



Deep Dive into InfluxDB 3.0 – An InfluxData Partner Update

December 5th, 2023





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InfluxData



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InfluxData

Agenda

1. InfluxData
 - Quick Introduction
2. Common Use Cases
3. Product Suite
4. InfluxDB 3.0
 - Update on the latest with InfluxDB 3.0
5. Partner Update
 - Discuss how we are working with partners to drive joint success
6. Q&A



Introduction

Purpose-built for time series data



Scale

Designed to scale for large volumes of time series data

Distributed

Non-blocking high-volume writes and reads

Availability

Write and read availability are prioritized over consistency

Management

Data lifecycle management with built-in data retention

InfluxDB: Developer Adoption

1st

Runaway Leader

900,000

Active Instances

109,500

Cloud Signups

26,600

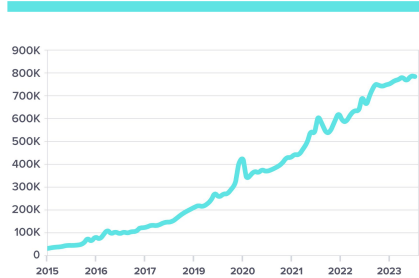
GitHub Stars

RANK	DBMS	SCORE		
		JUL 2023	24 MOS ▲	12 MOS ▲
1	InfluxDB	30.92	+1.36	+1.14
2	Kdb+	8.22	+0.23	-1.12
3	Prometheus	8.05	+1.85	+1.43
4	Graphite	5.82	+0.96	-0.21
5	TimescaleDB	4.78	+1.37	-0.01
6	DolphinDB	3.85	+2.78	+2.25
7	RRDtool	3.42	+0.99	-1.37
8	ApacheDruid	3.23	+0.23	+0.50
9	TDengine	2.93	+2.63	+2.93
10	QuestDB	2.43	+1.79	+1.15

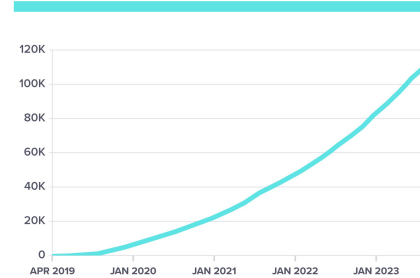
Source: DB Engines

43 Systems in Ranking, July 2023

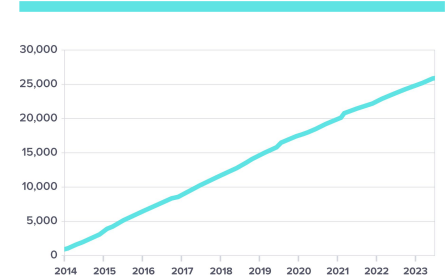
Database ranking
source: DB Engines



InfluxDB OSS



InfluxDB Cloud



InfluxDB stars



Use Cases

InfluxDB use cases

Metrics data lake for monitoring

Ingest, analyze and correlate in real-time, operational time series data from systems, networks, infrastructure, services and applications.

EXAMPLES:

Network Monitoring, Infrastructure Monitoring, DevOps Monitoring etc.

Real-time analytics for IoT

Collect, transform, analyze and predict in real-time, time series data from sensors connected to internet.

EXAMPLES:

Predictive Analytics, Sensor Monitoring, Energy Monitoring etc.

