



IT Systems Engineering | Universität Potsdam



In-Memory Technologie - Treiber spannender Big-Data-Innovationen

Prof. Dr. Christoph Meinel

Hasso Plattner Institute

at the University Potsdam, Germany

Agenda

4

- **Hasso Plattner Institute**
- In-Memory Technology
- Application in Personalized Medicine
- Application in Security Analytics
- Application in Social Media Analysis

Fact Sheet: Hasso Plattner Institute

5

... for IT Systems Engineering

Top-Ranking among German speaking computer Science departments

- 10 Professors and departments
- 150 Lecturers, assistant professors, and research assistants
- 120 PhD candidates, 100 internal, 20 external
- 450 Bachelor and master students in IT Systems Engineering
- 160 Students at the HPI D-School
- HPI-Stanford Design Thinking Research Program, Future SOC Lab, MOOC platform openHPI and tele-TASK lecture portal, ...



HPI Future SOC Lab – Research in Multicore and In-Memory

6

Processing Big Data...

- Databases
- Data analysis
- Data management
- Simulation
- Hardware



HPI Future SOC Lab – Equipment

8

Highlights

- 1000 Core Cluster with 25TB RAM and 75TB Solid-State Disk
- Hewlett-Packard Converged Cloud
- SAP's In-Memory Computing Appliance HANA and Suite on HANA
- Server with up to 2TB RAM and up to 64 Cores
- State-of-the-art EMC² Storage Systems

Systems

- Fujitsu RX600 S5, RX900 S1, 32 & 64 Cores, 1024 GB RAM
- Hewlett-Packard DL980 G7, 64 Cores, 2048 GB RAM
- EMC² Celerra NS-960 & VNX 5700, 130 TB HDD, 6 TB SSD
- Nvidia Tesla systems with 1792 GPU-Cores
- ...

Agenda

9

- Hasso Plattner Institute
- **In-Memory Technology**
- Application in Personalized Medicine
- Application in Security Analytics
- Application in Social Media Analysis

Important IT-Innovation from HPI: In-Memory Technology

10



Important IT-Innovation from HPI: In-Memory Technology

10

Recent Advances in Hardware

- Multi-core Architectures, e.g. 4 CPUs x 10 Cores on Each Node
- Scaling Across Servers, e.g. 100 Nodes x 40 Cores
- 64 bit Address Space – 4TB in Current Servers
- 25GB/s Data Throughput
- Costs per Enterprise Class Server Node (40 Cores) approx. 29,000 USD

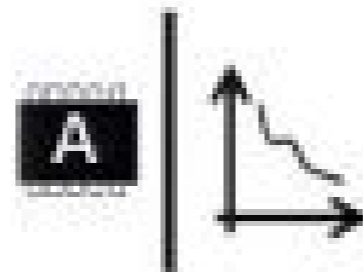


Important IT-Innovation from HPI: In-Memory Technology

10

Recent Advances in Hardware

- Multi-core Architectures, e.g. 4 CPUs x 10 Cores on Each Node
- Scaling Across Servers, e.g. 100 Nodes x 40 Cores
- 64 bit Address Space – 4TB in Current Servers
- 25GB/s Data Throughput
- Costs per Enterprise Class Server Node (40 Cores) approx. 29,000 USD



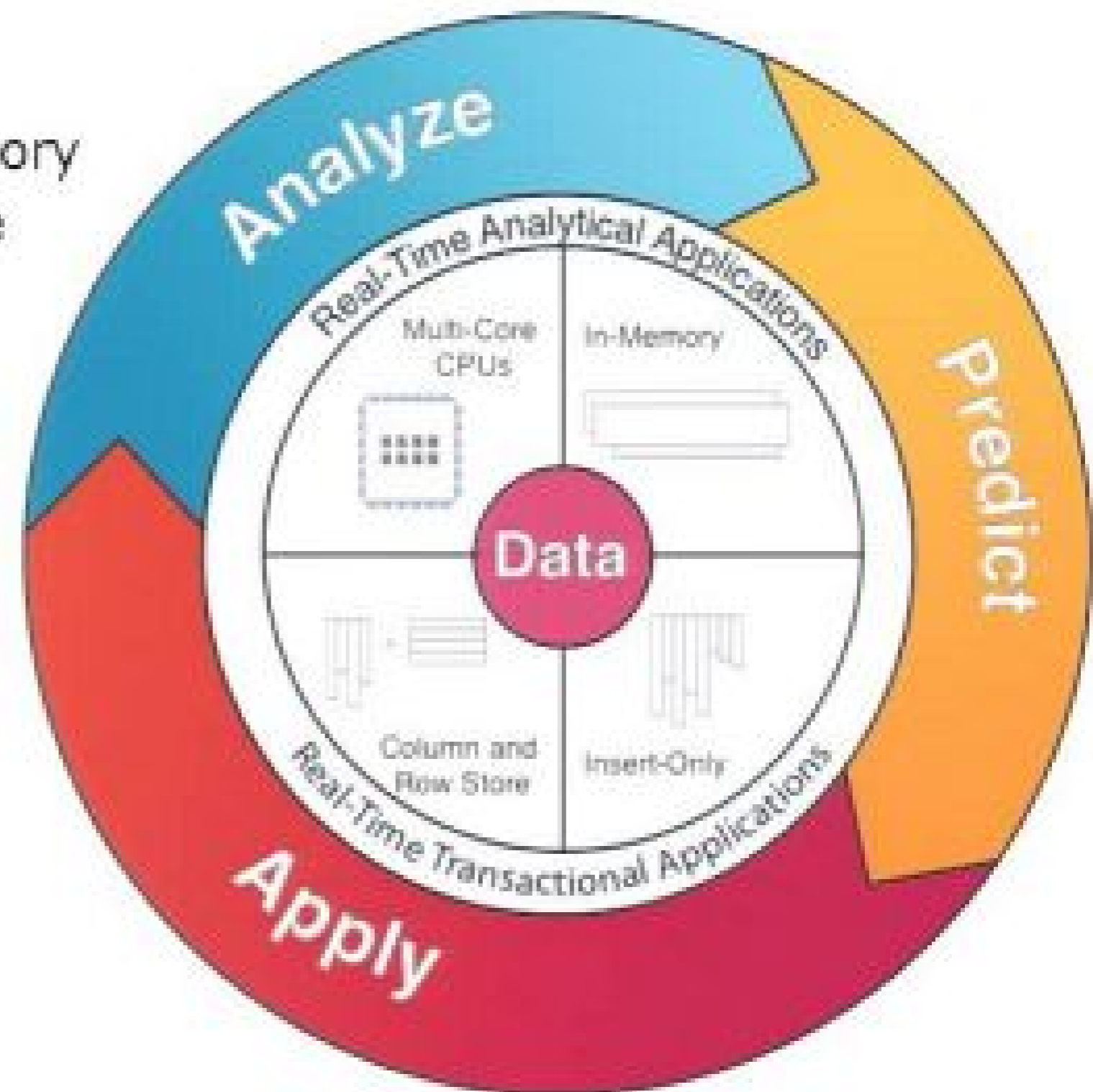
Recent Advances in Software



Important IT-Innovation from HPI: In-Memory Data Management

11

- Data-centric architecture: In-Memory database serves as **single source** of truth for all relevant data
- Architecture based on 4 distinct pillars
 - Multi-Core computing
 - In-Memory
 - Column and Row Store
 - Insert-Only
- Enables informed management decisions based on up-to-the-moment data through real-time combination of



Enterprise Performance
In-Memory Circle (EPIC)

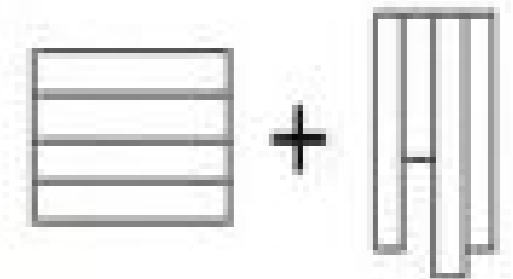
Breakthrough is Based on Strong Progress in Academic Research ...

12

... during the recent years in software for processing data, e.g.

