Modern Applications (William Bell, PhoenixNAP)
  - 10:36-10:53** Panel Discussions and Audience Surveys
  - 10:54-11:00** Q&A / Wrap-Up

## **G2M Research will record this webinar**

→ We will send a link to the recording and a PDF of the slides for the webinar to all registrants approximately 2 days after webinar

## **You are strongly encouraged to ask questions**

→ Please use the Zoom Q&A feature to submit your questions; we will go through all questions at the end of the session

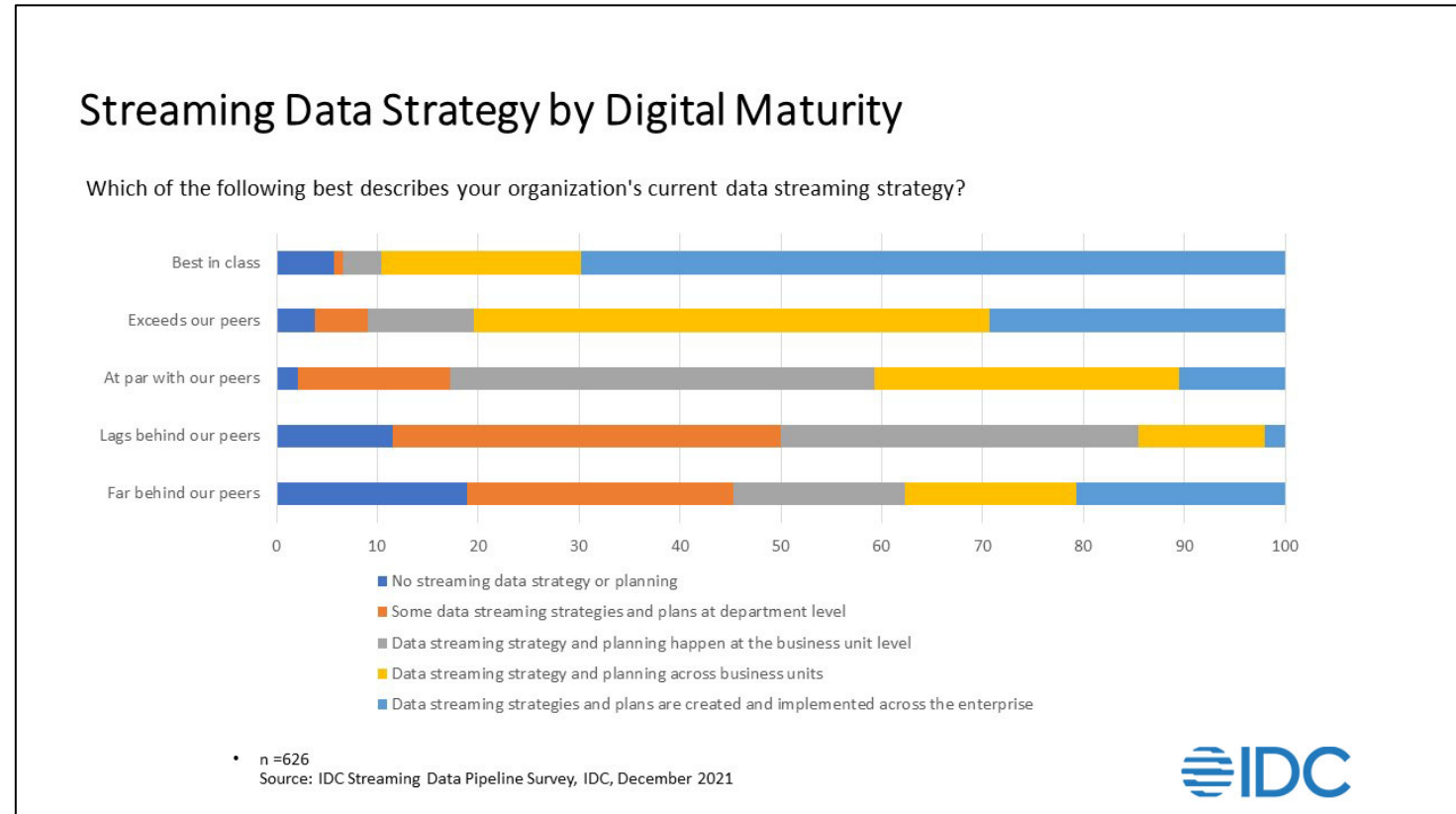
## **We will conduct some audience surveys during the webinar**