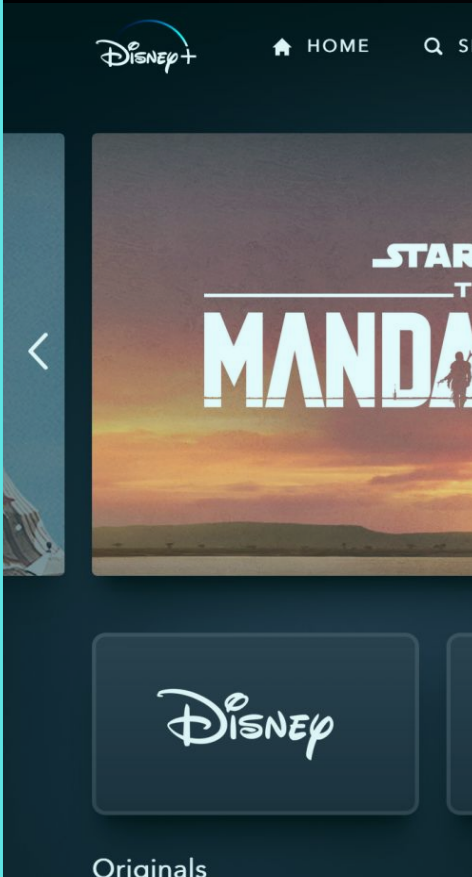
Analytics SaaS Applications

Build analytics SaaS (software as a service) applications such as in devops / monitoring space using time series data.

EXAMPLES:

Business Intelligence, Machine Learning Input

You have probably
used InfluxDB



Customer adoption by industry

Consumer IoT



Industrial IoT



Sustainability / Clean Energy



Crypto



Fintech



Gaming & Entertainment



Network Telemetry



Cloud Services



Dev Tools & APIs





Product Suite

InfluxDB 1,2x Products

- InfluxDB OSS (Open Source)
- Enterprise (HA Self-Managed)
- InfluxDB Cloud (Single-Tenant)
- InfluxDB Cloud 2 (Multi-Tenant)

Our Latest 3.0 Offerings

Cloud

managed by InfluxData



influxdb™ cloud serverless

powered by 3.0

GA Q1 2023

- DBaaS
- Multi-tenant
- PAYG + Annual

for

- SMBs
- Self-service users

- Choose your region
- Grow your workload,
- Only pay for what you use



influxdb™ cloud dedicated

powered by 3.0

GA Q2 2023

- DBaaS
- Single Tenant
- Annual via sales

for

- Med. & Lrg.
- Sales led

Run and scale enterprise-grade workloads without the infrastructure hassle



influxdb™ clustered

powered by 3.0

In Early Access Program

- Software
- On-prem; private cloud
- Annual via sales

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Self-managed InfluxDB production-ready cluster that can run anywhere

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Self-managed InfluxDB production-ready cluster that can run anywhere

Future: InfluxDB 3.0 Open Source

New product specialized
for leading edge data



Single node
For leading edge data
Open source path only

Successor product to OSS 1.x/2.x
for all time series data



Single node
For leading edge and historical data
Easy commercial upgrade path



InfluxDB 3.0



Why did we build InfluxDB 3.0?

Responding to our Customers



SQL Support

Not all customers enjoyed Flux and wanted something to use something familiar



Unlimited Cardinality

Large Customers were pushing the cardinality limits of previous versions



3rd Party Interoperability

Customers wanted to use 3rd party tools with InfluxDB

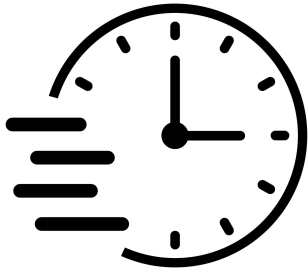


Reduced Storage

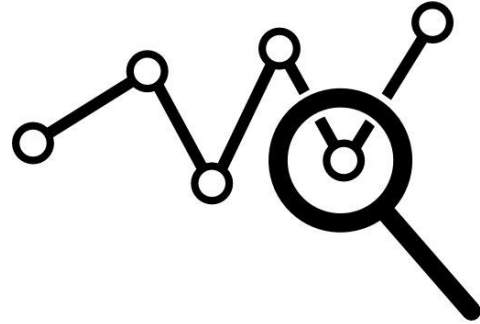
Both Influx & our customers wanted to reduce storage costs

