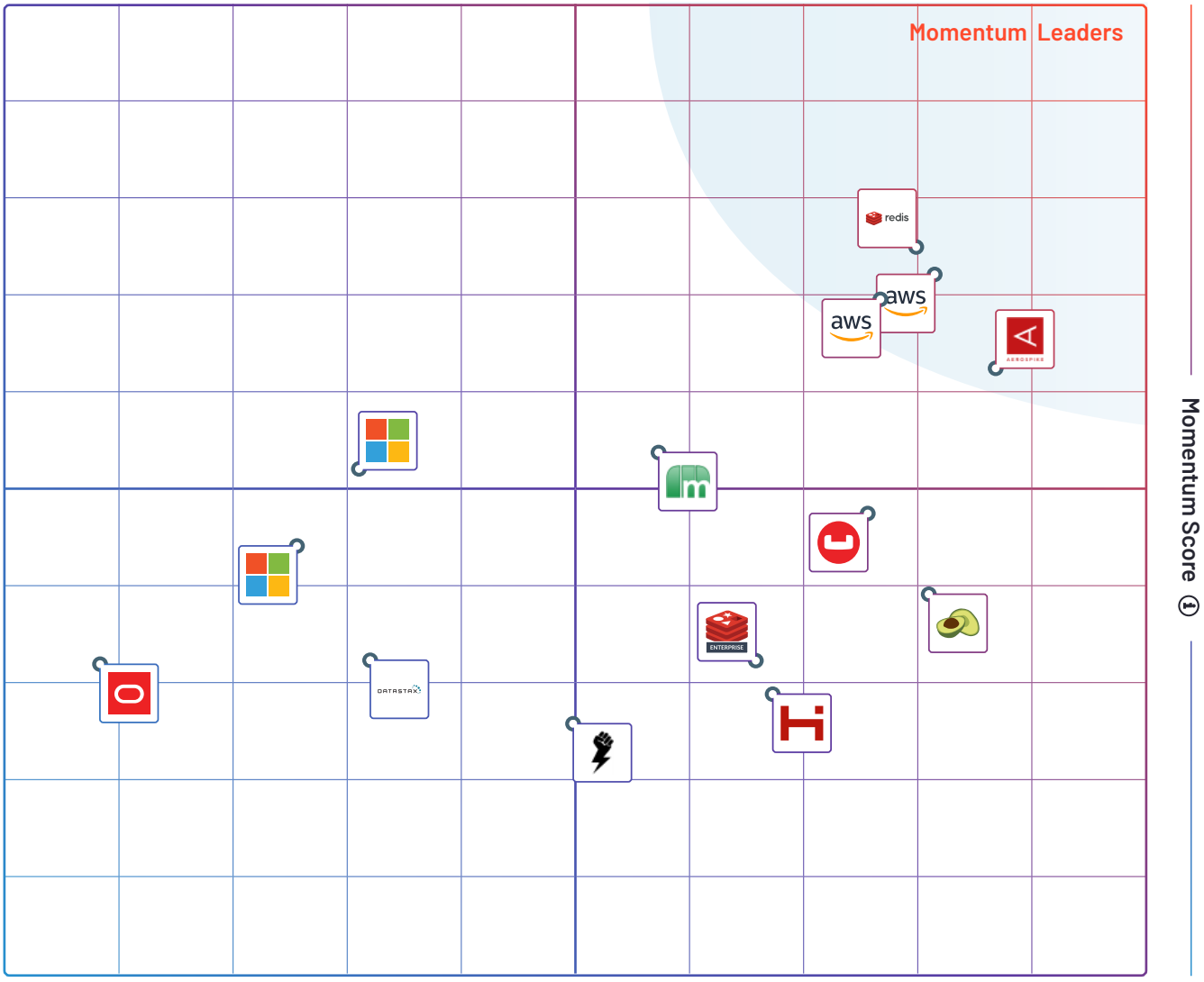
Momentum Grid® Report for Key Value Databases | Summer 2021

Trending Key Value Databases

Momentum scores for Key Value Databases are shown below. The Momentum Grid® highlights each product's Momentum score on the vertical axis and the product's Satisfaction score on the horizontal axis. These scores are based on G2's Satisfaction and Momentum algorithms. Products with a top 25% Momentum Grid® score are shown within the shaded area below.