→ Please answer using the Zoom survey tool (and all answers are anonymous, so no one will know how you answered)

# Thanks!

# What Does It Mean To Have “Real-Time Interactions” in Business Apps?

- “Real-time interaction” is critical for consumer-facing business applications
  - Imagine billing systems for apps such as streaming media or games – users don’t want to wait on your back-end
  - High-latency batch approaches are strongly tied to customer dissatisfaction
- And this is not confined to business applications
  - Banks, retail, and nearly all other businesses (whether B2C or B2B) have similar needs
- IDC forecasts that 30% of all business apps will be real-time by 2025





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# Empowering Real-Time Interactions for Modern Business Applications



**TONY AFSHARY**

Global VP, Pliops  
Speaker



**WILLIAM BELL**

EVP of Products, phoenixNAP  
Speaker



# Today's Realities:



**Surge in growth of dataset sizes**



**Lower latency enabling Real-Time responses and insights.**



**Simpler, more cost-effective solutions – supporting more data, faster.**



**More efficiency – driving Capex and Opex savings for lower TCO**

# Today's Announcement:



- **New Redis Cluster from Pliops accelerates Redis services, delivers in-memory class performance and SSD-like cost economics for extreme efficiency.**
- **Solution powered by Pliops “XDP-AccelKV and XDP-Rocks” -- accelerated key-value store**
- **This new cost-effective offering optimizes the performance and economics of Redis to deliver significant performance, latency and capacity benefits.**
- **Now available as no-cost test drive with phoenixNAP**