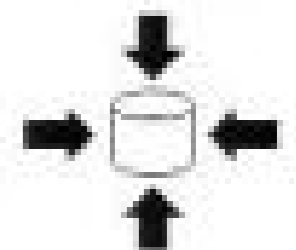
- Column-oriented data organization (the column-store)

- **Sequential** scans allow best bandwidth utilization between CPU cores and memory
- **Independence** of tuples within columns allows easy partitioning and therefore parallel processing



- Lightweight Compression

- Reducing data amount, while..
- Increasing processing speed through late materialization



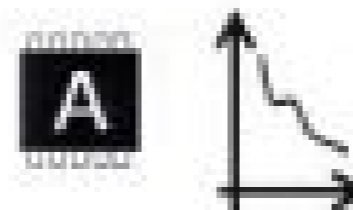
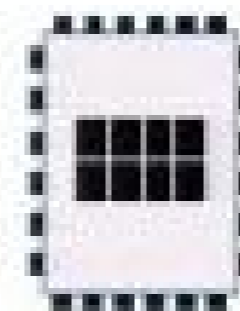
- And more, e.g., parallel scan / join / aggregation

Breakthrough is Based on Strong Progress in Hardware ...

13

... assumptions from yesterday are no more true, new perspectives are possible

- Multi-Core Architecture (96 cores per server)
- One blade ~\$50.000 = 1 Enterprise Class Server
- Parallel scaling across blades



- 64 bit address space
- 2TB in current servers
- 25GB/s per core
- Cost-performance ratio rapidly declining
- Memory hierarchies

- Main memory becomes **cheaper and larger**

... e.g. **Combination of Column and Row Store**

- Row stores are designed for operative workload, e.g.
 - Create initial data, e.g. in medical application during first visit, such as name, home address, first contact, etc.
- Column stores are designed for analytical work, e.g.
 - E.g. evaluate the number of patients with the same diagnosis
 - Calculate Kaplan-Meier estimator
- In-Memory approach: Combination of both stores
 - Increased performance for analytical work
 - Without affecting operative performance significantly

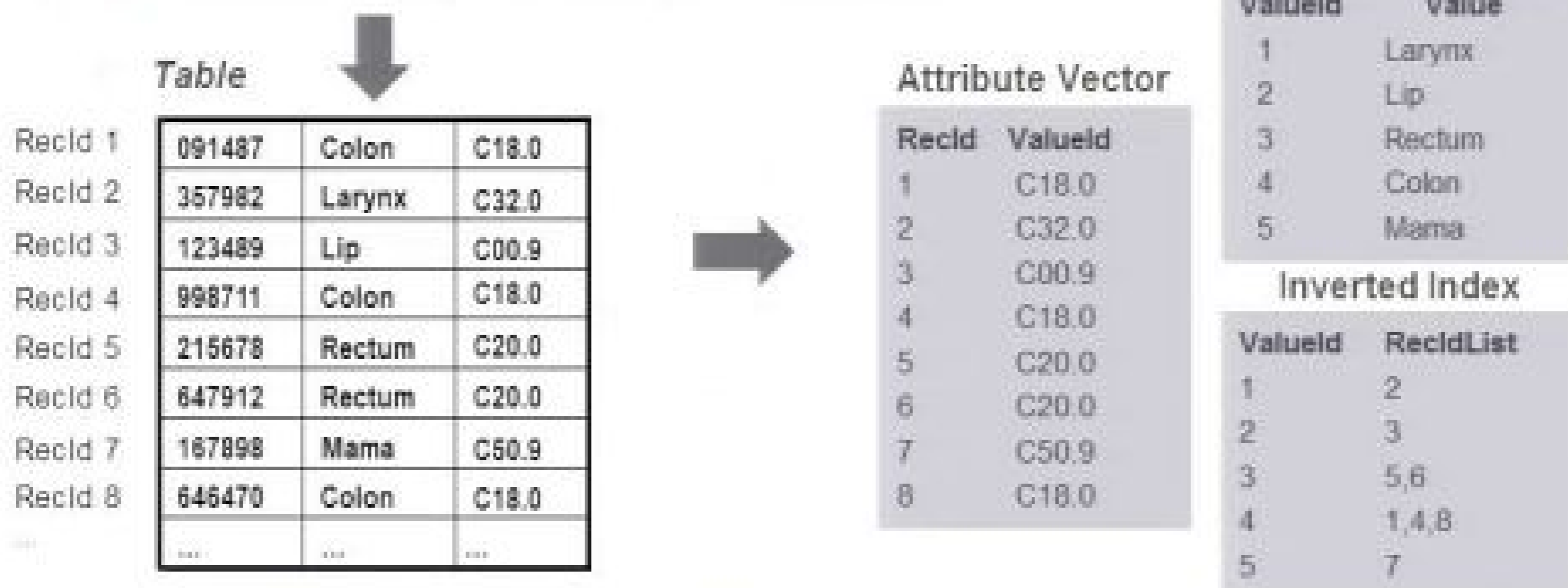
... e.g. **Insert-only**

- Traditional databases allow four data operations:
 - **INSERT, SELECT, DELETE, UPDATE**
- Last two are destructive since original data is no longer available
- Insert-only requires
 - only first two to store a complete history (bookkeeping systems)
- Insert-only enables travelling through the time, e.g. to
 - To trace changes
 - To document complete history of assessments, therapies, etc.
 - To enable instant Kaplan-Meier estimation on tumor patients

Breakthrough is Based on Strong Advances in Data Management ...

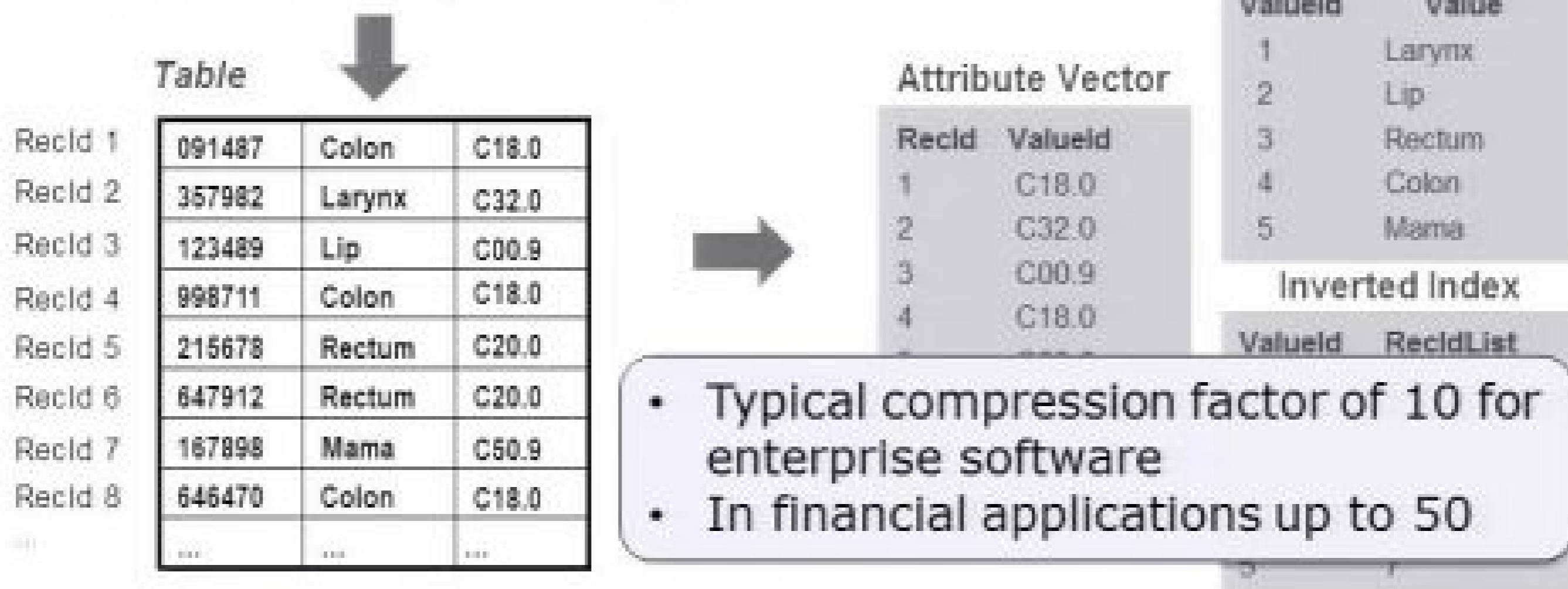
... e.g. Lightweight Compression

- Main memory access is the new bottleneck
- Lightweight compression to reduce bottleneck
 - Lossless
 - Improved usage of data bus capacity
 - Work directly on compressed data