Performance

Evolution of customers & workloads



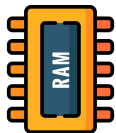
Time series



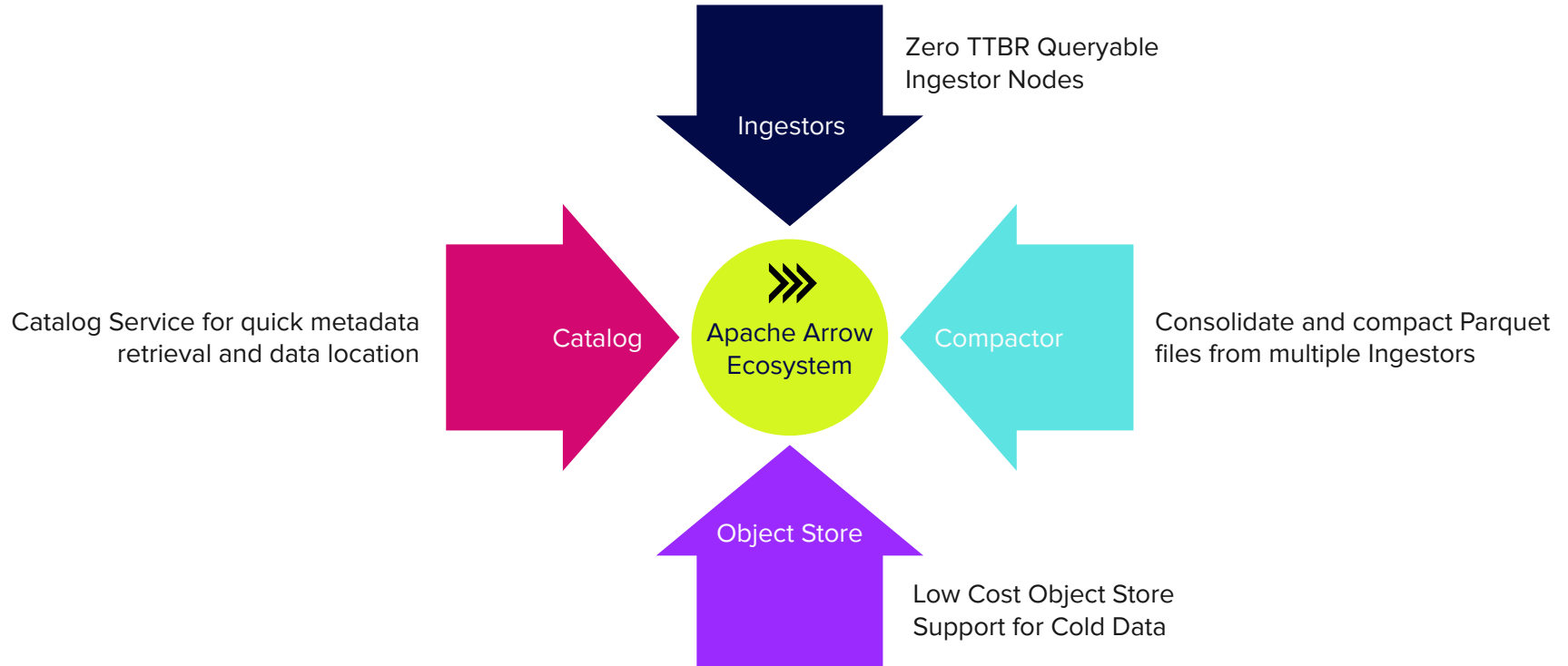
Real-time analytics

How did we build InfluxDB 3.0?