# Pliops / phoenixNAP Redis Benefits



 **4X higher provisioned capacity compared with leading cloud providers**

 **High throughput & latency reduction across various object sizes**

 **Reduction in total cost of ownership by 86%**

 **Benefits of Redis Enterprise and agility of cloud deployment and scaling**

 **Mitigate Redis Cluster sprawl and datacenter power/cooling**

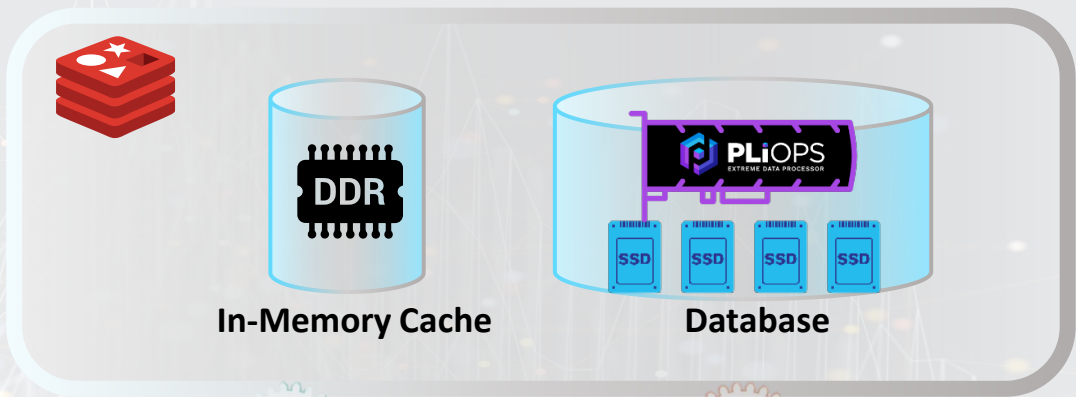