... e.g. Lightweight Compression

- Main memory access is the new bottleneck
- Lightweight compression to reduce bottleneck
 - Lossless
 - Improved usage of data bus capacity
 - Work directly on compressed data



... e.g. Partitioning

- Horizontal Partitioning
 - Cut long tables into shorter segments
 - Group patients with same diagnosis
- Vertical Partitioning
 - Split off columns to individual resources
 - Separate therapy, assessment, diagnosis data
- Partitioning is the basis for
 - Parallel execution of database queries
 - Data aging
 - Data retention management

... e.g. Multi-core and Parallelization

- Modern server systems consist of x CPUs, e.g. $x=4$
- Each CPU consists of y CPU cores, e.g. $y=8$
- Consider each of the $x*y$ CPU core as individual **worker**
- Each worker can perform one task at the same time in parallel
- Full table scan of database table with 1M entries results in $1/x*1/y$ search time when traversing in parallel
 - reduced response time
 - no need for pre-aggregated totals and redundant data
 - improved usage of hardware
 - instant analysis of data

In-Memory Data Management: Summary

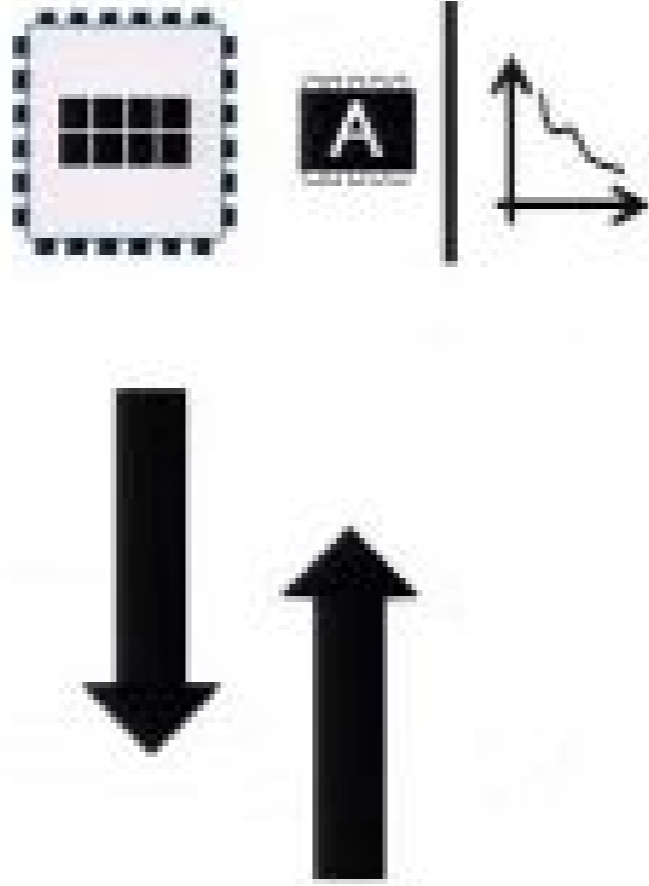
19

Advances in Hardware

Multi-Core Architecture
(4 x 8core CPU per blade)

Parallel scaling across blades

One blade ~\$50.000 = 1
Enterprise Class Server

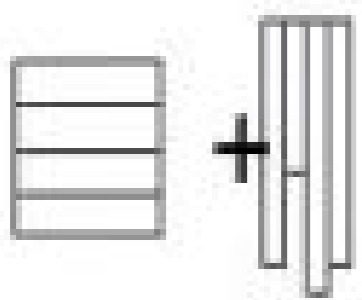


64 bit address space – 2TB in
current server boards

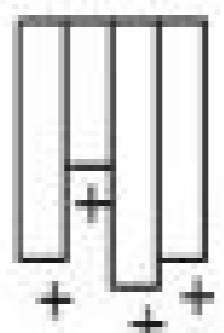
25GB/s data throughput

Cost-performance ratio
rapidly declining

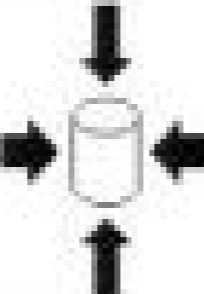
Advances in Software



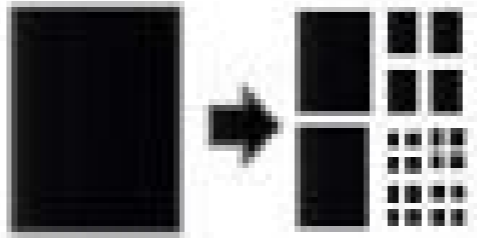
Row and
Column Store



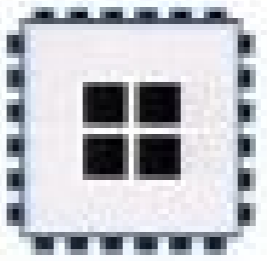
Insert Only



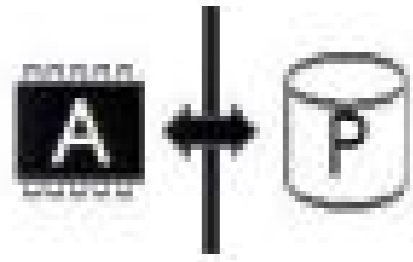
Compression



Partitioning



Parallelization



Active & Passive
Data Stores

Agenda

20

- Hasso Plattner Institute
- In-Memory Technology
- **Application in Personalized Medicine**
- Application in Security Analytics
- Application in Social Media Analysis
- Outlook



**Hasso
Plattner
Institut**

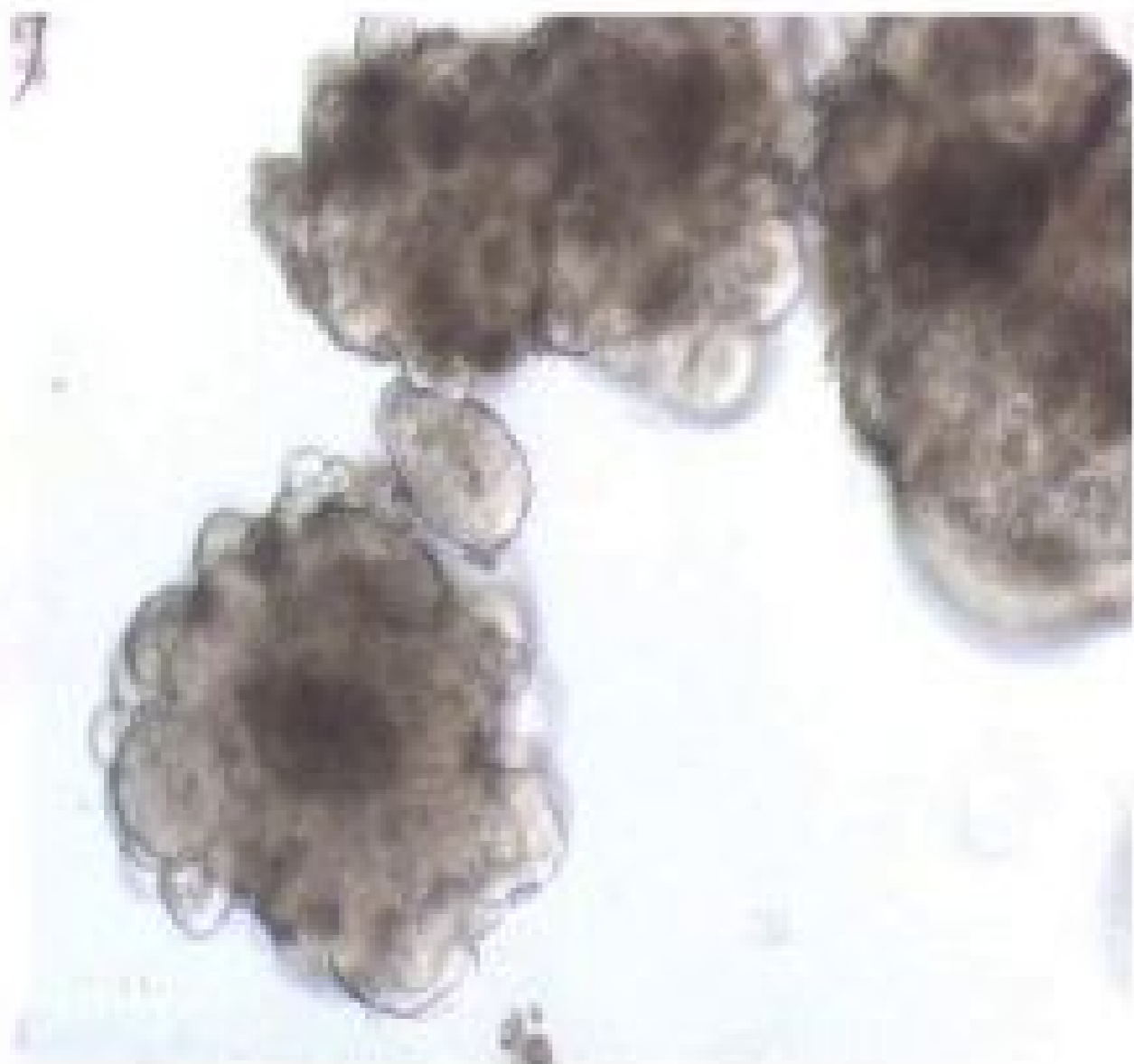
IT Systems Engineering | Universität Potsdam



In-Memory Technology –
Enabler for Personalized Medicine

Conventional Medicine – Facts one Should Know ...