We started with the Apache Arrow Ecosystem



We added several key Components



We designed for “hot” & “cold” storage tiers for performance & low cost



Hot

Data in memory

seconds, minutes, hours

Optimized for low latency analytical queries



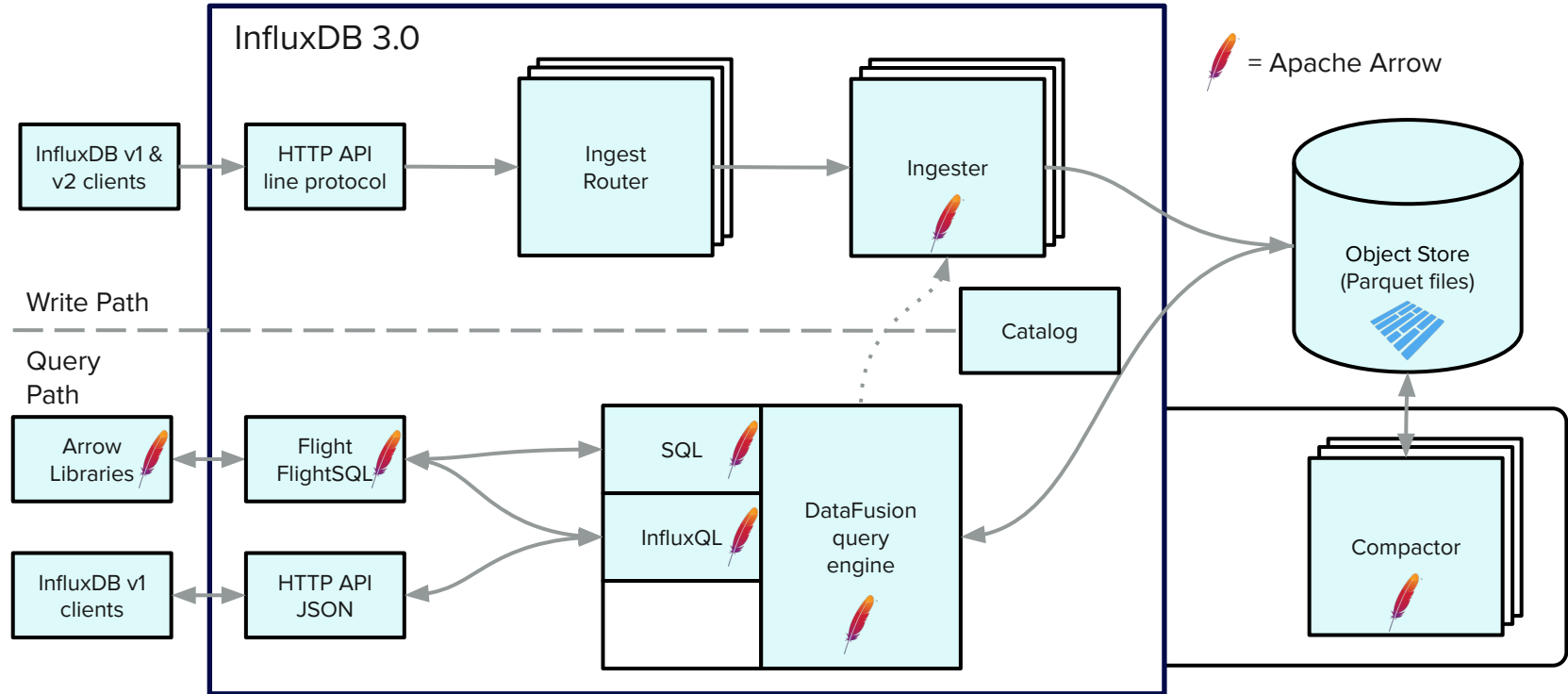
Cold

Data in object store

weeks, months, years

Optimized for lowest cost long-term storage

InfluxDB 3.0 High Level Architecture



What has been our result?