G2 Momentum Grid® Scoring

(Trending Key Value Databases continues on next page)

Trending Key Value Databases (continued)

Key Value Databases Momentum Grid® Description

A product's Momentum score is calculated by a proprietary algorithm that factors in social, web, employee, and review data that G2 has deemed influential in a company's momentum. Software buyers can compare products in the Key Value Databases category according to their Momentum and Satisfaction scores to streamline the buying process and quickly identify trending products. For sellers, media, investors, and analysts, the Momentum Grid® provides benchmarks for product comparison and market trend analysis. Badges are awarded to products with the top Momentum Grid® scores.

Products included in the Momentum Grid® for Key Value Databases have received a minimum of 10 reviews. There must also be at least a year of G2 data for the product to be included. These ratings may change as the products are further developed, the sellers grow, and additional opinions are shared by users; a new Momentum Grid® report will be issued for this category as significant data is collected.

Key Value Databases Definition

Key value databases save data as associative arrays where a single value is associated together with a key used as a signifier for the value. No two keys necessarily need the same structure, so data is simply accumulated into a single, large table. Database administrators can quickly pull the data by identifying a specific key. A query language is not necessary when retrieving data, which provides convenience for users who are lacking query language knowledge. Key value databases can also be used for web caches. Key value databases are a type of NoSQL database and are the least structured of the schemaless data stores. Other types of NoSQL tools include document database tools, graph database tools, object-orientated database tools and more. Those who need a solution at no cost can look at free database software.

To qualify for inclusion in the Key-Value Store category, a product must:

- Provide data storage
- Store data as a singular value associated with a key
- Allow users to retrieve the data

Momentum Scores for Key Value Databases

The table below shows the Momentum, Satisfaction, and Momentum Grid® scores that determine seller placement on the Momentum Grid®.

Momentum Leaders

	Momentum Score	Satisfaction Score	Momentum Grid® Score
Redis	77	82	80
Amazon ElastiCache	74	84	78
Amazon DynamoDB	71	78	75
Aerospike	64	89	73

Other Key Value Databases Products

	Momentum Score	Satisfaction Score	Momentum Grid® Score
Couchbase Server	47	77	59
Memcached	54	58	56
ArangoDB	38	83	54
Redis Enterprise	30	67	45
Hbase	26	68	43
Azure Cosmos DB	52	30	40
BoltDB	23	50	35
Azure Redis Cache	43	24	33
DataStax	30	31	31
Oracle NoSQL Database Cloud	30	6	17

Redis

4.5 ★★★★½ (106)

Momentum Leader SUMMER 2021

Momentum Grid®

79%

Avg 51%

Employee Growth

83%

Avg 41%

Review Growth

100%

Avg 43%

Social Growth

81%

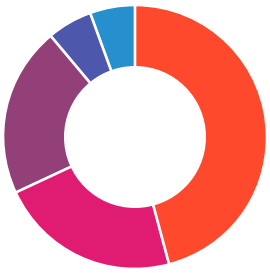
Avg 45%

Web Growth

47%

Avg 42%

Top Industries Represented



Computer Software	33
Internet	16
Information Technology and Services	15
Computer Games	4
Higher Education	4

Ownership
Redis Labs

HQ Location
Mountain View, CA

Year Founded
2011

Employees (Listed On Linkedin™)
509

Company Website
redislabs.com

Amazon ElastiCache

4.6 ★★★★½ (43)

Momentum Leader SUMMER 2021

Momentum Grid®

78%
Avg 51%

Employee Growth

93%
Avg 41%

Review Growth

81%
Avg 43%

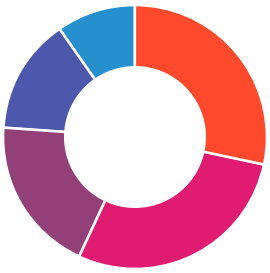
Social Growth

72%
Avg 45%

Web Growth

47%
Avg 42%

Top Industries Represented



Computer Software	6
Internet	6
Financial Services	4
Banking	3
Design	2

Ownership
AWS

HQ Location
Seattle, WA

Year Founded
2006

Total Revenue
$177,866 (USD MM)

Employees (Listed On Linkedin™)
84316

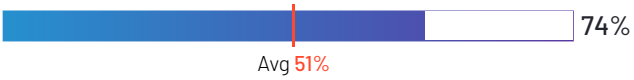
Company Website
aws.amazon.com

Amazon DynamoDB

4.2 ★★★★☆ (138)