22

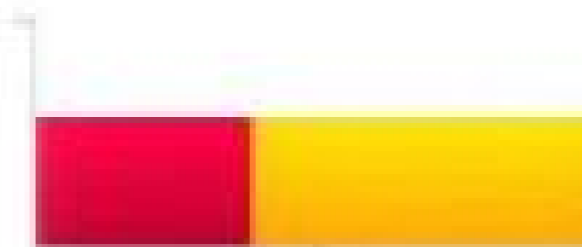


Conventional Medicine – Facts one Should Know ...

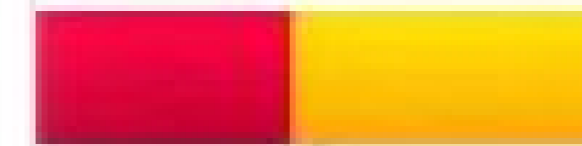
22



Women



Men



- Will Develop Cancer
- Will Never Develop Cancer

0% 50% 100%

American Cancer Society, Surveillance Research, 2012

Chemotherapies



- Fail
- Work

Personalized Medicine – Challenges

23

“Personalized medicine aims at treating patients specifically based on their individual dispositions, e.g. genetic or environmental factors”

(K. Jain, *Textbook of Personalized Medicine*. Springer, 2009)

Personalized Medicine – Challenges

23

“Personalized medicine aims at treating patients specifically based on their individual dispositions, e.g. genetic or environmental factors”

(K. Jain, *Textbook of Personalized Medicine*. Springer, 2009)

Enhanced by	Limiting Factor
World-wide medical research activities	Research results heterogeneously formatted in distributed databases



Online Mendelian Inheritance in Man



Personalized Medicine – Using Multicore and In-Memory

24

Patient suffering
from Cancer

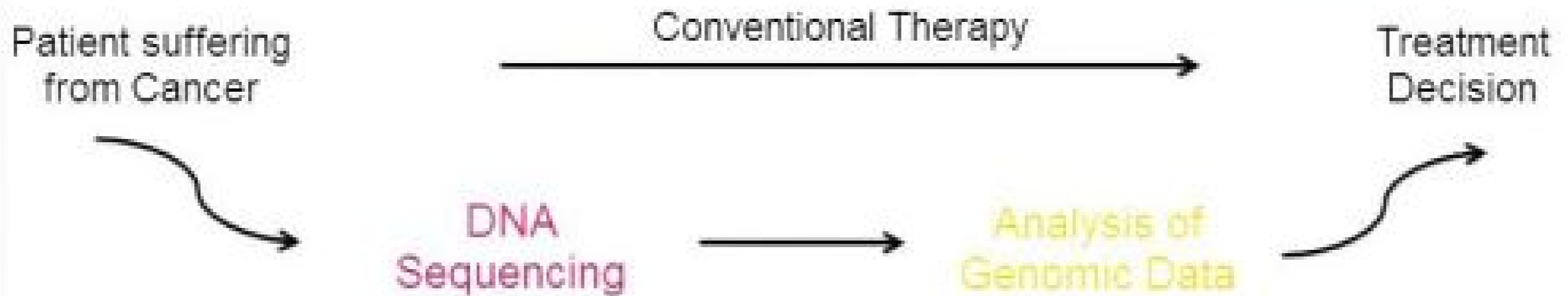
Conventional Therapy



Treatment
Decision

Personalized Medicine – Using Multicore and In-Memory

24



Personalized Medicine: Our Motivation

25

- Today analysis of genome data necessary for personalized treatment takes 4-6 weeks
- Huge data size of human genome:
 $3.2 \text{ GB} * 2 \text{ DNA strands} * 30 = 192 \text{ GB}$
- A study with only 300 patients → already 57.6 TB of genomic data



Personalized Medicine: Our Motivation

25

- Today analysis of genome data necessary for personalized treatment takes 4-6 weeks
- Huge data size of human genome:
 $3.2 \text{ GB} * 2 \text{ DNA strands} * 30 = 192 \text{ GB}$
- A study with only 300 patients → already 57.6 TB of genomic data
- In-memory technology is suitable to accelerate genome analysis
 - Fast analysis of large amounts of data
 - Pattern recognition
 - Combined search in structured and unstructured data



Challenge:

- How to analyze and interpret the entire data of a patient including his genome during a doctor's visit?

Personalized Medicine: Our Vision

26

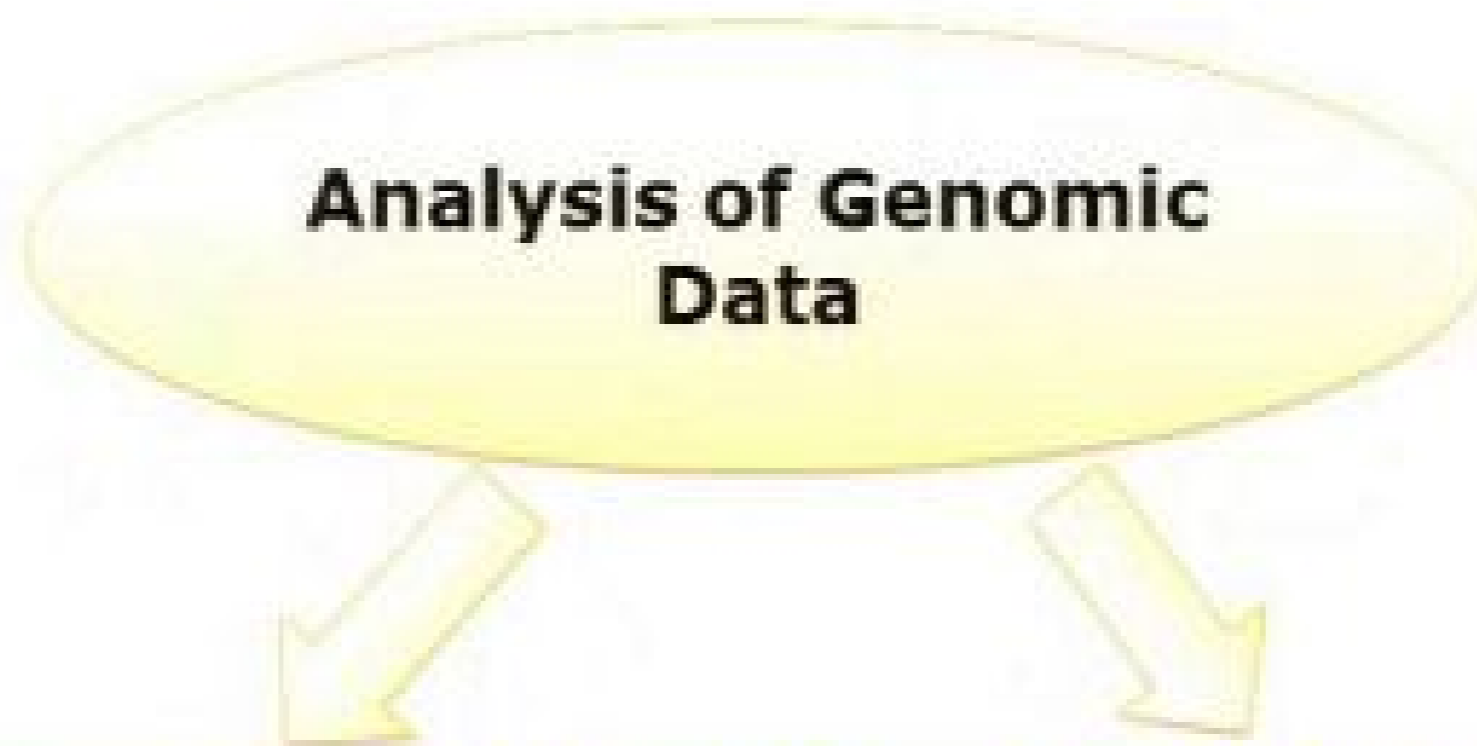
To provide a combined IT-platform for clinician, physicians, researchers and patients that