# Cost-Effective Real-Time Insights



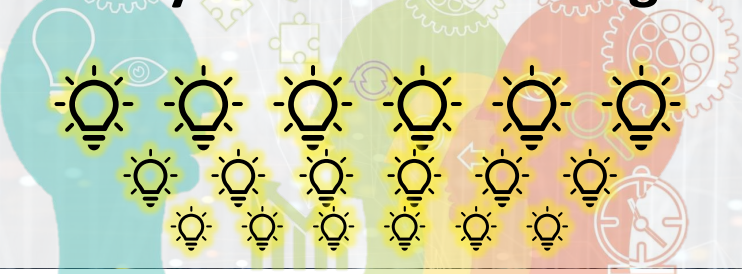
Business Intelligence Applications



Seamlessly Scaling In-Memory Cache  
Unify Cache & backend Database

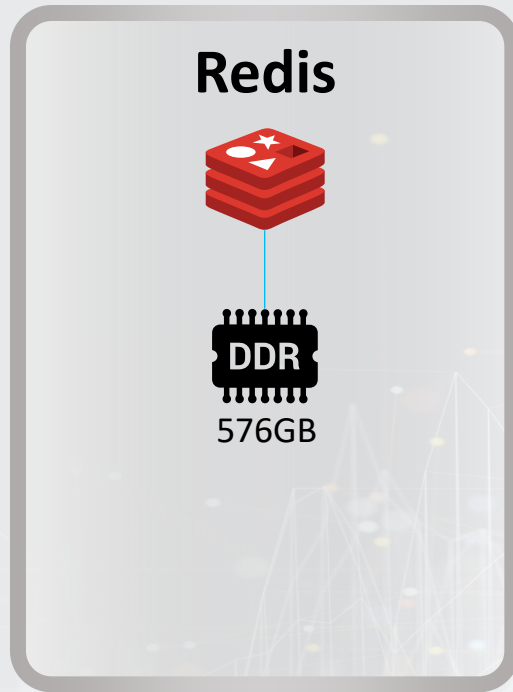


Multi-year business insights

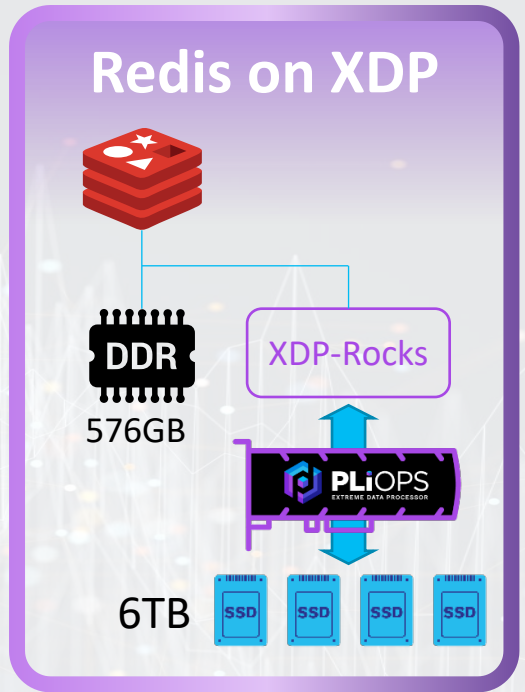




# Redis on Pliops XDP & phoenixNAP



- Performance
- Latency
- Large Datasets
- TCO Savings

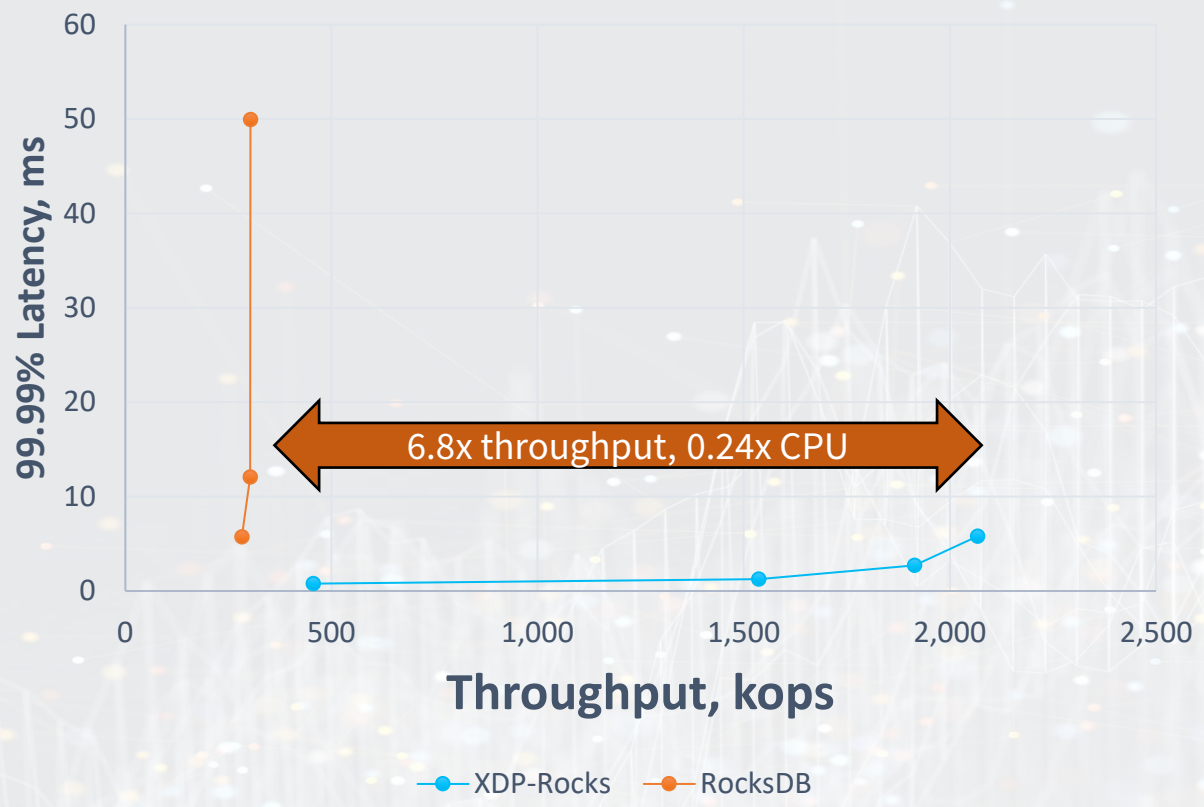


- Performance
