

Globally Distributed Data at Local Latency

93%

Of enterprises have a multi-cloud strategy¹

75%

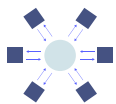
Of tech leaders consider app availability top priority²

91%

Of enterprises list data fragmentation for not fully realizing cloud benefits³

Businesses in every industry leverage modern applications to serve customers anywhere across the globe. To provide the best user experience, applications must leverage a modern data layer that can not only deliver superior performance at any scale but also address challenges regarding data conflicts and operational complexities that arise from replicating data across different geographic locations.

Unsophisticated methodologies are not built for modern applications



Consensus-driven protocols

Favor consistency over availability. For instance, with two-phase commit (2PC) **all** nodes have to be available and agree to commit an update. **Furthermore, write operations will fail if any participant is unresponsive or missing.**



Quorum-based approaches

Replicate read and write operations to the **majority** of data copies, not all of them. As a result, quorum-based methodologies **create very chatty communications unsuitable for high-throughput applications.**

Redis Enterprise's Active-Active delivers major differentiators

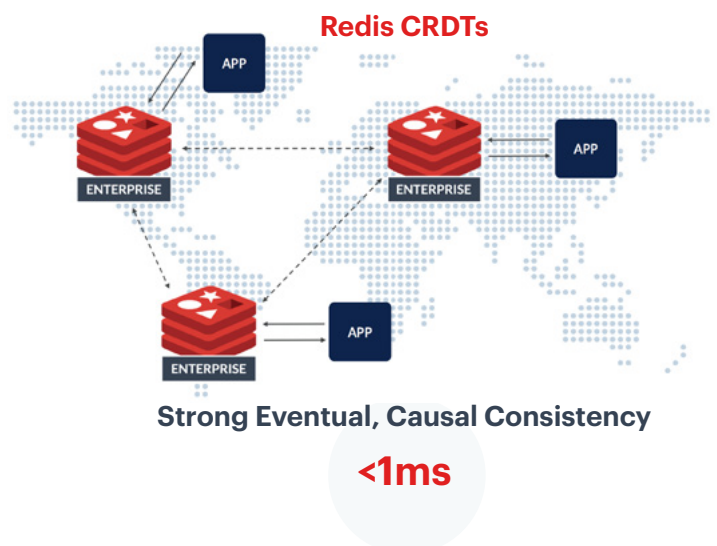
Redis Enterprise's Active-Active geo-distributed architecture is based on conflict-free replicated data types (CRDTs). CRDTs enable simultaneous read and write operations on the same dataset across multiple geographic locations without incurring the latency penalty imposed by other consensus-driven protocols.

- **Guarantees** 99.999% uptime
- Delivers **local** latency across geos
- Provides **instant** failover without data loss
- **Unifies** your data layer across environments through **seamless** conflict resolution

¹Flexera 2020 State of the Cloud Report

²Kong: 2020 Digital Innovation Benchmark

³Cohesity: 3 Must Haves to Effectively Manage Data in the Cloud



Redis Enterprise's Active-Active solves major business challenges



Base business decisions on conflict-free data

- Based on academically proven CRDTs technology, which effortlessly delivers consistent views of your data
- Built-in conflict resolution for both simple and complex Redis data types

Stay ahead of the competition by improving time to market

- Simpler to develop high-performance applications that maintain sub-millisecond latency at virtually any scale
- Guaranteed local latencies regardless of the distance between geo-replicated regions



Safeguard against any outages or when disaster strikes

- Safer cross-geo failover, with automatic, intelligent syncing between active databases to avoid loss of state
- Retain business continuity even if the majority of geo-replicated regions are down

Architect modern apps across multiple use cases with Redis Enterprise

Leading enterprises in many industries rely on Redis Enterprise's Active-Active technology to provide the best user experience for their customers around the globe.



Fraud Mitigation

Monitoring user or account activity requires tracking several events simultaneously across the globe to accurately calculate scores and keep risk metrics in line.



E-commerce

Delivering the best experience requires applications to be highly available and resilient to failure to avoid losing user session data.



Seamless migration

A modern data platform should tear down data silos and unify the data layer across regions and clouds, while avoiding vendor lock-in.



Leaderboards and dashboards

Gamifying a task requires a scoreboard that is constantly updated across many users to show the leaders, as well as a way for users to share their achievements on social media.

Get started on Redis Enterprise Cloud