- Includes all the data from latest research for sophisticated analyses
- Delivers in comprehensive information in real-time about
 - potential sources of a disease
 - cures for a disease
 - related cases
 - relevant literature and annotations
 - clinical trials and proprietary knowledge

HPI High-Performance In-Memory Genome Project Integration of Genomic Data

27

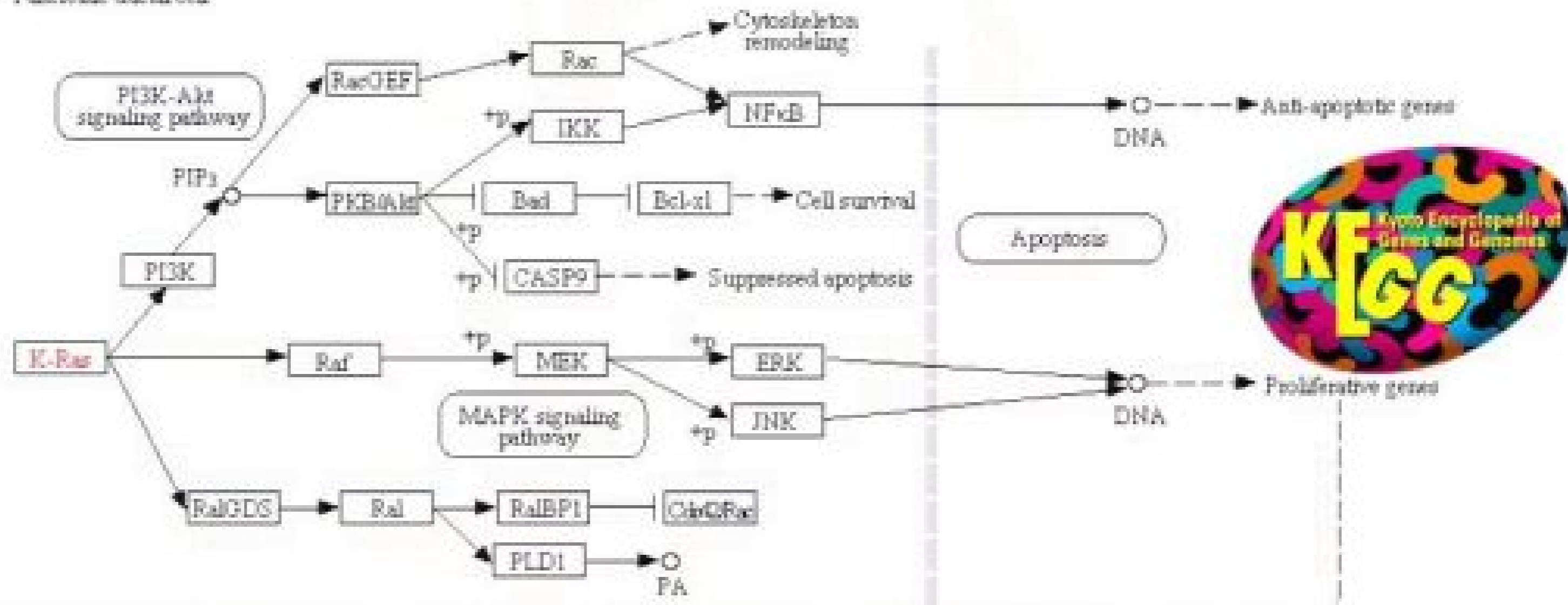




	Alignment and Variant Calling	Analysis of Annotations in World-wide DBs
Bound To	CPU Performance	Memory Capacity
Duration	Hours – Days	Weeks
HPI	Minutes	Real-time
In-Memory Technology	Multi-Core 	Partitioning & Compression 

- Integration of research findings about cause-and-effect relationships in genetic networks into genome analysis
- Use in-memory technology to persist and search in genetic pathways in real-time for causes/effects of certain mutations

Pancreatic ductal cell



HPI High-Performance In-Memory Genome Project Real-time Analysis of Genome Data

30

HPI - High-Performance In-Memory Genome Project
Logout melthil@u.schepennov@hpi.uni-potsdam.de

Analysis

HG19 > CHR12 > 25,398,271 to 25,398,297

Browser

HG19 > CHR11 > 25,398,271 to 25,398,297

Call Lines
Show Info

»

HG19 > CHR12 > 25,398,271 to 25,398,297
 RefSeq (Current) HG19: A: G: 14 / 1: 31, C: 142 / 1: 13, G: 14 / 1: 22, T: 8 / 1: 132, N: 0 / 1: 0 / 1: 0

Base Pairs	25,398,271	25,398,280	25,398,289	25,398,297
G T T G G G T A G G G G A G G A G G T G G				
Amino Acids	L	A	Y	A
—	L	P	T	P
—	G	L	R	H

1138
 C T T G C C T A C G **T** C A C G A G G C T G C G

L	A	Y	V	T	E	E
—	L	P	E	R	A	P
—	G	L	R	H	G	L

Gene: 25,398,179 to 25,403,893
KRAS, KRAS2, RASGE2, ARHGAP2, RASGE1, LINC013, RNF116, RNF118 and 17 others...

Splicing variant: 25,398,179 to 25,403,894
uc007hgl.1

Splicing variant: 25,398,787 to 25,403,893
uc007hgl.3

Splicing variant: 25,398,274 to 25,398,297
uc007hgl.1

Mutation Details for CHR12 > 25,398,281

HG19 Chromosome Report

- Clinical significance: probable-pathogenic
- Allele origin:
 - G(somatic)
 - T(somatic)
 - A(somatic)
 - C(somatic)
- Validated: yes (type: 1)
- [COSMIC](#)

CCV

- Pubmed ID: [18258193](#)
- Short description: A resource of 1063 cultured lymphoblastoid cell lines from 1050 individuals in 51 world populations.

Cancer Gene Census

- Cancer molecular genetics: dominant
- Somatic tumors:
 - pancreatic
 - colorectal
 - lung
 - thyroid
 - AML
 - others
- Gene: [KRAS](#)
- Chr band: 12p12.1
- Name: v-Ki-ras2 Kirsten rat sarcoma 2 viral oncogene homolog
- Mutation type: missense

Cosmic VCF

- Sample count: 3085

HPI High-Performance In-Memory Genome Project Combination of Latest Research Results



31



Genome Browser

- Comparison of multiple mapped genomes with reference
- Exploration of individual genome locations combined with latest relevant annotations and literature e.g. NCBI, dbSNP, UCSC, Sanger



Genome Browser

- Comparison of multiple mapped genomes with reference
- Exploration of individual genome locations combined with latest relevant annotations and literature e.g. NCBI, dbSNP, UCSC, Sanger

