MarkLogic®

YOUR DATA DESERVES TO RUN ANYWHERE.

On prem, virtualized or in the cloud. Your business should dictate where your data lives, not the limitations of your database.

Why limit your options?

Three Threats to Your Cloud Strategy

1 **Unforeseen Costs**
Cloud storage like Amazon S3 provides a great, low-cost option for long-term storage or backup. Unfortunately, costs and complexities rise when having to do complex ETL between various storage environments. Also, the lack of integrated tools means load balancing and HA/DR are expensive premiums or not available at all.

2 **Difficulties Unifying Data in the Cloud**
The cloud is great for universal data accessibility, and handles bursting and contracting better than on-premises environment—as long as the data conforms to a single schema. If not, you need another cloud deployment. Then another. And another. Creating additional silos only creates additional headaches.

3 **Getting Tethered to One Environment**
The cost of running apps in the cloud is currently low. But, will that always be the case? Most databases are purpose-built for one environment and you must choose up front which environment to deploy in. If you want to make a change later, you may have to buy a license. Worse, you may need to re-write your application.

If this is your reality, you need MarkLogic: a database you can run anywhere with the same license, and no application re-writes.

❝ iPlayer is built on cloud technologies using MarkLogic database technology. This not only provides increased performance, but the elastic model allows us to scale iPlayer to meet new demands"

— Kevin Stone, Product Manager, BBC

MarkLogic®

Organizations Trust MarkLogic in the Cloud

You can run MarkLogic® wherever you want. It's the same product that runs in any environment and you get to choose what environment to run it in.

If you start on-premises and migrate to the cloud later on, that is okay. And, MarkLogic has been successfully running in production cloud environments for almost a decade.

Currently, you can deploy MarkLogic in the cloud with leading cloud providers, including Amazon Web Services, Microsoft Azure, or Google Cloud Platform.

Cloud Success With MarkLogic

BBC

The BBC deployed their TV streaming service, iPlayer, in the cloud. With MarkLogic, the new architecture was much simpler and easier to launch and maintain. It was also much faster. The new iPlayer system handled over 3 billion program requests in the first year and performance increased significantly, with SQL queries that used to take 20 seconds only taking 20 milliseconds with MarkLogic.

NBCUniversal

NBC Universal launched their Saturday Night Live mobile app in the cloud in 2015 to mark the show's 40th anniversary. The app scaled to handle over 100 million views in three months, clocking in over 50,000 requests per minute at peak times.

U.S. Government Agency

This U.S. Government Agency collects vast amounts of data and makes it available to analysts using a MarkLogic-powered application. To better handle costs, they moved the application to the cloud, where it handles over 220 million messages, with over 100,000 new messages every day.

Let MarkLogic Enable Your Cloud Success

As the world's best database for integrating data from silos, MarkLogic's database platform is designed to run anywhere and not be shackled to only one environment.

Find out why leading organizations trust MarkLogic.

Visit **www.marklogic.com**