



# Next Generation Platform Overview

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# SAFE HARBOR STATEMENT

Any discussions or statements regarding Marketo's product roadmap and product features and functionality are for informational purposes only. Such information may not be current; product plans are constantly evolving and thus subject to change. The actual product release content and schedule may differ materially from what is in this presentation. Any purchasing or other business decisions should not be based on the delivery of any future functionality or features discussed or otherwise presented.

# The New Reality



# Goals

- Use modern big data to turn customer events into marketing activities, faster
- Become a central Marketing interaction store, taking in high volume activity data from the Web, Mobile, and other connected devices
- Enable Marketers to use and act on this data to create personalized and relevant conversations across different channels

# Platform Evolution Today

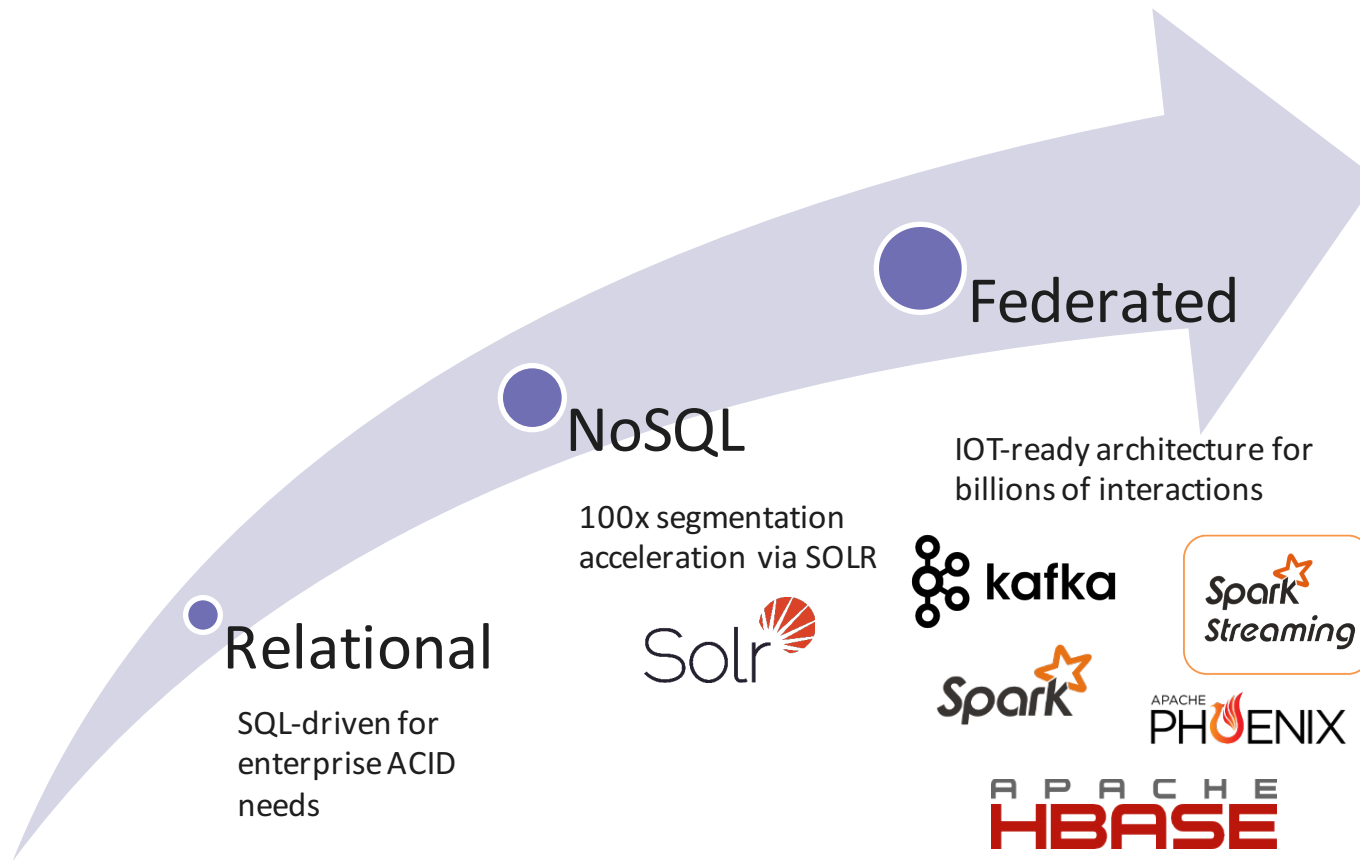


# Platform Evolution Next Gen

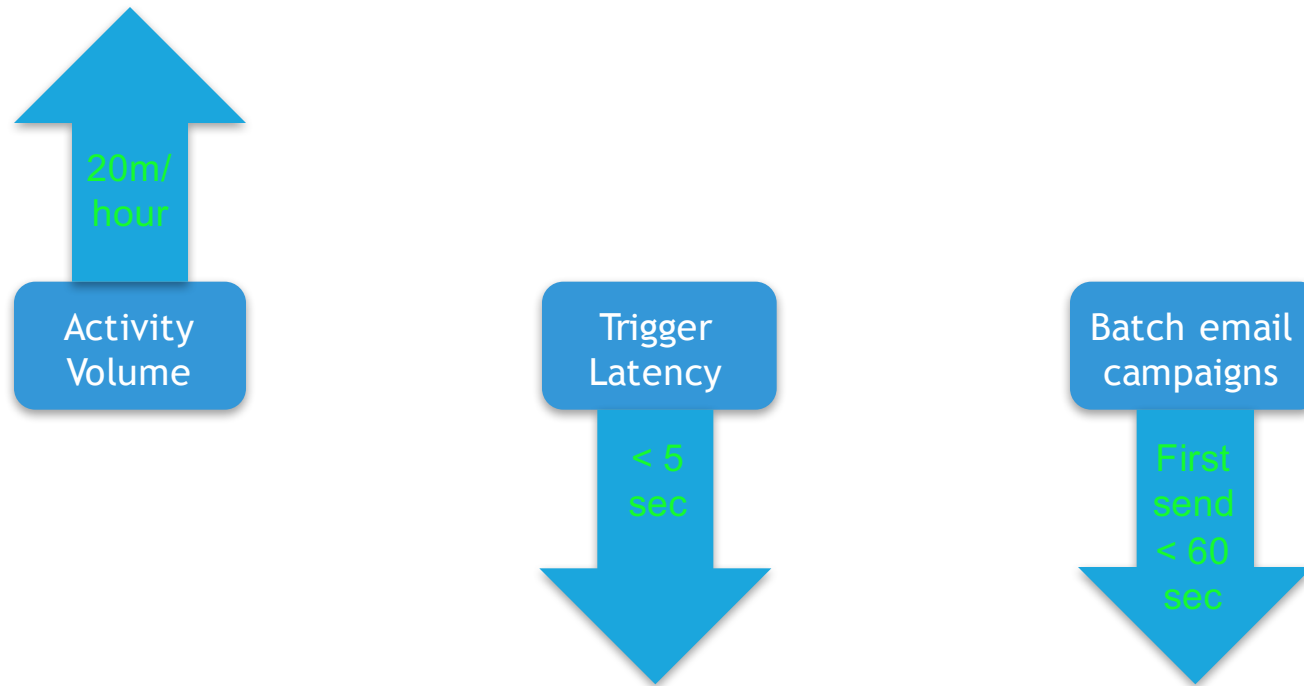




# Platform technology evolution



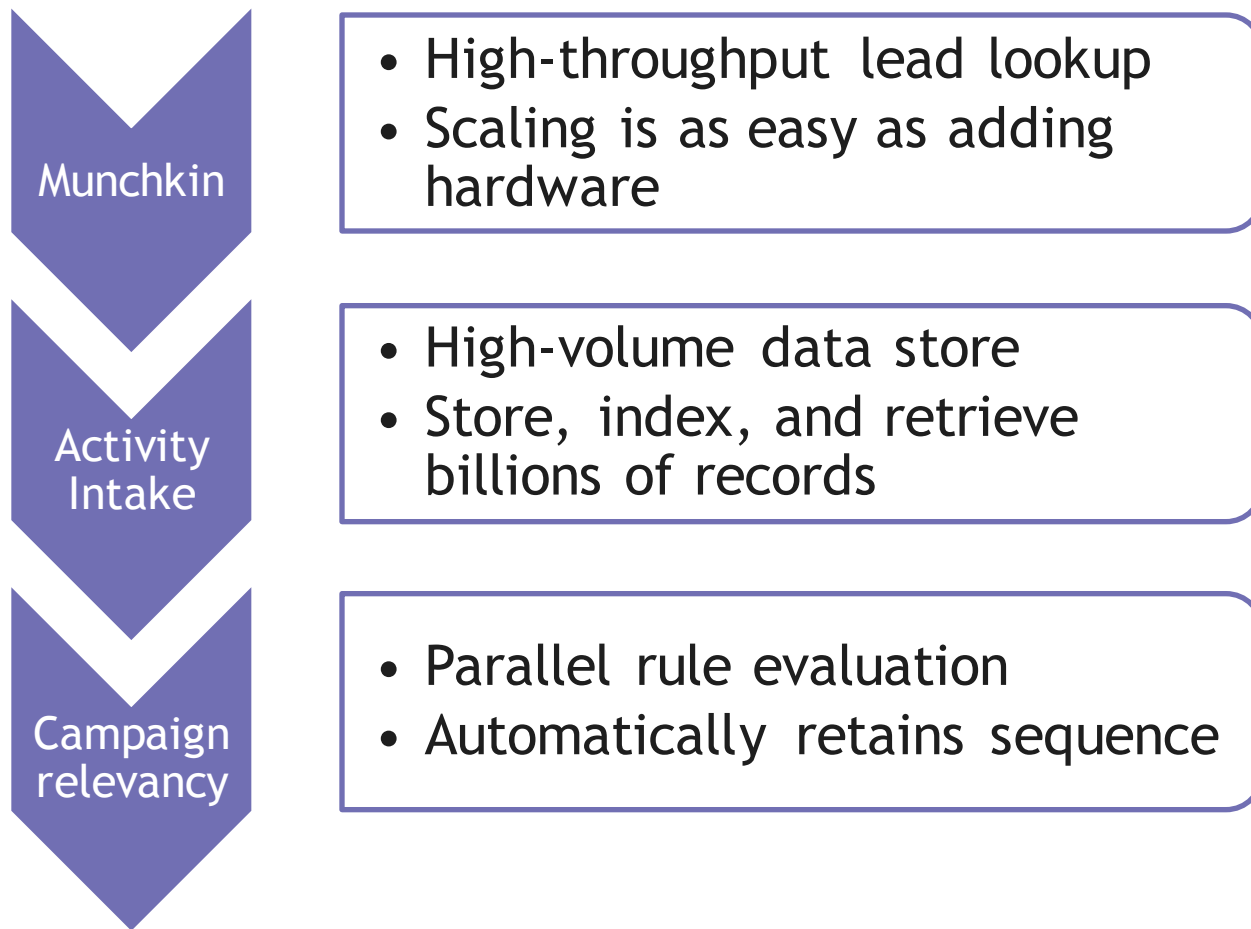
# Performance goals



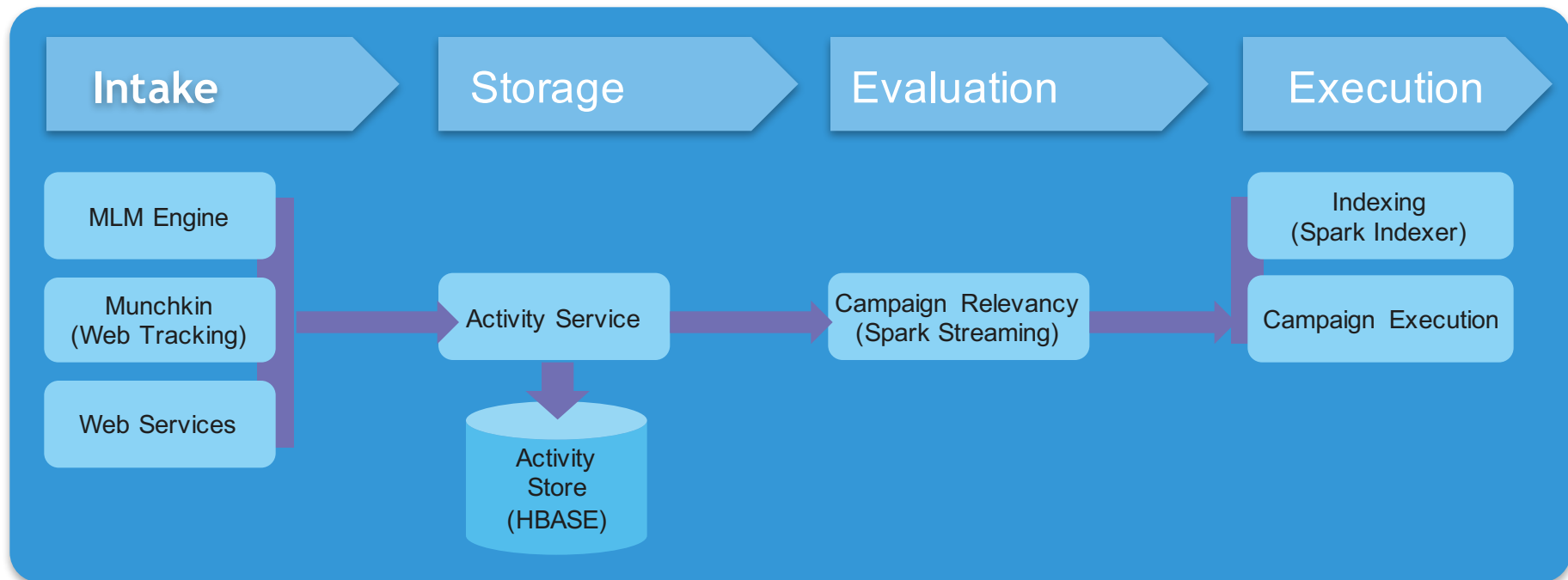


# Phase 1: Activity Intake

Phase 1 is focused on enabling high-volume, low latency activity intake and disposition



# Built for high-volume, low-latency processing



- Intake engine can store high volume of activities from multiple sources

- Trigger engine evaluates rules in parallel but keeps related items in order

- High-speed, low-latency indexer adds activities to Corona

## Phase 2: Campaign processing

Focused on lowering latency and speeding throughput for Campaign flows, starting with triggered campaigns