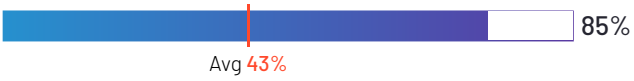
Momentum Leader SUMMER 2021

Momentum Grid®

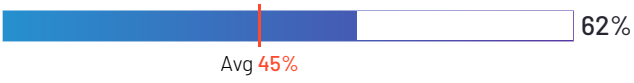


Employee Growth

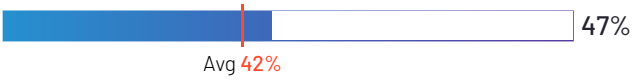
Review Growth



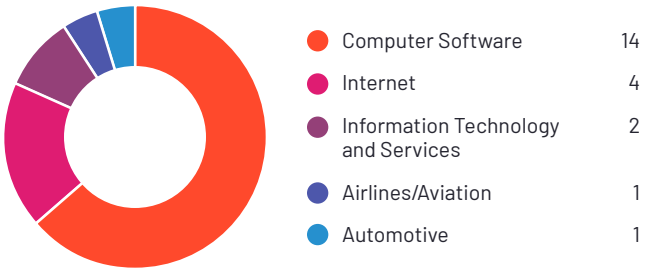
Social Growth



Web Growth



Top Industries Represented



Ownership
AWS

HQ Location
Seattle, WA

Year Founded
2006

Total Revenue
$177,866 (USD MM)

Employees (Listed On Linkedin™)
84316

Company Website
aws.amazon.com

Aerospike

4.4 ★★★★½ (80)

Momentum Leader SUMMER 2021

Momentum Grid®

73%
Avg 51%

Employee Growth

68%
Avg 41%

Review Growth

89%
Avg 43%

Social Growth

26%
Avg 45%

Web Growth

66%
Avg 42%

Top Industries Represented

Computer Software	14
Information Technology and Services	14
Marketing and Advertising	13
Internet	10
Financial Services	8

Ownership
Aerospike

HQ Location
Mountain View, CA

Year Founded
2009

Employees (Listed On Linkedin™)
155

Company Website
www.aerospike.com

Couchbase Server

4.4 (84)

Momentum Grid®

59%

Avg 51%

Employee Growth

53%

Avg 41%

Review Growth

99%

Avg 43%

Social Growth

34%

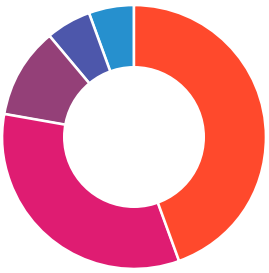
Avg 45%

Web Growth

28%

Avg 42%

Top Industries Represented



Computer Software	16
Information Technology and Services	12
Computer Games	4
Airlines/Aviation	2
Computer & Network Security	2

Ownership
Couchbase

HQ Location
Mountain View, CA

Year Founded
2009

Employees (Listed On Linkedin™)
642

Company Website
www.couchbase.com

Memcached

4.7 (17)

Momentum Grid®

55%

Avg 51%

Employee Growth

42%

Avg 41%

Review Growth

51%

Avg 43%

Social Growth

29%

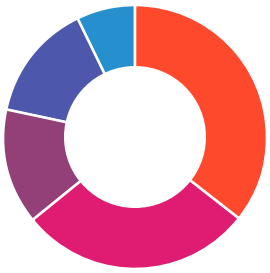
Avg 45%

Web Growth

78%

Avg 42%

Top Industries Represented



Computer Software	5
Internet	4
Information Technology and Services	2
Marketing and Advertising	2
Entertainment	1

Ownership
Memcached

Employees (Listed On Linkedin™)
2

Company Website
memcached.org

ArangoDB

4.7 ★★★★½ (56)

Momentum Grid®

54%

Avg 51%

Employee Growth

0%

Avg 41%

Review Growth

67%

Avg 43%

Social Growth

30%

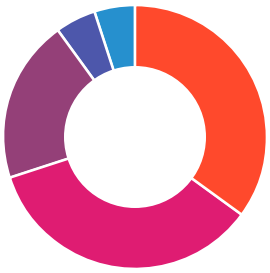
Avg 45%

Web Growth

63%

Avg 42%

Top Industries Represented



Computer Software	7
Information Technology and Services	7
Internet	4
Accounting	1
Computer & Network Security	1

