Internet Scale Storage

Microsoft Storage Community

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Agenda

• Cloud & Accelerating Pace of Innovation

• Technology Changes
  – Memory wall & Storage Chasm
  – Disk is Tape
  – Sea Change in Networking

• Data & Storage Trends
  – Map Reduce & NoSQL
  – Migration to Cloud

Talk does not necessarily represent positions of current or past employers
The DB World is on Fire Again

• One Size does not fit all
  – Stonebraker showed >3 DB companies actually possible
  – Customers willing to support multiple DBMS

• 30 year old architectural decisions no longer valid
  – Memories exploding
  – Disk IOPS density going backwards
    • 1990 Seagate ST41600: 37.5 IOPS/GB
    • 2007 Seagate ST373453 : 2.4 IOPS/GB

• Plunging cost of computing
• Cloud computing accelerates all above
Plunging Cost of Computing

• Rapidly declining cost of computing
  – Technology & cloud computing economies of scale
• Warehouse & analytical use scales inversely with cost
  – Lower costs supports more data & deeper analysis
• Traditional transactional systems scale with business
  – Purchases, ad impressions, pages served, etc.
  – Machine-to-machine transactions scale faster limited only by value of transaction & cost (e.g. computational trading)
Cloud Computing Driving Wave of Innovation & Growth

• Datacenter pace of innovation increasing
  – More innovation in last 5 years than previous 15
  – Driven by cloud service providers & very high-scale internet applications like search

• Not just a cost center
  – At scale, focus on cost
  – Mechanical, power, server, & net specialists
  – Server, Storage, & infrastructure costs falling fast

– Data really is the challenge
  – Scaling stateless applications easy
Perspective on Scaling

Each day Amazon Web Services adds enough new capacity to support all of Amazon.com’s global infrastructure through the company’s first 5 years, when it was a $2.76B annual revenue enterprise.
Where Does the Money Go at Scale?

**Assumptions:**
- Facility: ~$88M for 8MW critical power
- Servers: 46,000 @ $1.45k each
- Commercial Power: ~$0.07/kWhr
- Power Usage Effectiveness: 1.45

**Observations:**
- 31% costs functionally related to power (trending up while server costs down)
- Networking high at 8% of overall costs & 19% of total server cost (many pay more)


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Limits to Computation

- Processor cycles are cheap and getting cheaper
- What limits application of infinite cores?
  1. **Data**: inability to get data to processor when needed
  2. **Power**: cost rising and will dominate
- Most sub-Moore attributes need most innovation
  - Infinite cores require infinite power
  - Getting data to processors in time to use next cycle:
    - Caches, multi-threading, ILP,...
      - All techniques consume power
    - More memory lanes drives b/w but more pins costs power
- Power & data movement remain key constraints
## Storage & Memory B/W lagging CPU

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<tr>
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<th>CPU</th>
<th>DRAM</th>
<th>LAN</th>
<th>Disk</th>
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<td>1.5</td>
<td>1.27</td>
<td>1.39</td>
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<td>(all milestones)</td>
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<tr>
<td>Annual latency Improvement</td>
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<td>(all milestones)</td>
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- CPU B/W requirements out-pacing memory and storage
- Disk & memory getting “further” away from CPU
  - Core limiting factor: power consumption & data availability
  - Powered CPU cores have no value without data
- Large sequential transfers better for both memory & disk

**Source:** Dave Patterson: Why Latency Lags Bandwidth and What It Means to Computing (25 yrs)

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Memory Wall

• Adding processor I/O pins has a positive impact but at significant power cost
  – Positive but bounded impact

• Taming the memory wall:
  – Mem & CPU Multi-Chip Module with Thru-Si Vias
  – Lab & mobile devices today

• But what about HDD & storage chasm?

Source: Andy Bechtolsheim
HDD: Capacity

- Capacity growth continues unabated

- Capacity isn’t the problem
  - What about bandwidth and IOPS?