Performance, Storage, and Scalability Benefits



Real Time

Hot data in memory

Sub-second responses for recent data

Optimized for low latency analytical queries



Lowest Cost Storage

Cold data in object store

Superior compression & reduced TCO

Optimized for lowest cost long term storage



Unlimited Cardinality

Optimized writes & reads

One datastore for all time series data

Optimized for ingest scale & speed

InfluxDB 3.0: Fast, Real Time & Cost Effective

InfluxDB 3.0 provides

45x

Better write
throughput

90%

Reduction in
storage costs

100x

Faster queries for
high cardinality data

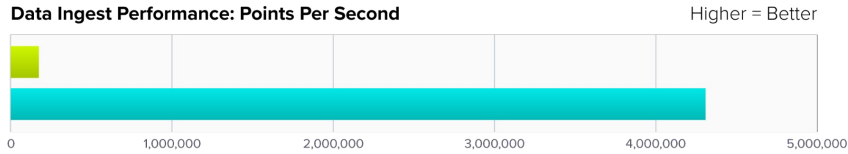
45x

Faster queries
for recent data

Compared to InfluxDB OSS

Performance & Efficiency

Time Range: 21.5 hours InfluxDB OSS 1.8 InfluxDB 3.0

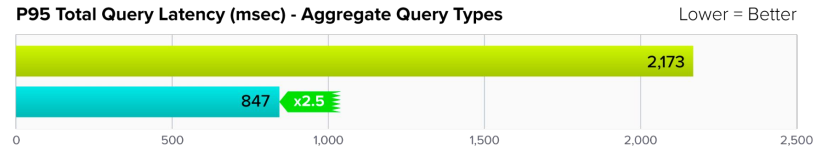


Ingest Vector	InfluxDB OSS 1.8	InfluxDB 3.0
Total Telegraf Clients	100	4,500 x45
Rows / Hour	8,859,600	329,206,806
Rows / Second	2,461	91,446
Values / Second	162,264	4,310,764

We are seeing dramatically improved Ingestion Performance with 3.0 (x45)

Improved Storage Efficiency via Improved Compression reduces Influx & Customer Cost

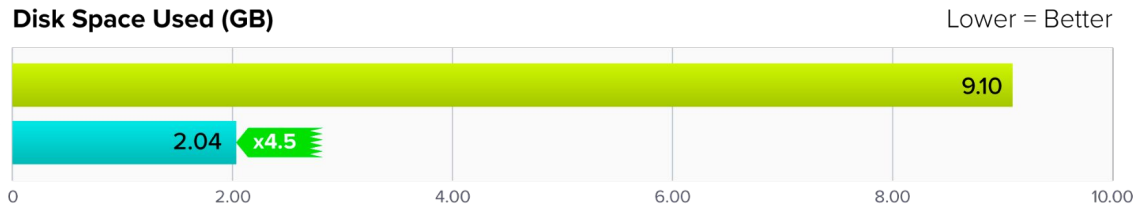
Time Range: Last 5 minutes Row count: 738,300 InfluxDB OSS 1.8 InfluxDB 3.0



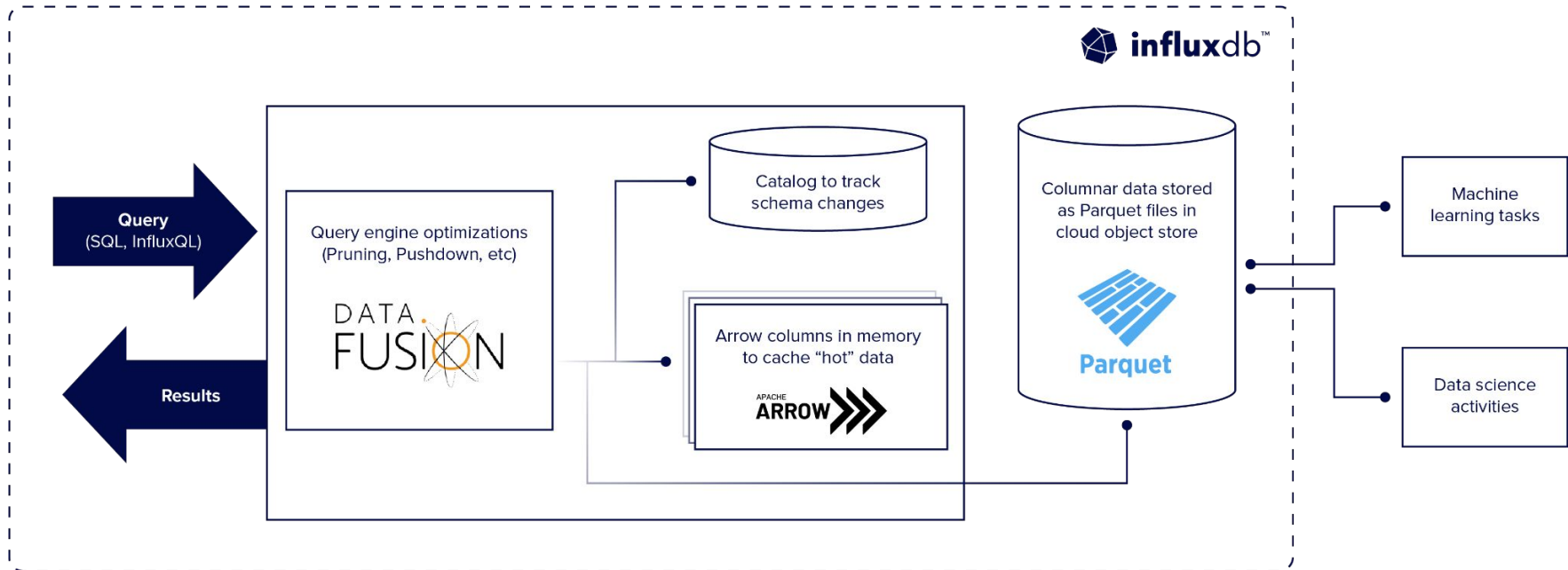
Type	Query Type	InfluxDB OSS 1.8	InfluxDB 3.0
Aggregate	q1-count/115	681.94	464.03 x1.4
Aggregate	q8-sum/115	1,490.75	382.70 x3.9