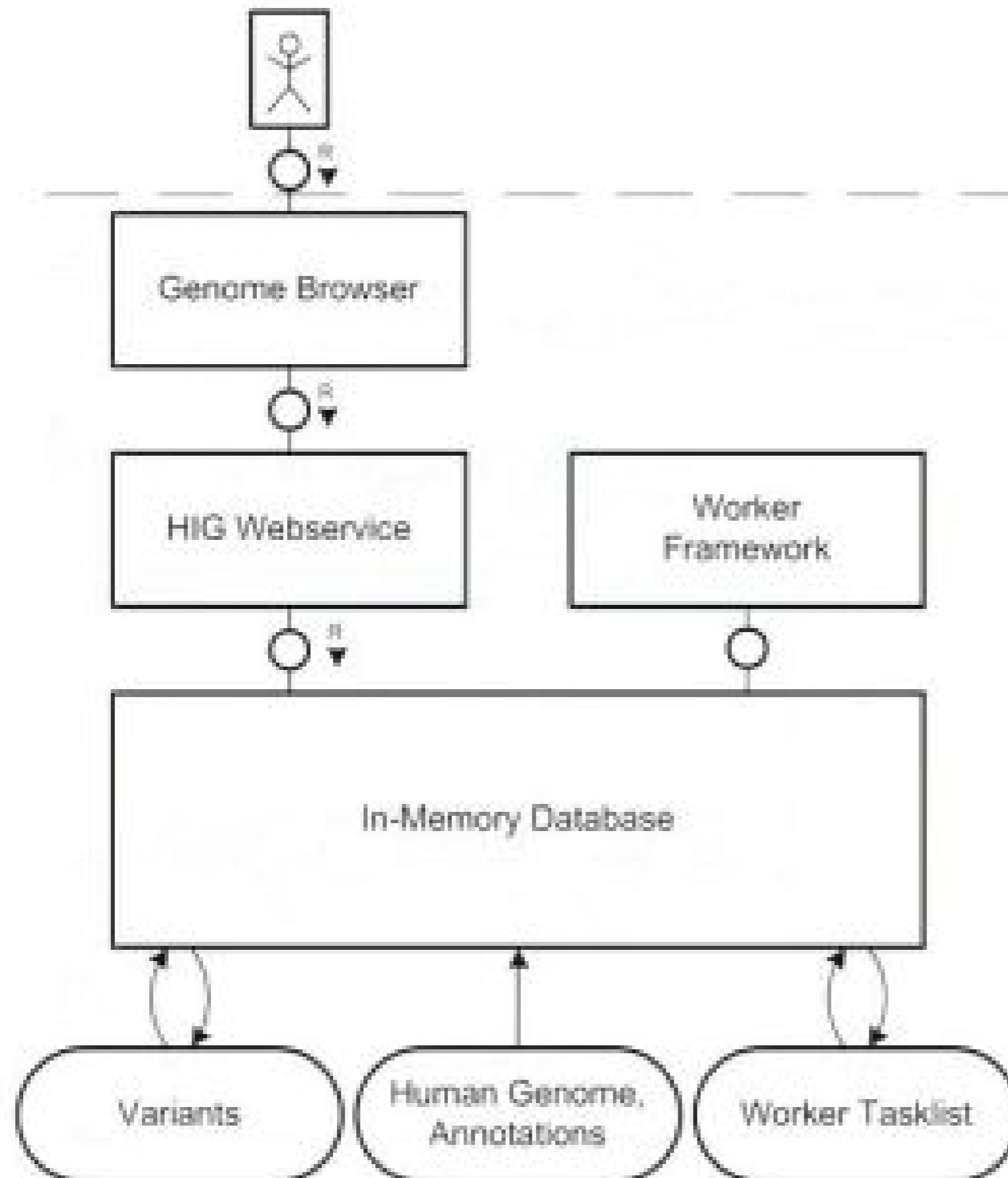


Interpretation of Variants

- Variants are sorted, e.g. accordingly to known associated diseases
- All variants are linked to genome browser
- Multiple patients can be compared to identify individual dispositions

High-Performance In-Memory Genome Project Pilot Installation at HPI Future SOC Lab

32



1,000 core cluster

- 25 identical nodes
- 40 cores
- 1 TB main memory
- 2.40 GHz, 30 MB Cache



Agenda

33

- Hasso Plattner Institute
- In-Memory Technology
- Application in Personalized Medicine
- **Application in Security Analytics**
- Application in Social Media Analysis



Hasso
Plattner
Institut

IT Systems Engineering | Universität Potsdam



HPI – Security Analytics Lab
and Software Surveillance

→ www.hpi-vdb.de

HPI-SAL – Security Analytics Lab ...

35

... research in a in-memory security information and event management (**SIEM**)

Goal: Continuously real-time analysis of security sensor data

- complex system information, diverse vulnerabilities, giant range of attacks

Source: Huge multi-types and heterogeneous real-time security sensor data

- Log files (OS/App), scanning reports, IDS Alerts, Virus/Firewall warnings, monitoring logs (e.g., third-party SIEMs, e.g., Splunk, Graylog2, etc.) from different sources, e.g., files, DBs, registries,...

HPI-SAL – Security Analytics Lab ...

35



HPI – Security Analytics Lab
and Software Surveillance

→ www.hpi-vdb.de

HPI-SAL – Security Analytics Lab ...

35

... research in a in-memory security information and event management (**SIEM**)

Goal: Continuously real-time analysis of security sensor data

- complex system information, diverse vulnerabilities, giant range of attacks

Source: Huge multi-types and heterogeneous real-time security sensor data

- Log files (OS/App), scanning reports, IDS Alerts, Virus/Firewall warnings, monitoring logs (e.g., third-party SIEMs, e.g., Splunk, Graylog2, etc.) from different sources, e.g., files, DBs, registries,...

HPI-SAL – Security Analytics Lab ...

35

... research in a in-memory security information and event management (**SIEM**)

Goal: Continuously real-time analysis of security sensor data

- complex system information, diverse vulnerabilities, giant range of attacks

Source: Huge multi-types and heterogeneous real-time security sensor data

- Log files (OS/App), scanning reports, IDS Alerts, Virus/Firewall warnings, monitoring logs (e.g., third-party SIEMs, e.g., Splunk, Graylog2, etc.) from different sources, e.g., files, DBs, registries,...

Continuous live analysis:

- Post-Processing (filtering, compressing, ..)
- Aggregation/Clustering/Correlation
- Visualization
- Correlation of interesting events
- Detection of complex attack scenarios
- Rapid decision and response



SecurityAnalyticsLab

Home | New Alerts | Correlation | Dashboard | Configuration | About Us | Help

Alerts: 1234567890

ID	Source	Classification	Detection Time	Source Address	Target Address	Reference	Message ID
0001	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0002	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0003	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0004	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0005	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0006	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0007	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0008	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0009	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100
0010	192.168.1.100	Malware	2013-10-26 10:00:00	192.168.1.100	192.168.1.1	Malware detected on host 192.168.1.100	192.168.1.100

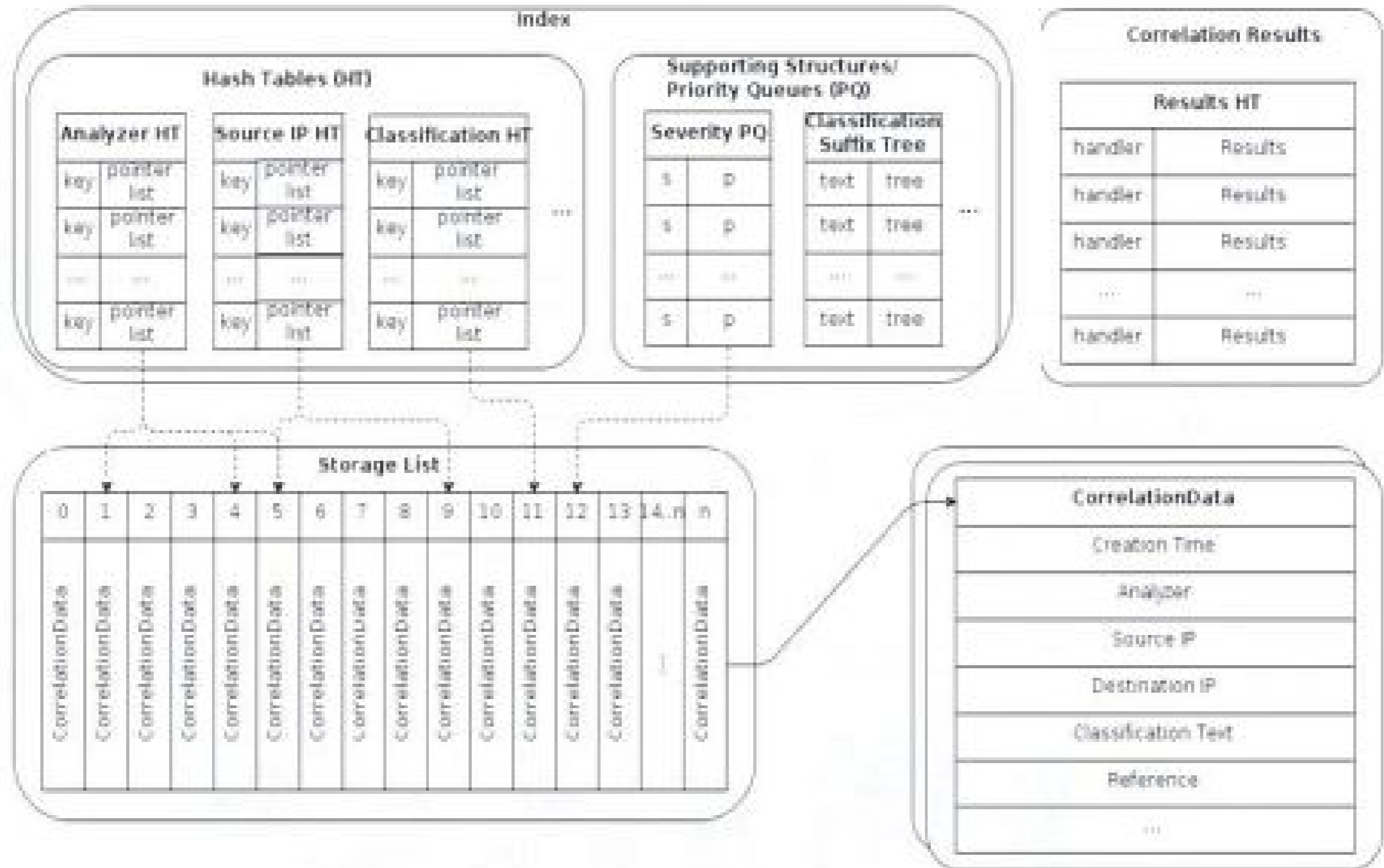
- **Normalization:** Unified representation of real-time Event Information
- **Centralization** using **In-Memory** Data Storage (e.g., **SAP HANA**)
 - Organizing data in index tables
 - Storing results for multi-step correlation
- **Analytics: correlation** and **visualization**, for example,
 - Context-based Event correlation: event information are analyzed in the context of environmental Information and known vulnerability information (both are reasoned into the Attack Graph)
- **Multi-core** supported correlation
 - Known parallel programming approaches, e.g., scala, CUDA, Hadoop...
 - Computation-intensive algorithms, e.g., k-means clustering, etc.