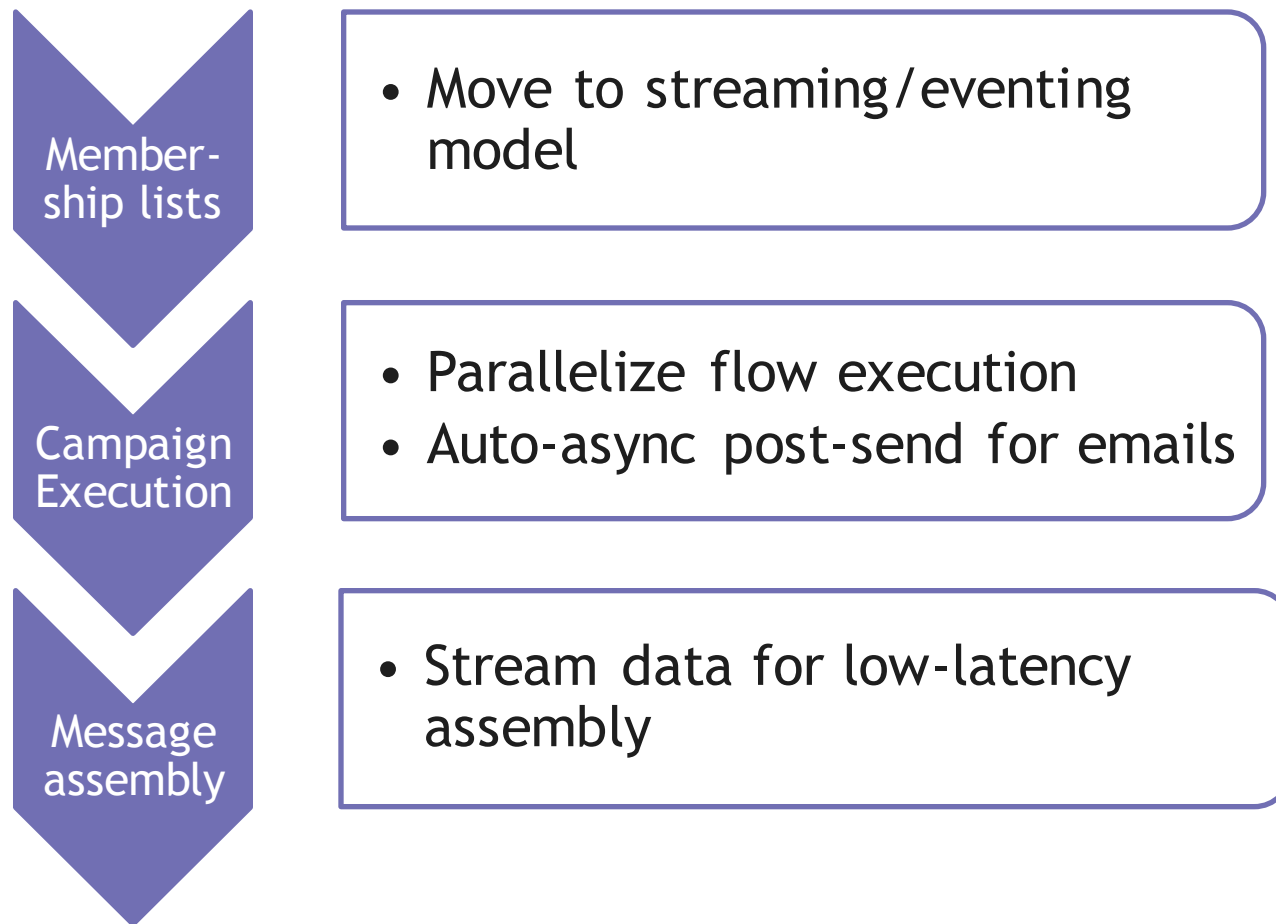


Campaign  
Execution

- Parallelize flow execution
- Auto-async post-send for emails

## Phase 2: Campaign processing

Batch campaign upgrades to latency and throughput for membership list creation and message assembly are next



## Phase 2: Campaign processing

- Success metrics
  - Batch latency: first email should be queued for sending in <1 minute after campaign send scheduled
  - Throughput: emails throughput of 1m/hour per process
  - Scalability: sends should be linearly scalable and support multiple streams for executing one campaign
- Timing for delivery is TBD based on design complexity

