Unica Journey V12.1 Hardware Sizing Guide

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Chapter 1. Journey Hardware Sizing Details

This hardware sizing guide provide information on the hardware requirements for installing Journey. The calculations mentioned are based on assumptions related to application configuration and tuning. The guidelines shared are for information purpose only.

Disclaimer - This guide illustrates the varying hardware sizing requirement, based on various assumptions. This guide does not replace the need for specific Infrastructure details before the deployment. The mentioned consumptions are based on a specific scenario and hardware. Proper estimation should be done before buying the hardware. On top of the suggested hardware, appropriate buffer should be added for any expected peak/future load.

This document provides general guidelines for Journey deployment at your on-premise data centre or virtualized cloud environment.

Journey Sizing Guidelines

- Define Marketing Objectives
- Define Marketing Use Cases
- Define Marketing Processes
- Define IT environments & IT Integrations
- Implementation Planning & Execution
- Steady-State Operations – Journey design, execution & performance reviews
- Periodic Reviews of marketing campaigns, processes & outcomes

Factors Impacting Journey Sizing

- Number of simultaneous Journeys
- Average Audiences per Journey
- Average number of Control Points in each Journey
- Average Delay in each Journey
- Average number of Touch Points – Email, SMS, CRM – that require external integrations

Table 1. Following inputs are considered while sizing hardware for journey installation

Number of concurrent Journey
Expected number of Audiences Per Journey Per day
Expected Number of concurrent users

Journey Component
JOURNEY ENGINE CPU
JOURNEY ENGINE Memory (GB)
Disk Space (GB)
KAFKA1 (ZOOKEEPER and BROKER1) CPU
KAFKA1 (ZOOKEEPER and BROKER1) Memory
Disk Space (GB)
KAFKA2 (BROKER2 CPU)
KAFKA2 (BROKER2 Memory)
Disk Space (GB)
JOURNEY DB CPU
JOURNEY DB Memory
Disk Space (GB)
JOURNEY WEB CPU
JOURNEY Web Memory (GB)
Disk Space (GB)

Scenarios

Disclaimer - The above does not consider any backup and archiving needs. Persistent storage - file and database - shall increase rapidly. Any available hardware cache shall improve performace. If Journey is installed on Windows it is recommended that Kafka be installed on a seperate Linux Machine. There is a known issues with long running Kafka setup on Windows.

For more details, see the [Sizing Guide Engine Service document](#).

Guidelines for Changing Assumptions

Journey is a database-centric application and performance of database server is very critical. Running workflows, segmentation, tracking data uploads, inbound Interactions, analytics and other activities all generate database activity. The size and frequency of these operations determine the size of your database servers. Assumptions illustrated in the senarios have significant impact on the hardware requirement and deployment architecture. This section discusses about the various guidelines for different assumptions.