SAL – Security Analytics Lab

In-Memory Data Storage

37



- **Normalization:** Unified representation of real-time Event Information
- **Centralization** using **In-Memory** Data Storage (e.g., **SAP HANA**)
 - Organizing data in index tables
 - Storing results for multi-step correlation
- **Analytics: correlation** and **visualization**, for example,
 - Context-based Event correlation: event information are analyzed in the context of environmental Information and known vulnerability information (both are reasoned into the Attack Graph)
- **Multi-core** supported correlation
 - Known parallel programming approaches, e.g., scala, CUDA, Hadoop...
 - Computation-intensive algorithms, e.g., k-means clustering, etc.



HPI-SAL – Security Analytics Lab ...

35

... research in a in-memory security information and event management (**SIEM**)

Goal: Continuously real-time analysis of security sensor data

- complex system information, diverse vulnerabilities, giant range of attacks

Source: Huge multi-types and heterogeneous real-time security sensor data

- Log files (OS/App), scanning reports, IDS Alerts, Virus/Firewall warnings, monitoring logs (e.g., third-party SIEMs, e.g., Splunk, Graylog2, etc.) from different sources, e.g., files, DBs, registries,...

Continuous live analysis:

- Post-Processing (filtering, compressing, ..)
- Aggregation/Clustering/Correlation
- Visualization
- Correlation of interesting events
- Detection of complex attack scenarios
- Rapid decision and response



The screenshot shows the SecurityAnalyticsLab web interface. At the top, there is a navigation bar with links for Home, New Alerts, Correlation, Dashboard, and Reports. Below the navigation bar, there is a table of security events. The table has columns for ID, Status, Classification, Created Time, Source Address, Target Address, Severity, and Message. The table contains several rows of data, including events related to SECURITY Alerts, DDP, and various system alerts.

ID	Status	Classification	Created Time	Source Address	Target Address	Severity	Message
20001	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20002	OK	DDP DDP alert	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	DDP alert
20003	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20004	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20005	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20006	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20007	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20008	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access
20009	OK	SECURITY Alerts Host security warning Unauthorized access	2013-01-01 10:00:00	192.168.1.1	192.168.1.2	High	Host security warning Unauthorized access

- **Normalization:** Unified representation of real-time Event Information
- **Centralization** using **In-Memory** Data Storage (e.g., **SAP HANA**)
 - Organizing data in index tables
 - Storing results for multi-step correlation
- **Analytics: correlation** and **visualization**, for example,
 - Context-based Event correlation: event information are analyzed in the context of environmental Information and known vulnerability information (both are reasoned into the Attack Graph)
- **Multi-core** supported correlation
 - Known parallel programming approaches, e.g., scala, CUDA, Hadoop...
 - Computation-intensive algorithms, e.g., k-means clustering, etc.

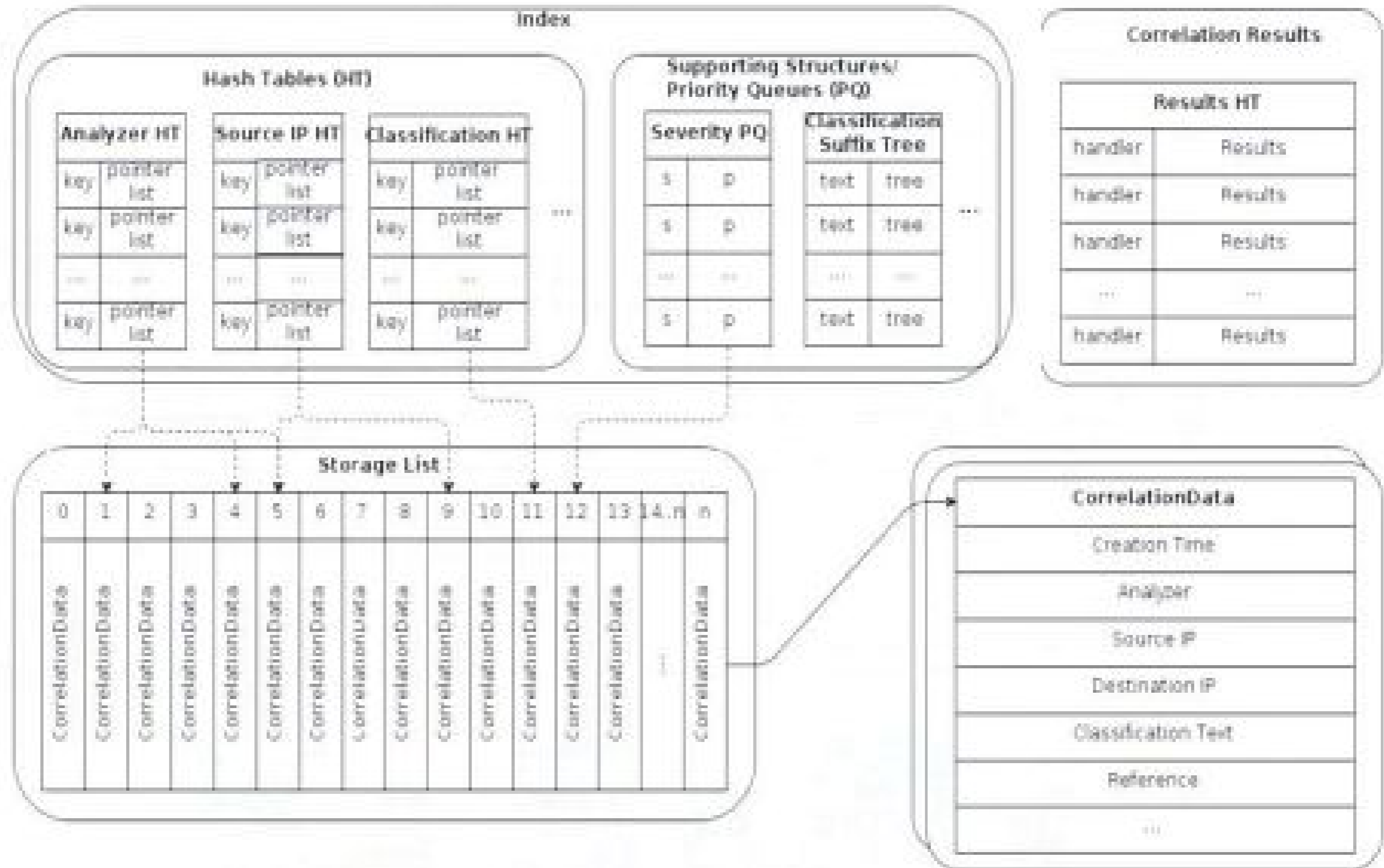


- **Normalization:** Unified representation of real-time Event Information
- **Centralization** using **In-Memory** Data Storage (e.g., **SAP HANA**)
 - Organizing data in index tables
 - Storing results for multi-step correlation
- **Analytics: correlation** and **visualization**, for example,
 - Context-based Event correlation: event information are analyzed in the context of environmental Information and known vulnerability information (both are reasoned into the Attack Graph)
- **Multi-core** supported correlation
 - Known parallel programming approaches, e.g., scala, CUDA, Hadoop...
 - Computation-intensive algorithms, e.g., k-means clustering, etc.