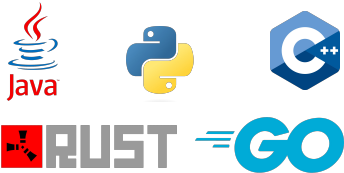
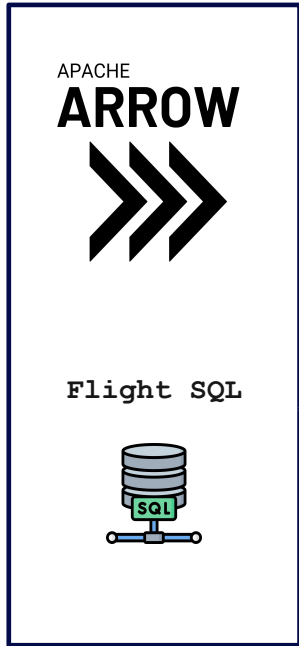
Leading Edge Queries Improved from Earlier Versions

InfluxDB OSS 1.8 InfluxDB 3.0



Improved interoperability





InfluxDB 3.0 Early Customer Buzz

Real-Time Analytics

InfluxDB 3.0 has been great for Real-Time Analytics Use Case

The reduction of TTBR to near 0 allows for quicker monitoring triggers and up-to-time analysis

Apache Arrow

The Apache Arrow Ecosystem has really resonated well

It has given us great 3rd party integration opportunities

SQL & InfluxQL

We have received great feedback on our SQL & InfluxQL support

New engineers at our Customers are on-boarding quicker and being more productive

v3 Client Libraries

v3 Client Libraries have been quickly adopted

They enable gRPC & Arrow Flight support with InfluxDB with Java, Javascript, Go, C#, and Python

InfluxDB 3.0 Summary



**Fast & efficient
data store**

Faster time to
learning and
insights



**Designed to
deliver
sub-second query
responses**

Deliver awesome
end user
experiences



**Store data with
highest
compression on
low-cost object
store**

Lower overall
costs of
ownership (TCO)



**Faster Time to
Awesome® with
SQL, InfluxQL &
developer tools**

Improve
developer
productivity



**Open &
interoperable
with data
ecosystem**

Improve data
efficiency

InfluxData Partner Update

“Time to Awesome”

... But we can't do it without our partners!



Technology

Technology partners have a tangible technical integration between their product and InfluxData.



Resellers & Distributors

Channel partners provide regional sales and localized support for InfluxData products and solutions around the world.



Consultancy

Consulting partners offer technical integration services to help get your InfluxData solution tailored to your needs.