Source: Dave Anderson
HDD: Rotational Speed

• RPM contributes negatively to:
  – rotational vibration
  – Non-Repeating Run Out (NRRO)
  – Power cubically related to RPM
• >15k RPM not economically viable
  – no improvement in sight
• RPM not improving & seek times only improving very slowly
• IOPS improvements looking forward remain slow

Source: Dave Anderson
Disk Becomes Tape

- Disk random access B/W growth ~10% of sequential B/W
- Random read 3TB disk: 31 days @ 140 IOPS (8kb)
  - 8.3 hours sequentially
- Disk only practical for sequential workloads
- Random workloads 100% to NAND flash & follow-on

Source: Dave Patterson with James Hamilton updates

Tape is Dead
Disk is Tape
Flash is Disk
RAM Locality is King

Jim Gray
Microsoft
December 2006
Sea Change in Networking

- Current networks over-subscribed
  - Forces workload placement restrictions
  - Goal: all points in datacenter equidistant
- Mainframe model goes commodity
  - Competition at each layer over vertical integ.
- Get onto networking on Moores Law path
  - ASIC port count growth at near constant cost
  - Competition: Broadcom, Marvell, Fulcrum,...
Networking Looking Forward

• Move to commodity routing:
  – Much less expensive & lower power
  – More redundancy & bandwidth
  – Get on Moore’s law Path (ASIC port count growth)

• Centralized control plane
  – OpenFlow/Software Defined Networking

• Client side:
  – Virtualized NIC: Avoid hypervisor tax
  – ROCEE & iWarp: Avoid O/S transition
  – Cut-through routing: Avoid store and forward delay
  – B/W increases continue: 10GigE commodity

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MapReduce

- Reaction to “RDBMs don’t scale” & admin costs
  - System community solution to big data problem
- MapReduce success fueled by:
  - Exploding data sizes
  - Scales (4,000 node single cluster at Yahoo)
  - Declining cost of computing
  - Sequential access pattern coupled with brute force
- MapReduce great for:
  - Extract, Transform and Load
  - Dirty data, weak schema, & access patterns not well suited to indexes
  - Executing arbitrary or complex functions over all data
- MR re-implementing indexes, materialized views, hash join, pipelined operators, ...

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NoSQL Movement

- Another reaction “RDBMS don’t scale” & admin complexity
- Unpredictable RDBMS response times dangerous at scale
- Relax a subset of ACID to achieve scale:
  - Eventually consistent
  - Non-durable on commit
  - Don’t fully isolate conflicting txns
  - Don’t support multi-item atomic update
  - Light to no schema enforcement
  - No complex query, no joins, no aggregates, no RI, no...
- Simple programming model and administration
  - Eventual consistency often not “really” understood
  - App code required for complex queries
- Good for some workloads at scale:
  - Cassandra, MongoDB, CouchDB, SimpleDB, ...
Client Storage Migration to Cloud

• Client disk rapidly replaced by local semiconductor caches
  – Flash becoming primary client storage media
  – Higher performance, Lower power, smaller form factor, greater shock resistance, scale below HDD cost floor, greater humidity range, wider temp range, lower service costs, ...

• Same trend in embedded devices
  – Well connected with cloud-hosted storage

• Clients storage drives cloud storage
  – Value added services, many data copies, shared access, indexed, classified, analyzed, monetized, reported, ...

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Open Source & Cloud Influence

• Open Source DBs inexpensive
  – Encourages sharding rather than scale-up

• Cloud removes DB admin cost
  – Further fueling increased used of sharding

• DBs Ideal workload for the cloud:
  – DB admin is hard but at scale it can be automated
  – Admin scales up well & down poorly

• Massive amount of data in cloud
  – Bring the query to data rather than data to query

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Summary

• Cloud scale driving quickening pace of innovation
• Plunging costs driving bigger data sets and more complex analysis
  – Data moving up memory hierarchy
  – Data moving up the storage hierarchy
• Networking costs & capabilities changing fundamentally
• Most difficult scaling problems always data related
• Exciting time to be in the storage world
Questions?

• **Slides will be posted to:**

• **Perspectives Blog:**

• **Email:**
  – [James@amazon.com](mailto:James@amazon.com)