# Rollout Strategy

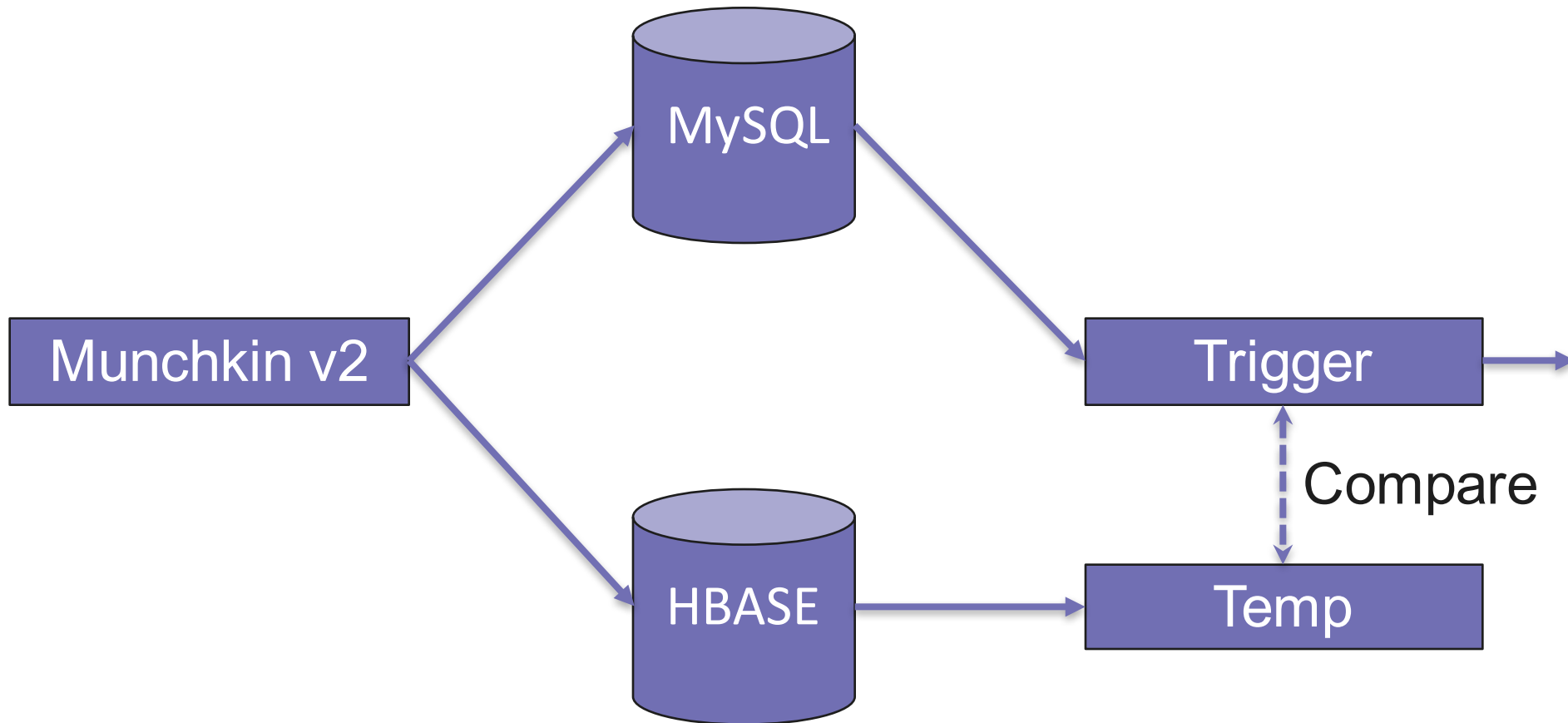


# Preparation needed

- None. Data conversion and provisioning are transparent and occur in parallel with normal functioning
- Marketo performs three actions:
  - Bootstrap: We copy the historical activities from MySQL to HBASE
  - Provision: This sets up the connections for the next gen services
  - Activate: Turning the services on, first in test mode (passive) and then in live mode (active)