- Latency
- Large Datasets
- TCO Savings

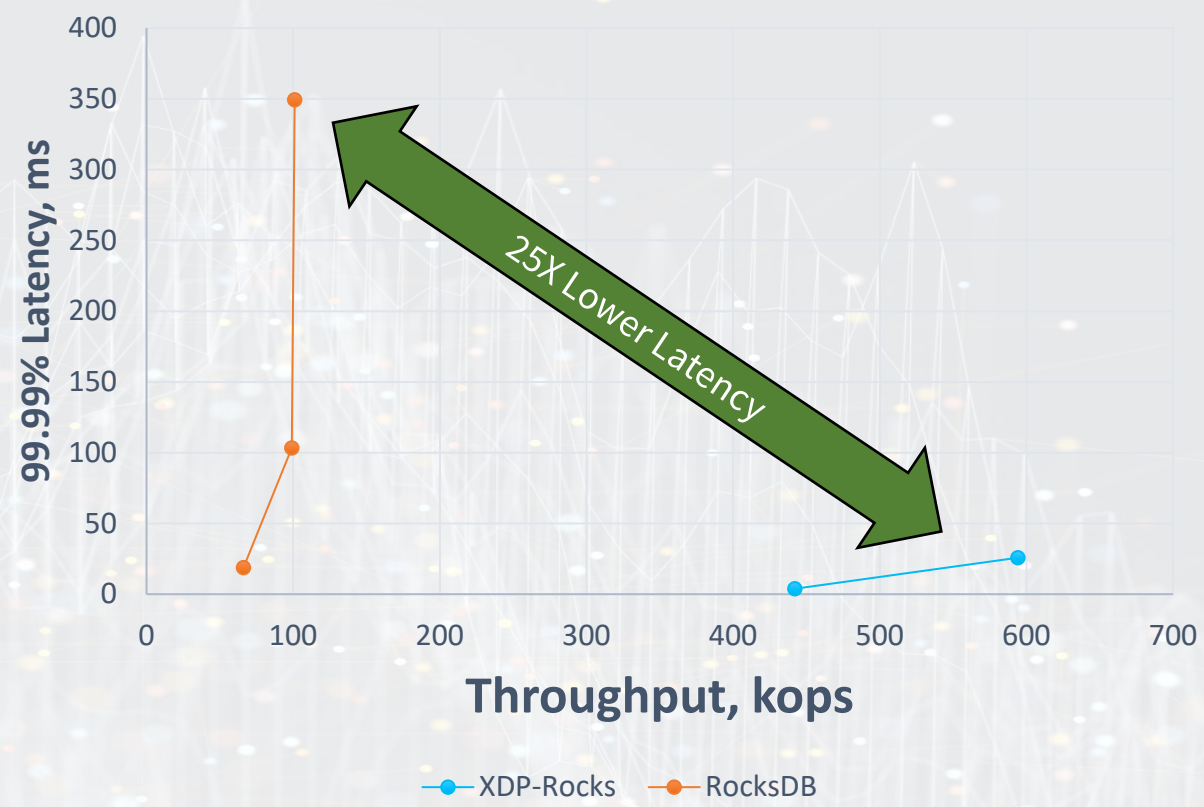


# Real-Life Examples for Customers

100% Get  
48-1024 threads, post massive writes



50% Get, 50% Put  
48-1024 threads



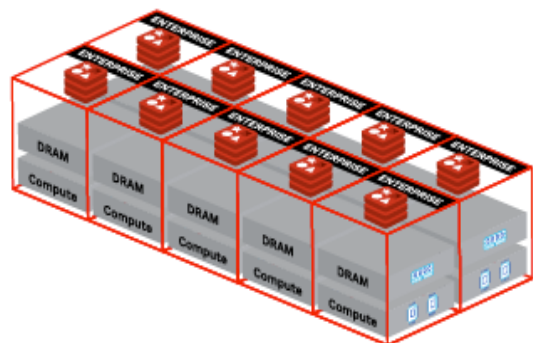


# Dramatic TCO Savings



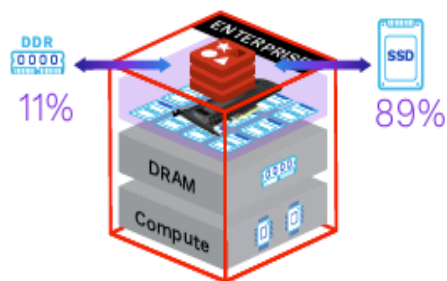
## Redis on DRAM

Redis would typically require 10 servers with approximately 635GB of data in each server.

