A Leading Provider of NoSQL Database Technology, Couchbase Provides a Document-Oriented Database Well Suited for Web and Mobile Applications With Easy Scalability, High Performance and a Flexible Data Model

**Technology
NoSQL**

**Couchbase
2440 West El Camino Real # 101
Mountain View, California 94040
650-417-7500
www.couchbase.com**

**Bob Wiederhold
CEO**

BIO: Bob has more than 25 years of high technology experience. Until an acquisition by IBM in 2008, Bob served as chairman, CEO of Transitive Corporation, the worldwide leader in cross-platform virtualization with over 20 million users. Previously, he was CEO of Tality Corporation, the worldwide leader in electronic design services, whose revenues and size grew to almost $200 million and 1,500 worldwide employees. Bob held several executive general management positions at Cadence Design Systems, Inc., an electronic design automation company, which he joined in 1985 as an early stage start-up and helped to grow to more than $1.5 billion during his 13 years at the company. Bob also headed High Level Design Systems, a successful electronic design automation start-up that was acquired by Cadence in 1996.

About Couchbase
Couchbase is a leading provider of NoSQL database technology and the company behind the Couchbase open source project. Couchbase Server, the company's flagship product, is a NoSQL document-oriented database with production deployments at AOL, Cisco, Concur, LinkedIn, Orbitz, Salesforce.com, Shuffle Master, Zynga and hundreds of other household names worldwide. It is particularly well suited for web and mobile applications, providing easy scalability, consistent high performance, 24x365 availability, and a flexible data model for ease of development.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Wiederhold, would you tell us the focus at Couchbase?
Mr. Wiederhold: Couchbase is a NoSQL database company. NoSQL provides an alternative to relational databases that is more easily scalable, higher performance and easier to develop with. The focus is on working with web and mobile application providers to provide them a database for the underpinnings of their applications.

CEOCFO: What is the status of the SQL verses NoSQL debate? Are more people on the NoSQL side these days?

Mr. Wiederhold: NoSQL is certainly is growing very quickly. The relational database industry, of course, has been around for years. Looking backward it dominated the database space. In the last three or four years NoSQL has become much more prominent. It is growing very quickly. I think the primary reason that it is growing so quickly is that for many of the web and mobile applications that are being developed today it is a better fit for those requirements. Applications that are being developed today are more data intensive. They increasingly use a cloud computing approach where you have the applications being accessed by a browser or thin mobile application that are connected to the internet and the application and the database are sitting in the cloud somewhere; whether it is a public cloud or a private cloud. As more and more applications move to a cloud type approach, and this is obviously a big trend, we think that NoSQL is going to continue to grow very quickly and play a bigger and bigger role in the database industry.

CEOCFO: Would you please explain what Couchbase offers that perhaps others do not do as well?
Mr. Wiederhold: Sure. One of the biggest technology areas within the NoSQL category is called document databases. Couchbase is a document database as well as a key value database. There are three primary reasons that developers typically consider NoSQL. It is the scalability, high performance and ease of development. We think that we have huge advantages in the first two. We believe that we have a much more easily scalable solution and one that

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scales much more reliably. We believe that we have a solution that is higher performance, both in terms of low latency and higher throughput per server in serving data to applications. Those are the primary strengths that we are very well known for. We just recently got our 2.0 release out the door this past December. That is actually the first release where we became a document database. Therefore, we now also provide the ease of development that many developers are looking for in terms of indexing and querying capabilities.

CEOCFO: How have you figured out how to do it better?
Mr. Wiederhold: One of the key things that we have done is something that we call layer consolidation. One of the unique attributes of our product is that we have a built- in caching layer. That built-in caching layer is actually memcac-hed. Mem-cac-hed is a very, very popular open source project that is used by the vast majority of internet companies and web applications. We have built that very successful technology into our product. One of the reasons that we are able to get such high performance is because of that built-in memcached. We have coupled that together with a persistent storage capability that you typically find in a database, collapsing those two layers into one. That removes much of the glue as well as the operational management that you would otherwise have to deal with if you had separate tiers. Certainly, that is one of the reasons that we are able to provide very high performance. From the scalability perspective we think that we have a great architecture for scalability. Every node for our solution is identical, so there is no single point of failure. We also have made it very easy operationally to be able to add nodes to your database cluster, to remove nodes, to fail over nodes and so on. We have spent a lot of time in making sure that the database not only reliably scales, but also that it is very easy operationally to dynamically scale your database.

