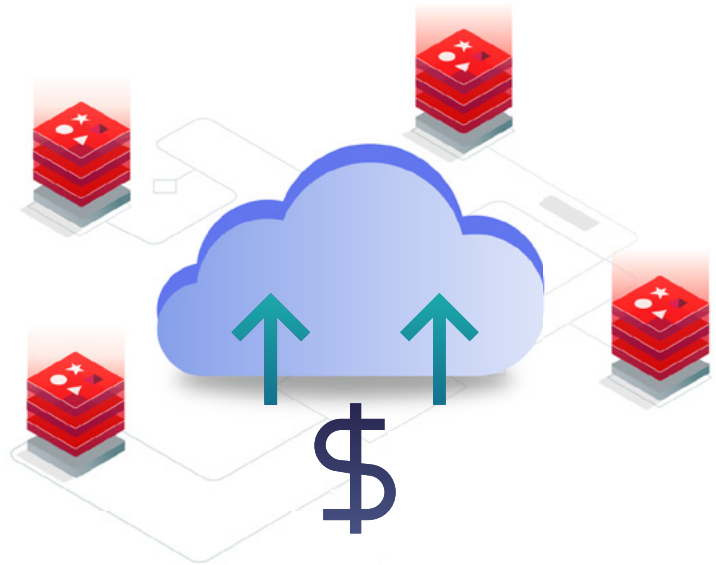


# Optimize TCO with Redis Enterprise

Enterprises are embracing hybrid- and multi-cloud strategies to remain resilient amid changing market conditions. Whether you plan to stay on-premises, migrate some workloads to the cloud for agility, or innovate with new cloud apps, the amount of data generated is rising.



## Managing the explosion of data is costly

The rapid growth of the volume and variety of data continues as organizations consume and analyze massive amounts of data from different sources on-premises and across clouds.

The use of multiple databases to manage data from various sources and different models increases infrastructure complexity, cost and is a burden for developers.

Architecting a data layer to unify hybrid and multi-cloud data layers while optimizing TCO is critical for delivering business outcomes.

# 175 ZB

total worldwide data by 2025, as predicted by IDC

# 73%

of organizations plan to optimize cloud spend

## Grow your business more cost efficiently

With Redis, organizations can launch a database in seconds, with lightning speed, and at a fraction of the cost to deliver innovative solutions while reducing overhead.



*With Redis Enterprise, we've been able to improve responsiveness on our website as well as our strategic mobile app, resulting in higher customer satisfaction and additional revenue. Enterprise-grade support as well as seamless integration has allowed us to keep TCO in check.*

**Dani Mohr**, Head of Software Development



In an environment where you have many small databases (let's assume we have 64 Redis instances, each of them up to 10GB in memory and 100K ops/sec throughput), it will be up to 5X more expensive to host those databases on AWS ElastiCache than Redis Enterprise.

# A real-time database delivers unmatched financial value

Built for distributed applications, Redis Enterprise uses data structures and extensible data models to support legacy apps on-premises, plan a hybrid cloud strategy, or go all-in with the cloud. With Redis Enterprise, organizations can innovate quicker and get the most value out of the cloud.



**Accelerate time to value with a centralized database**



**Improve TCO using efficient memory storage**



**Deploy with flexibility on hybrid and multi-cloud**



**Multi-tenancy maximizes infrastructure utilization**

Redis Enterprise multi-tenant architecture offers tenant-level tuning and optimization that provides **significant cost savings** compared to other vendors in a multi-tenant architecture.



**ShareChat**

**ShareChat reduces costs with multi-tenancy**

ShareChat, India's leading regional social media platform with 60M monthly active users, has highlighted Redis Enterprise's multi-tenancy support as one of the major benefits in reducing costs when they decided on AWS ElastiCache replacement while migrating to Google Cloud.



**Scale your database to optimize cost with Redis on Flash**

Redis on Flash (RoF) extends DRAM capacity to SSD and persistent memory to host larger datasets at the lowest possible cost.

In a recent benchmark report, RoF achieved more than **3M ops/sec** at sub-millisecond latency while transferring more than 1GB of data to and from the Flash memory.



**Ekata gains sub-millisecond latency for its fast-growing dataset**

*We now only use 30% of the DRAM storage we previously used, with no sacrifice in latency. That equates to hundreds of thousands of dollars in infrastructure savings each year.*

**Heather Wade**, VP of Engineering  
Ekata (formerly known as Whitepages)



**Build innovative solutions using a centralized database**

On average, organizations need **3 different databases** to manage data across hybrid and public clouds – increasing complexity and cost. Redis empowers developers with the flexibility to choose the ideal data model to capture, store, and process large volumes of data while working on a single copy of their data.



**Gap improved inventory searches by 100x**

Store user session data for applications to remember user identity, login credentials, and personalized information for instant responses.

*We wanted a fast layer to serve our data, we wanted to be able to search millions and millions of records really quickly...Redis checked all the boxes for us.*

**Junaid Fakhruddin**, IT Director of Product Architecture, Gap

**Try Redis Enterprise for Free**