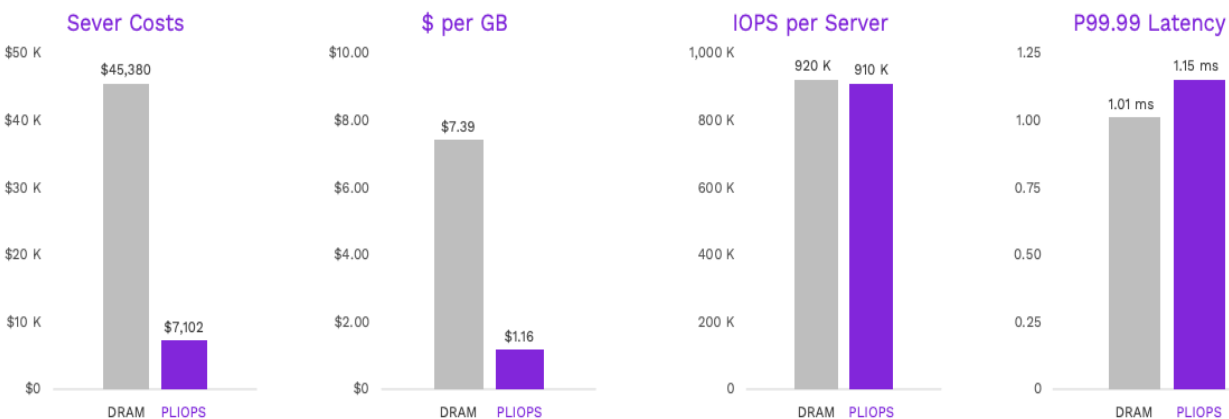


## Redis on XDP

By using SSDs with Pliops XDP, they will achieve virtually identical performance with just one server.



Redis on XDP dramatically reduces CapEx and OpEx by minimizing server sprawl, personnel costs, and power and cooling requirements.



# TCO Benefits Scale



## Objective: Cost Reduction

Macro Level: Data Center

Footprint Reduction

- Data Center Consolidation
- Server Consolidation
- Overall TCO Reduction
- Overall, Power Savings

## Objective: More Capacity at Lower Cost

Micro Level: Application Level


- High Capacity: Reduce \$/TB
- High Performance: Reduce \$/IOPS
- User Scalability/Multi-Tenancy: Reduce \$/Users

Do More w/ Same Infrastructure

# Beyond Redis







**KV Abstraction**












Put(K,V)  
Get(K)  
Delete(K)  
...

**KV Storage Engines**



LevelDB      RocksDB      Badger      TerarkDB

**Used By**



Redis      KV Rocks      MongoDB      CEPH      SPARK      Kafka      Rockset      CockroachDB      ArangoDB