SAL – Security Analytics Lab

In-Memory Data Storage



Preliminary Remarks:

- Typical memory allocation: 152 Bytes/Security Item
- According to our tests: 1,391,520 event items can be generated from one host in six months, i.e., 7481 items/day
- Our testing platform is an HP DL980 G7 with **2 TB of main memory**, i.e., 2,199,023,255,552 Bytes, which can hold $1.44672583 \cdot 10^{10}$ event items
- This means, this mentioned “normal” server can host and process within in-memory an amount of event items generated from 1 hosts in **5298.26** years, or 1000 hosts in about **5 years 3 months**

Security Analytics Lab (SAL): Performance Comparison

Insert Operation:

	Alerts	Insert	
		ms / alert	alerts / s
Row-based DB	43485	1.0800	925.93
	695760	0.0606	16501.65
	1391520	0.0553	18083.18
Column-based DB	43485	12.4800	80.13
	695760	21.6616	46.17
	1391520	-	-
In-Memory DB	43485	0.0520	1923.08
	695760	0.0320	31250
	1391520	0.0556	17985.61

Some Simple Clustering, Aggregation, and Correlation Algorithms:

	Alerts	Simple Clustering		Aggregated Clustering		Simple Correlation	
		ms / alert	alerts / s	ms / alert	alerts / s	ms / alert	alerts / s
Row DB	43485	0.3752	2665.25	-	-	0.1983	5042.86
	695760	0.3592	2783.96	-	-	0.1939	5157.30
	1391520	0.4917	2033.76	-	-	0.3314	3017.50
Column DB	43485	0.0582	17182.13	-	-	0.0204	49019.60
	695760	0.2121	4714.76	-	-	0.0097	103092.78
	1391520	-	-	-	-	-	-
In-Mem DB	43485	0.0016	625000	0.00018	5555555.6	0.0038	263157.89
	695760	0.0013	769230.77	0.00016	6250000	0.0014	714285.71
	1391520	0.0065	153846.15	0.00017	5882352.9	0.0018	555555.56

Agenda

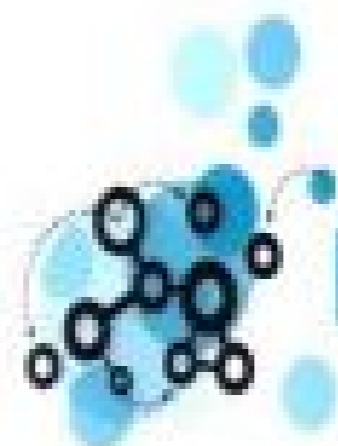
40

- Hasso Plattner Institute
- In-Memory Technology
- Application in Personalized Medicine
- Application in Security Analytics
- **Application in Social Media Analysis**



Hasso
Plattner
Institut

IT-Systems Engineering | Universität Potsdam



blogintelligence®

explore the blogosphere.

The Blogosphere – Social Media Analysis

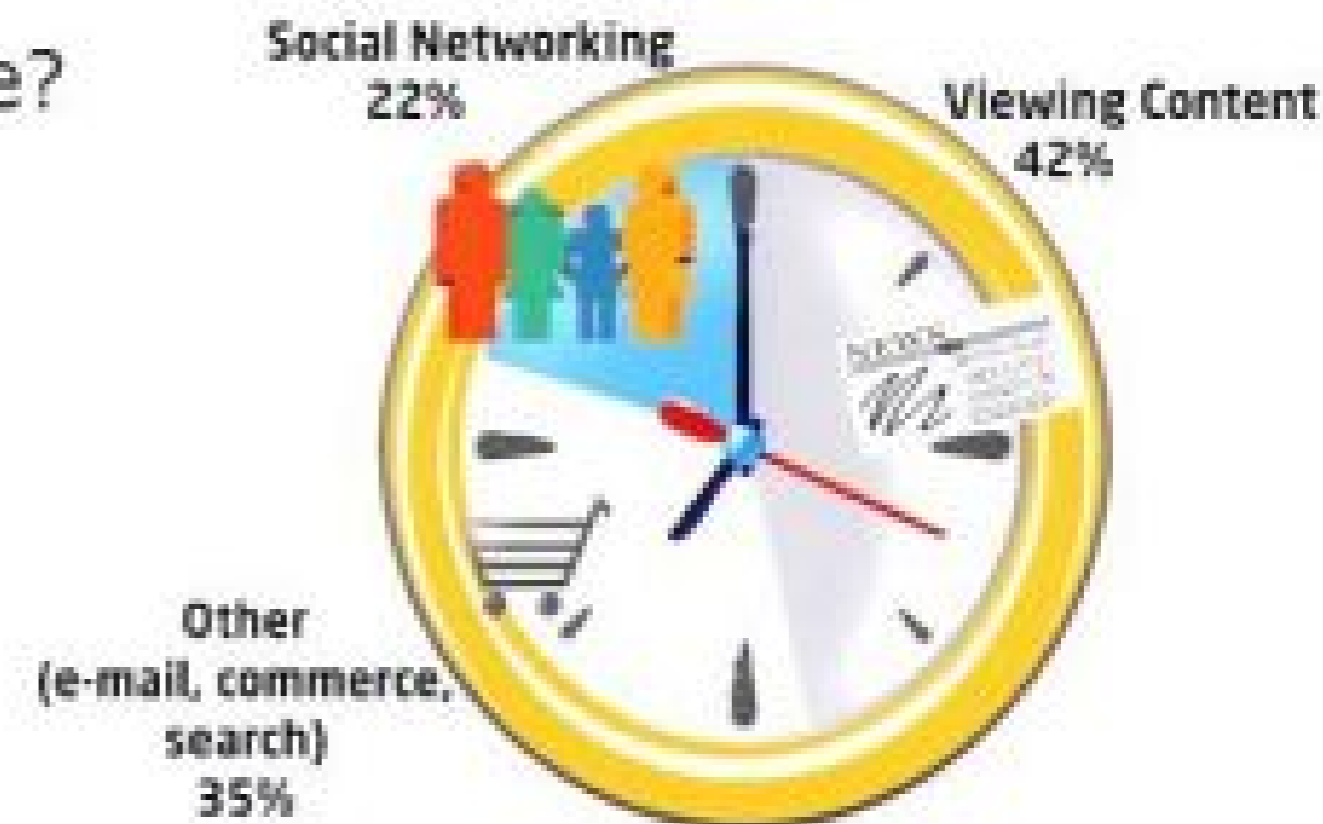
Mass Data of Social Media Networks

42

What happens within an Internet minute?

- 100 000 tweets¹
- 300 000 Facebook updates²
- 80 000 blog posts³

Time Spent on the World Wide Web



Social network postings evolve to a every changing and exponentially growing mass communication network

Tons of Terabytes of structured and unstructured data are produced

Main Memory as Big Data Storage

43

Thanks to the continuous development of memory, RAM gets extremely affordable

Our single node database scales up to **6 TB of RAM**



An in-memory database delivers high performance by combining various concepts



Performance Improvements Compared to Conventional Data Basis

45

Rank pages based on incoming links:
1000 times faster

- `SELECT COUNT(*) as incomingLinks ,
toHost FROM link GROUP BY toHost ORDER BY COUNT(*) DES`

Join link ranking and retrieve blog information:
>18.000 times faster

- `SELECT POSTTITLE , POSTAUTHOR FROM WEBPAGE INNER JOIN (SELECT toUrl ,
COUNT(*) as links FROM link GROUPBY toUrl) as link ON link.toUrl = webpage.ID WHERE
type='POST' ORDERBY links desc`

Complex selection of new urls to crawl:
60 times faster

- `SELECT ID FROM WEBPAGE WHERE FETCHTIME <1358765520000
ORDER BY SCORE DESC LIMIT 10000`

Heavy insert performance: still two times faster ...



Thanks and Contact

46

In-Memory Technology – Big Data Innovation Enabler

Prof. Dr. Christoph Meinel

Hasso-Plattner-Institute
at University of Potsdam
Campus Griebnitzsee
14482 Potsdam, Germany



www.hpi-web.de/meinel