Ownership
ArangoDB

HQ Location
San Francisco, CA

Year Founded
2014

Employees (Listed On Linkedin™)
53

Company Website
www.arangodb.com

Redis Enterprise

4.3 ★★★★½ (30)

Momentum Grid®

45%

Avg 51%

Employee Growth

26%

Avg 41%

Review Growth

0%

Avg 43%

Social Growth

90%

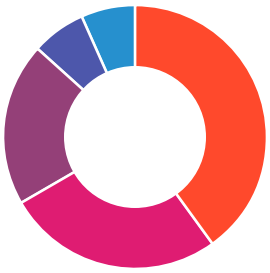
Avg 45%

Web Growth

20%

Avg 42%

Top Industries Represented



Computer Software	6
Information Technology and Services	4
Design	3
Apparel & Fashion	1
Banking	1

Ownership
Redis Labs

HQ Location
Mountain View, CA

Year Founded
2011

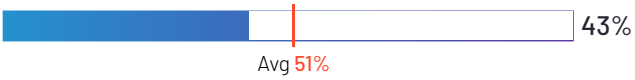
Employees (Listed On Linkedin™)
509

Company Website
redislabs.com

Hbase

4.2 ★★★★☆ (107)

Momentum Grid®

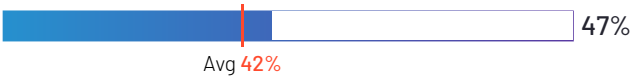


Employee Growth

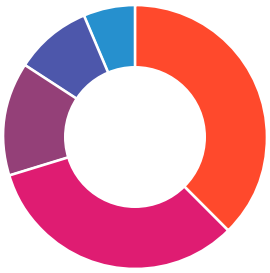
Review Growth

Social Growth

Web Growth



Top Industries Represented



Information Technology and Services	24
Computer Software	21
Banking	9
Telecommunications	6
Financial Services	4

Ownership
The Apache Software Foundation

HQ Location
Wakefield, MA

Year Founded
1999

Employees (Listed On Linkedin™)
1982

Company Website
www.apache.org

Azure Cosmos DB

4.1 ★★★★☆ (50)

Momentum Grid®

40%

Avg 51%

Employee Growth

64%

Avg 41%

Review Growth

32%

Avg 43%

Social Growth

61%

Avg 45%

Web Growth

47%

Avg 42%

Top Industries Represented

Information Technology and Services	6
Computer Software	2
Accounting	1
Banking	1
Consumer Goods	1

Ownership
Microsoft

HQ Location
Redmond, WA

Year Founded
1975

Total Revenue
$143,015 (USD MM)

Employees (Listed On Linkedin™)
198513

Company Website
news.microsoft.com

BoltDB

4.4 ★★★★½ (18)

Momentum Grid®

35%

Avg 51%

Employee Growth

0%

Avg 41%

Review Growth

0%

Avg 43%

Social Growth

28%

Avg 45%

Web Growth

62%

Avg 42%

Top Industries Represented

Information Technology and Services	5
Computer Software	2
Animation	1
Computer & Network Security	1
Computer Games	1

Ownership
BoltDB

Employees (Listed On Linkedin™)
2

Company Website
github.com

Azure Redis Cache

3.6 ★★★½☆ (21)

Momentum Grid®

33%

Avg 51%

Employee Growth

47%

Avg 41%

Review Growth

14%

Avg 43%

Social Growth

61%

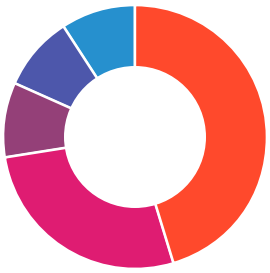
Avg 45%

Web Growth

47%

Avg 42%

Top Industries Represented



Computer Software	5
Information Technology and Services	3
Architecture & Planning	1
Business Supplies and Equipment	1
Consumer Goods	1

Ownership
Microsoft

HQ Location
Redmond, WA

Year Founded
1975

Total Revenue
$143,015 (USD MM)

Employees (Listed On Linkedin™)
198513

Company Website
news.microsoft.com

DataStax

4.2 ★★★★☆ (13)