Our partners build cool stuff



- Open APIs for Seamless Integration
- Collaboration with our Open Source Community
- Integration Review and Support by InfluxData
- OEM partner program
- Joint Awareness and Demand Generation: blogs, webinars, case studies
- Triangulate with our mutual partners



Terega replaces legacy data historians with InfluxDB Cloud to modernize their industrial operations and reduce TCO by 50%

Story : *Terega is making new sustainable processes easier and helping France reach their target of 10% renewable gas consumption by 2030.*

Problem : *Need a scalable time series data platform that supports real-time data ingestion of 100k+ metrics & enable IT to run their advanced analytics*

InfluxDB Value :

- Improved operational efficiencies & modernized industrial operations*
- Reduced TCO by 50% as well as onboard new customers faster*

Our partners are an extension of our salesforce

- Updated our agreements to allow resale of our cloud solutions
- New Deal Registration Process
- New badges to promote on your website
- Value-added services, such as Tier 1 support
- Coming in 2024: AWS Marketplace CPPO (Channel Partner Private Offers)



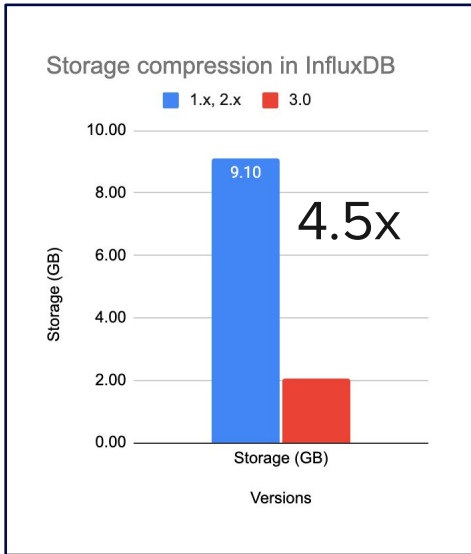
Our partners bring expertise and best practices to the table



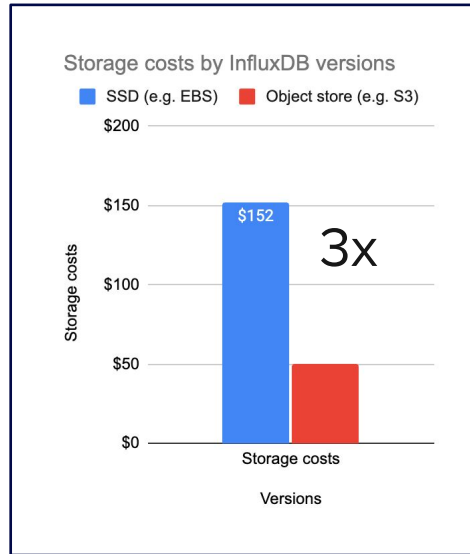
- Strengthen your RFPs: Industry leading time-series solution
- Training support - InfluxDB University and Partner virtual deep-dives
- NFR licenses for Dev/Test usage
- Tech Reviews with our experts
- Marketing Development Funding for top partners
- Referral program

Lower TCO with InfluxDB 3.0

Partner Opportunity



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InfluxDB 3.0 provides **90% or more** reduction in TCO when compared to InfluxDB Open Source (1.x & 2.x)

InfluxDB 3.0 - Integration Services Opportunities



3rd Party Integration

Arrow/Parquet compatibility brings new data science & analytics Integration Opps; JDBC Driver brings new tool interoperability support (Tableau, etc.)



Query Language

Flux Language not being carried forward to InfluxDB 3.0. Conversion/Consulting Opportunities for our System Integrators



Down Sampling

We do not yet have built-in downsampling for InfluxDB 3.0; but have examples/containers for DIY or Partner Assisted Down Sampling



New v3 Library & Arrow Format

V3 Client library allows for Apache Arrow support which brings new possibilities for integration with popular tools like Pandas



Schema Design & Transformation

InfluxDB 3.0 has different schema optimizations – customers may need your expertise to help them with the transition

Calls-to-Action



- **Get trained up:**
university.influxdata.com/
- **Become a Partner:**
influxdata.com/partners-signup/
- **Participate in our Community:**
influxdata.com/community/
- **Sign up for our free cloud trial**
influxdata.com/signup
- **Need assistance?**
partnerships@influxdata.com



Q&A



THANK YOU