CEOCFO: Who is using your services today?
Mr. Wiederhold: There are a few broad categories of customers that we talk about. One is internet companies and the other is enterprises. By internet companies we mean something simple. We just mean companies whose entire business revolves around the internet. An example of a vertical market that falls into that category is social and mobile gaming. Zynga and Electronic Arts and Disney Playdom are examples of Couchbase customers in that space. Advertising platforms is another example. Customers like AOL, DG, and AdScale are examples in that space. Online business services; Salesforce.com and Concur are two examples of customers in the online business services category - by that we mean compa-

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> **- Bob Wiederhold**

nies that offer B2B services, usually using SaaS business models. E-retail is another example; so you get the idea. Across the board, if you are an internet company you probably have use cases where Couchbase can provide a great solution. On the enterprise side we mean, again, something simple here. We simply mean brick and mortar companies. Obviously, to brick and mortar companies the internet is increasingly strategically important. Increasingly, enterprises are developing applications so that their customers and suppliers can work with them more closely or buy products from them. Therefore, they are making increasing investments in web and mobile applications. They have some of the same use cases as the internet companies. We are seeing, particularly in the last nine months or

so that enterprises that share use cases with Internet companies are beginning to adopt NoSQL quite rapidly. To summarize, the first companies to adopt NoSQL and certainly Couchbase were the internet companies. Six to nine months ago we really saw a significant uptick and significant growth in the interest in NoSQL on the part of enterprises.

CEOCFO: How do you reach potential customers?
Mr. Wiederhold: We are an open source company. Our go to market strategy is to try and tell the world about Couchbase and why we think NoSQL and Couchbase provide good solutions. We have many marketing programs. All of that is focused on trying to get people interested enough to come to our website, learn more about the product and ultimately download the product for free. It is 100 percent open source, so you can download the community edition for free. Many developers will download it. Sometimes they will experiment with it on company time. Sometimes they will download it over the weekend, just because they are interested, and start playing with it. That is how people get exposed to it. Ultimately, they like the product and they start developing applications on it. We try to reach out to them and make sure they know there are enterprise editions of the software which come with technical support and best practice expertise. If you are doing something very simple maybe you do not need that. You can get all of the information that you need on the website. It's different for companies that are building more sophisticated applications, that are building businesses on top of the applications. Many of them want technical support and best practice expertise. They want to be sure that if there is a problem that they can call someone up to rapidly give them help and get them back on track. Therefore, many of the users of our software that are doing more serious and complex applications sign up for the enterprise edition. We have a subscription mod-

el where they can get various SLAs (Service Level Agreements) in terms of support and there are various price points for those subscriptions and SLAs.

CEOCFO: Some of your press releases indicate partnerships outside of the US with regard to resellers. Is that how you distribute? Would you tell us a little bit about the growth in the international arena?
Mr. Wiederhold: We go direct in North America and in Europe. In areas where there is a different language we tend to work with local parties. We have a partner who is a distributor reseller in Israel. We have similar partners in Japan and in Korea. Those are the three areas where we have distribution relationships. As we continue to put local sales and support resources in other parts of the world we certainly will consider working with distributors and resellers if we think that is a faster path to building a local presence in those regions. Generally speaking, where there is a different language we are probably more likely to work with distributors and resellers. However, that does not mean that if there is an English speaking country that we will not choose to work with a distributor or reseller if the circumstances demand it.

CEOCFO: How is business today?
Mr. Wiederhold: Business is great! We are growing very, very quickly. We do not provide any financial information, but we have over 100 people at Couchbase already; that is about double where we were a year ago. We are growing very quickly. We expect to probably double over the next 12 months, if not more. The overall industry is growing very quickly as well. We are one of the clear leaders of the industry. As a result, business is great and we are growing rapidly.

CEOCFO: You have a considerable background in the industry. What have you learned over the years that have been most helpful at Couchbase?
Mr. Wiederhold: This is my fifth startup. There certainly are many similarities between the start ups. Starting a company and growing it is very difficult. I think that I have certainly learned a lot in terms of hiring great people. I think that just as important is building the right kind of a team. Hiring great people is good, but their strengths and weaknesses need to match one another. No one is perfect; no one has strengths in every area. Therefore, it is important to get a team that is compatible, a team that has the right set of balances in terms of strengths and weaknesses. That is a very important part of having a successful company. On the technology side; we are in high tech and these are complex products. Therefore, you need great engineers. You need a great engineering team. Therefore, I am constantly focused on building the team and getting more and more great people on board. What you need to add changes significantly over time. The kinds of people that you need early on are different than the kinds of people that you meet later on. Understanding the right time to add the right kinds of people is something that I certainly benefited from. On the business side, one of the hardest things to figure out in startups is what the right rate is at which to grow the business side of a company; how quickly to grow a sales force. I think that many companies fall into the trap of getting too excited about their product too early and building out their sales force much too quickly and then end up having to scale back. I think I have learned a lot about that. So far I think we have done a good job in matching the business with our growth on the business side.

CEOCFO: Why should investors and people in the business community pay attention to Couchbase?
Mr. Wiederhold: Why should people pay attention to Couchbase? A huge reason is that the 35 billion dollar database industry is being disrupted. It is being disrupted by NoSQL technologies. It is being disrupted by Hadoop and a series of other technologies. There is massive change that is taking place in the database space. As a result of that many people believe that the NoSQL industry is going to grow very rapidly; that it has the potential to be a multi-billion dollar industry in the future. We are participating in a very exciting market. And we are one of the leaders. Right now, you are three or four years into NoSQL in terms of commercial products being available. Leaders are now emerging from the pack of many, many companies that are in this space and we are clearly one of the leaders. We have some great advantages that will allow us to leverage our current leadership and be one of the big companies in this space. Having a great market and being one of the leaders in that market are two things that are very exciting for us and should be very interesting to investors and others.

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