



# How to Lower Cloud Costs

## with Azul Platform Prime + Apache Cassandra



**Azul Platform Prime drives up to 5x more efficient under load for more efficient storage growth, reducing the infrastructure footprint.**

### What is Cassandra?

Apache Cassandra is open-source database management software responsible for managing the data organization of applications. It pulls information from applications into servers and represents it in a NoSQL database structure.

### What are the benefits of using Cassandra?

It is a popular alternative to relational database management systems (RDBMS) such as those provided by Oracle:

- Its database structure is resistant to system failures, responsive to demand, and able to improve performance speeds.
- Cassandra offers continuous availability with no single point of failure.
- It provides exceptional performance via horizontal scalability.
- Cassandra can integrate high volumes of data at efficient speeds, even during production.
- It can adapt to demand fluctuations and error incidences.

"With Azul Platform Prime, we reduced our front-end server footprint by 30%, which is hundreds of servers, and our database server footprint by 50%. This translates into millions of dollars in savings."

**Ariel Pisetzky**, VP of IT

**Taboola**



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## How does Azul Platform Prime work with Apache Cassandra?

**Optimized performance** - Azul Platform Prime, Azul's optimized cloud-native JVM, allows Cassandra to run smoothly, free of performance glitches and hangs. Through code optimization and increased performance capabilities, Platform Prime reduces Cassandra infrastructure overhead up to 50%, sometimes more.

### Lower Infrastructure Costs


Even at increased levels of throughput, Platform Prime ensures no pauses and can execute more operations per second, leading to increased numbers of tables processed. Azul is proven in Apache Cassandra deployments of any size to reduce infrastructure costs for all types of Cassandra-based use cases, including e-Commerce apps, personalization platforms, payment processing, and fraud detection systems. There are no more 1TB-memory limits, meaning fewer cluster instances required.

Azul Platform Prime is a highly optimized version of OpenJDK that delivers superior performance, carrying capacity, infrastructure costs, and user experience. Platform Prime reduces infrastructure and cloud costs by using fewer instances, protecting you from volatility. Platform Prime to cut operating expenses for cloud services (with no over-provisioning) and drive continuous value.



Proven to Cut  
Infrastructure  
Costs

## Customer Case Studies

 **improve digital**  
an azul company

Improve Digital delivered a 5X improvement in transactions per second (TPS) while meeting a 20-millisecond SLA.

 **feedzia**

Feedzia delivered real-time machine learning tools for fraud detection - avoiding unplanned losses for card issuers.

### Contact Azul

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