



**30%** lower  
total cost of ownership for  
recommendation system.<sup>1</sup>

**30%** reduction  
in total cost of ownership for  
Redis\* systems.<sup>2</sup>

# Kuaishou Upgrades with Intel® Optane™ Persistent Memory for Short Video Services

As a leading platform provider for short videos, Kuaishou is winning popularity with users for its real-time video content. With the explosive increase of users and short videos, Kuaishou must constantly introduce advanced technologies to tune and optimize its system architecture. And its storage system, as a core component for storage, distribution, and recommendation in the short-video system, is also facing immense challenges in terms of optimization and performance enhancement. In response to the challenges brought by the application scenarios with high throughput and large data requests in the short video app, Kuaishou successfully deployed Intel® Optane™ Persistent Memory for its brand-new heterogeneous recommendation storage system and optimized Redis\* service to deliver greater storage capacity.

## Products and Solutions

[2nd Gen Intel® Xeon® Scalable Processors](#)  
[Intel® Optane™ Persistent Memory](#)

## Industry

Internet Publishing

## Organization Size

10,001+

## Country

China

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[Case Study](#)