# phoenixNAP: Pliops XDP-as-a-Service for Redis

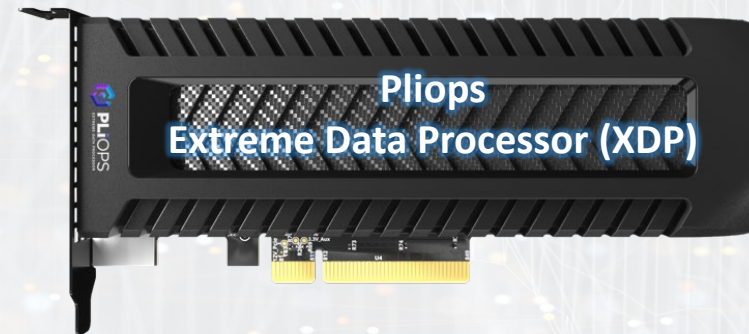


*Now available using Pliops-Powered BMC Instance*

## d2.c4.storage.pliops1



Dual Xeon Gold 6336Y  
(48c x 2.4GHz  
1TB DRAM  
4x 4TB NVMe  
2x 25Gbps





# Bare Metal Cloud

Dedicated Resources



Hourly billing and reserved instances options



Repos, Actions and SDKs available on GitHub



Deployed in under **60 seconds!**



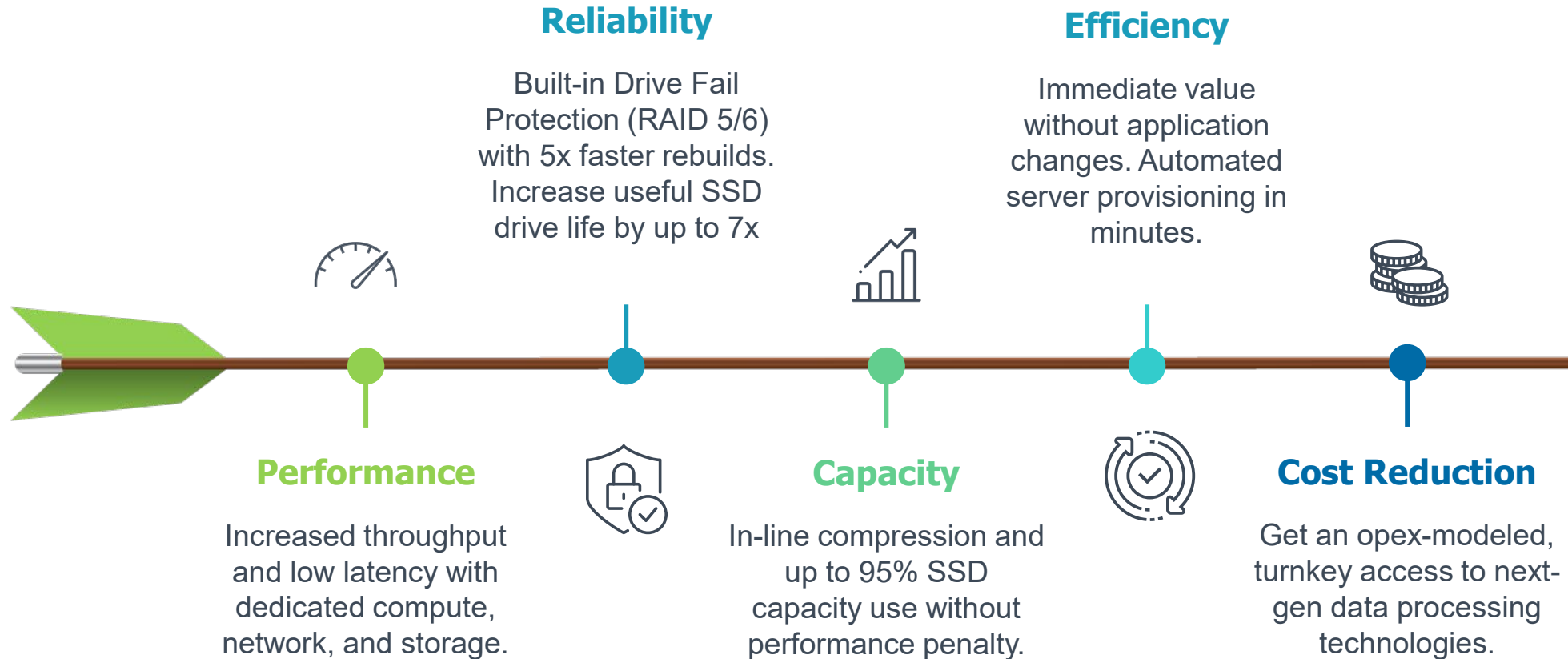
Instant deployments and quick scalability

Integration with Terraform, Ansible, Pulumi



# Pliops XDP on Bare Metal Cloud

Delivering Database Optimization As a Service



# Key Features

“Server provisioning in minutes via API, CLI, or WebUI.”

- Intel Dual Gold 6336Y (48c x 2.4GHz) CPU, 256GB RAM, 48TB NVMe, 50Gbps bonded network
- IaC modules for easy integration with DataOps and DevOps pipelines.
- Access to terabytes of network and S3-compatible object storage
- Accelerate RDBMS, NoSQL, In-memory database, analytics, and other data-intensive applications.

The screenshot displays a grid of server instance options. Each instance card includes the name, CPU details, memory, storage, and network capabilities, along with a monthly price and a 'Select' button. Some cards also feature a 'Promotion' tag. A 'Contact Sales' button is visible for the first instance.