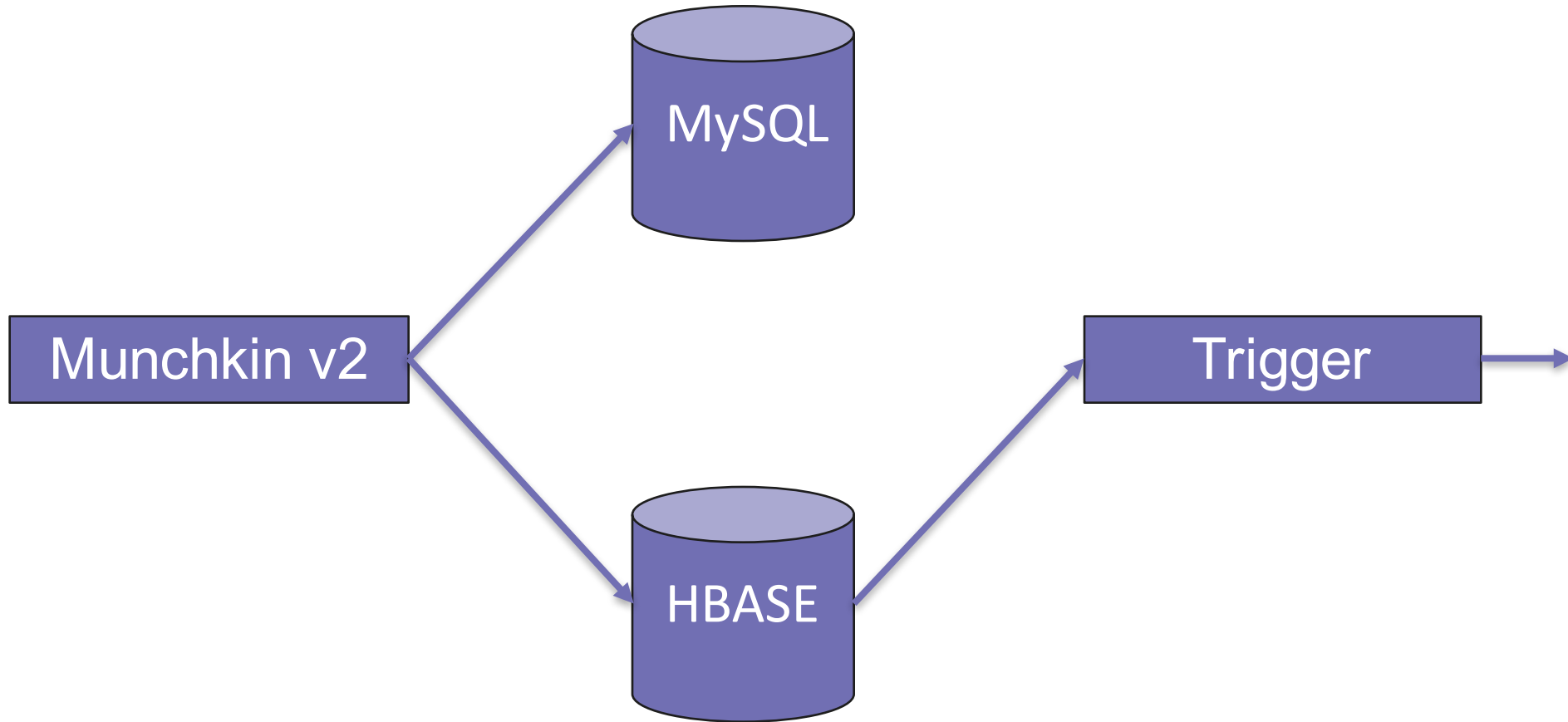


# Pilot Stage 1: Passive



Stage		Purpose	Performance gain
Passive mode	MySQL and HBASE are run in parallel, MySQL results used	Data integrity testing	No gain visible to users, but tracked in Splunk

# Pilot Stage 2: Active



Stage		Purpose	Performance gain
Active mode	MySQL and HBASE are run in parallel, HBASE results used	Performance testing	Significant performance gain visible in affected processes

# Risk areas

- During the pilot, there may be times when we need to apply patches to new services. Our general strategy is to implement a rolling upgrade – patching certain servers while the others continue running
- In rare cases, if the new services do need downtime, pilot participants will have the services deactivated
  - Participants that are on passive will see no impact
  - Participants on active may see a pause in processing as the Orion queues are wound down and the legacy queues begin processing.

Thank you!