Momentum Grid®

30%

Avg 51%

Employee Growth

30%

Avg 41%

Review Growth

0%

Avg 43%

Social Growth

43%

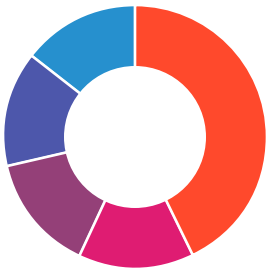
Avg 45%

Web Growth

47%

Avg 42%

Top Industries Represented



Information Technology and Services	3
Apparel & Fashion	1
Computer Networking	1
Computer Software	1
Entertainment	1

Ownership
DataStax

HQ Location
Santa Clara, CA

Year Founded
2010

Employees (Listed On Linkedin™)
540

Company Website
www.datastax.com

Oracle NoSQL Database Cloud

4.0 ★★★★☆ (11)

Momentum Grid®

17%

Avg 51%

Employee Growth

56%

Avg 41%

Review Growth

12%

Avg 43%

Social Growth

47%

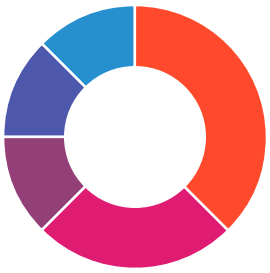
Avg 45%

Web Growth

19%

Avg 42%

Top Industries Represented



Internet	3
Financial Services	2
Architecture & Planning	1
Computer Software	1
Government Administration	1

Ownership
Oracle

HQ Location
Redwood Shores, CA

Year Founded
1977

Total Revenue
$39,068 (USD MM)

Employees (Listed On Linkedin™)
204836

Company Website
www.oracle.com

Seller Information

Data on each product's seller is highlighted below. Data is aggregated from various public data sources.

Momentum Leaders

Product Name	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
Redis	2011	N/A	509	53,859	40,210	4.4	44720
Amazon ElastiCache	2006	$177,866	84,316	5,616,264	1,901,230	3.8	13
Amazon DynamoDB	2006	$177,866	84,316	5,616,264	1,901,230	3.8	13
Aerospike	2009	N/A	155	8,610	7,285	4.2	150936

Other Key Value Databases Products

Product Name	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
Couchbase Server	2009	N/A	642	23,791	148,657	4.8	56975
Memcached	N/A	N/A	1	1	957	N/A	188708
ArangoDB	2014	N/A	53	2,478	12,697	4.1	339165
Redis Enterprise	2011	N/A	509	53,859	40,210	4.4	44720
Hbase	1999	N/A	1,982	48,207	59,783	2.6	2458
Azure Cosmos DB	1975	$143,015	198,513	14,235,771	9,476,318	4.4	21
BoltDB	N/A	N/A	1	1	370	N/A	91
Azure Redis Cache	1975	$143,015	198,513	14,235,771	9,476,318	4.4	21
DataStax	2010	N/A	540	34,107	103,347	4.0	59419
Oracle NoSQL Database Cloud	1977	$39,068	204,836	6,739,984	775,433	3.7	521

* N/A is displayed when data for that seller is not publicly available.

Momentum Grid® Methodology

G2 rates products based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. The Momentum Grid® for Key Value Databases is based on scores calculated using the G2 Satisfaction algorithm v3.0 and the G2 Momentum algorithm v1.0 from reviews collected through June 01, 2021.

Satisfaction Methodology

The satisfaction rating is affected by the following:

- Customer satisfaction with end user-focused product attributes based on user reviews
- Popularity and statistical significance based on the number of reviews received by G2
- Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- Customers' satisfaction with administration-specific product attributes based on user reviews
- Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

*The customer Satisfaction score is normalized for each Grid®, meaning the scores are relative.

Momentum Methodology

Each variable is normalized by category and aggregated to create a Momentum score. The inputs impacting G2's Momentum score are as follows:

- Employee growth, review growth, social growth, and web growth
- Year-over-year change

Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Momentum Grid® for Key Value Databases have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®.

A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

(Momentum Grid Methodology continues on next page)

**Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Momentum Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through June 01, 2021. The ratings may change as the products are further developed, the sellers grow, and additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account to validate a G2 user's identity and employer. Additionally, we verify all reviews manually. We do not allow users to rate their employers' products or those of their employers' competitors. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.