Apache Cassandra is a leading database system that enables big data management. One of the most important and complex steps ensuring performance and scalability of Cassandra-powered applications is data modeling. While the existing data modeling methodology for Cassandra enables rigorous and sound schema design, it requires specialized training and a significant investment of human effort and time.

**Value Proposition**

To dramatically reduce time, simplify and streamline the Cassandra database design process, we developed an online tool, called KDM (kdm.dataview.org), that automates the most complex, error-prone, and time-consuming data modeling tasks which reduces the work done in 2-3 months to 2-3 days.

**Customer segments**

Organizations that need real-time big data management and use the Cassandra interface including: IT companies providing big data services, large retailers, financial institutions, etc.

Position titles: Software architects, chief scientist, Data Scientists, Developers, etc.

**Customer relationship**

**Revenue Model**

- Annual license or per use fee

**Example Market Use**

![Chart showing market use](chart.png)

**Revenue Streams**

Over 1000 current users, of the Beta version

**Key Activities**

- Product upgrades and configuration management
- Marketing and customer acquisition
- Customer support
- Website maintenance

**Channels**

- KDM user groups & user forums

**Cost Structure**

- Marketing
- Server hosting
- Software upgrades & maintenance

**Commercialization Next Step – Pricing Structure!**

Permanent use license, annual use license, and per-use license models.

Challenges: What price to offer? How to determine the price?

- Auction model
- Trial offers
- Other?

Alternate approach: 3rd party vendor