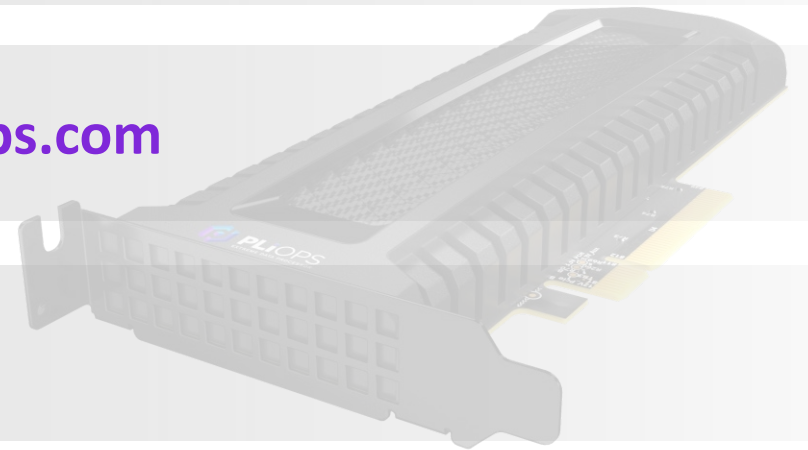
| Instance Name         | CPU                                 | Memory    | Storage     | Network       | Price / Month |
|-----------------------|-------------------------------------|-----------|-------------|---------------|---------------|
| d2.c2.large           | Dual Xeon Gold 5317 (24c x 2.9GHz)  | 256GB RAM | 2x 2TB NVMe | 2x 25Gbps     | \$ 543.27     |
| d2.c3.large           | Dual Gold 6326 (32c x 2.6GHz)       | 256GB RAM | 2x 2TB NVMe | 2x 25Gbps     | \$ 667.08     |
| d2.c4.large           | Dual Gold 6336Y (48c x 2.3GHz)      | 256GB RAM | 2x 2TB NVMe | 2x 25Gbps     | \$ 785.32     |
| d2.c4.storage.pliops1 | Dual Xeon Gold 6336Y (48c x 2.4GHz) | 256GB RAM | 6x 8TB NVMe | 50Gbps Bonded | \$ 1,926.90   |
| d2.c5.large           | Dual Platinum 8352Y (64c x 2.2GHz)  | 256GB RAM | 2x 2TB NVMe | 2x 25Gbps     | \$ 914.76     |
| d2.m1.medium          | Dual Xeon Gold 5315Y (16c x 3.1GHz) | 512GB RAM | 2x 4TB NVMe | 2x 25Gbps     | \$ 691.16     |

Additional details from the right-hand panel:

- Region: PHX
- Instance: d2.c4.storage.pliops1
- Processor: Dual Xeon Gold 6336Y (48c x 2.4GHz)
- Memory: 256GB RAM
- Storage: 6x 8TB NVMe
- Network: 50Gbps Bonded
- Price: \$ 1,926.90 /month
- OS: Ubuntu Focal (License is free)
- Next button
- Disclaimer: Prices shown do not include taxes. Your bill will reflect your total monthly fee.

# Getting started with Redis on XDP today

- Consider taking a test drive on phoenixNAP
- Contact Pliops for more information: [demo@pliops.com](mailto:demo@pliops.com)
- Learn more: <https://pliops.com/accelkv>





# Panel Discussion

What percentage of your business applications need real-time responsiveness (select one answer)?

- **75%-100%:** Most of our applications need real-time responsiveness for our business: 0%
- **50%-75%:** More than half of our applications: 40%
- **25%-50%:** A fair amount of applications need it: 20%
- **0%-25%:** A few, but not that many: 0%
- **Don't know/no opinion:** 40%

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What led you to look for a solution to accelerate your business applications?  
What were the goals of this engagement between PhoenixNAP and Pliops?

- William Bell (PhoenixNAP)
- Tony Afshary (Pliops)

What business value(s) does real-time interactions provide for your applications? (select ALL that apply):

- It significantly increases customer satisfaction and retention: 40%
- It speeds our time to revenue: 0%
- It makes us more competitive: 40%
- Don't know/no opinion: 20%



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William and Tony, what were the highlights and “learning experiences” that you found during your engagement? How did the actual solution do versus your expectations at the start of the engagement?

- William Bell (PhoenixNAP)
- Tony Afshary (Pliops)

When speeding up your applications, which part of the solution needs acceleration the most today? (select one answer)

- Storage/Access to data: 33%
- Network/Getting the data to the right place(s): 0%
- Compute/Being able to make sense of the data: 0%
- System/We need to accelerate everything: 0%
- Don't know/no opinion: 67%

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What would be the most important “lessons-learned” that you found from this engagement?

- William Bell (PhoenixNAP)
- Tony Afshary (Pliops)



# Audience Q&A



Effective **Marketing & Communications** with  
Quantifiable Results