



# Optimizing a Semantic Comparator using CUDA-enabled Graphics Hardware

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## **Overview**



- Introduction
- Current v/s future technologies
- Key steps in computation
- Description of architecture
- Experimental Setup & Results
- Conclusion

## Introduction

 $\prod_{U N I V E R S I T Y} \left| \begin{array}{c} TEXAS A \& M \\ U & V & E & R & S & I & T \\ \end{array} \right|$ 

Scalability Increasing computational demand

Low Energy

Consumption

Precision

Meaning-based search

- Search is a key activity on the Internet
  - 13 billion queries a month (3500/sec)
  - Growing rapidly (38% annually)
- Search Engines need to be Precise
  - Increased user expectations from search results
  - Not 200 links but few relevant documents
- Search Engines need to be Scalable
  - Search engines deployed as distributed systems
  - Newer methods make more computational demand
- Search Engines need to consume Low Energy
  - Tens of Mega Watts (12.5 MW/year)
  - Coarse-grained, task-parallel approach is insufficient
  - Objective: Deploy meaning-based search to enhance search-quality while consuming less energy and meeting time constrains

#### **Current Search Engines**





## Current Search Paradigm – Vector Method



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- Vector Methods can not differentiate between two documents containing the same keywords
- "American man ate Indian food" v/s "Indian man ate American food"
- Produces hundreds of irrelevant results "no precision"
  - Hundreds of redundant operations performed in the process
  - Tens of MW of power consumed in the process

## Future Search paradigm - Tensor Method



 $\overrightarrow{\triangleright bc} \overrightarrow{\triangleleft} = " \triangleright$  american ate  $\triangleleft "$ ,  $\overrightarrow{\triangleright \triangleright ab} \overrightarrow{\triangleleft c} \overrightarrow{\triangleleft} = " \triangleright \triangleright$  man american  $\triangleleft$  ate  $\triangleleft "$ ,



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- Tensor methods differentiate documents containing same keywords
  - Captures the relationship between terms
  - At what cost? Exponentially larger number of terms

## Semantic Comparison using Tensors



- 1. Identify common basis vectors
- 2. Multiply scalar coefficients
- 3. Find sum of all products

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## **Key Steps in Semantic Computation**



For two Tensors of size n<sub>1</sub>, n<sub>2</sub>, Search is O(n<sub>1</sub>.n<sub>2</sub>) or O(n<sub>1</sub>. log n<sub>2</sub>)

• Can we improve upon this?

TEXAS A&M

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#### **Bloom Filters**



- Bloom Filter Enables Compact representation of a Set
  - Parameters:
    - Number of elements to be inserted (m)
    - Size of the Bloom Filter (size<sub>n</sub>)
    - Number of Indices used to represent each element (k)
  - Probability of false positives can be controlled

## **Details of Comparison**





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## **Architecture Description - CUDA**



#### CUDA

- Compute Unified Device Architecture
  - Device Architecture spec
  - An extension to C (library, API, compiler)

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- GPGPU uses heterogeneous parallel computing model
  - Kernel is called by host and run by GPU
  - Each SIMD processor executes same instruction over different data elements in parallel
  - Can process thousands of threads simultaneously.
  - The number of logical threads and thread blocks surpasses the number of physical execution units

#### Architecture Description – CUDA Memory Model





- CUDA Memory Model
  - Threads
    - Registers (per thread)
    - Local Memory (off-chip)
  - Blocks
    - Shared Memory between threads
  - Device
    - Global Memory
      - between kernels
    - Constant Memory
      - Read only, store invariants
    - Texture Memory
      - limited but can cache parts of Global Memory

# Semantic Comparison using CUDA





- CUDA Programming Model
  - Split a task into subtasks
  - Divide input data into chunks that fit global memory
  - Load a data chunk from global memory into shared memory
  - Each data chunk is processed by a thread block
  - Copy results from shared memory back to global memory
- Optimization 1: Maximize independent parallelism

# Phase A – Copy Data from Host to GPU

![](_page_15_Figure_1.jpeg)

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- Copy two tables to be compared into CUDA global Memory
  - Data has to be explicitly copied into CUDA Global Memory
  - Optimization 2: Data structure is flattened to increase coalesced memory accesses
  - Maximize the available PCIe bandwidth (76.8 Gb/s for NVIDIA C870)

#### Phase B – Encode Co-efficient Table 1 in Bloom Filter

![](_page_16_Figure_1.jpeg)

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- Encode Table1 (Document Basis Coefficient Table) in Bloom Filter
  - The i<sup>th</sup> Doc\_Basis term is hashed using two hash functions
  - "k" additional Bloom Filter Indices are generated using:

 $BFI_k = Hash_1(Item) + int_k \times Hash_2(Item)$ 

- Turn every Index Position "1" in BF bit array in CUDA texture Memory
- Optimization 3: At least n<sub>1</sub> threads are launched. Limit the number of blocks and increase the number of threads. Increases shared memory reuse.

#### Phase C – Encode & Test Table 2 using Bloom Filter

![](_page_17_Picture_1.jpeg)

![](_page_17_Figure_2.jpeg)

- Encode Table2 in Bloom Filter, Test
  - The i<sup>th</sup> Query\_Basis term is hashed using same two hash functions
  - "k" additional Bloom Filter Indices are generated
  - Those index positions are tested in BF bit array in CUDA texture Memory
  - At least  $n_2$  threads are launched.
- If all indices are "1", Query\_Basis<sub>i</sub> is a "filtered element", store Index (i)
- Optimization 4: Shared memory is inaccessible after end of kernel. This data is transferred to Global Memory at the end of each thread block

#### Phase D – Compute Semantic Similarity using Filtered elements

![](_page_18_Figure_1.jpeg)

- Extract corresponding scalar coefficients, multiply and sum
  - The index of the potential match in Table 2 is used to lookup **Coeff**<sub>2</sub>
  - The corresponding match in Table 1 is used to lookup Coeff<sub>1</sub>
  - The same kernel performs multiplication (interim products)
  - Intermediate products from multiple threads are summed in parallel.

#### **Other Algorithmic Optimizations**

- Partitioning the computation to keep all stream cores busy
  - **Optimization 5:** Multiple threads, multiple thread blocks in constant use
- Monitoring per-processor resource utilization
  - Optimization 6: Low utilization per thread block allows multiple active blocks per multi-processor

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![](_page_20_Picture_1.jpeg)

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![](_page_21_Picture_0.jpeg)

## **Experimental Setup**

![](_page_21_Figure_2.jpeg)

- Experimental setup
- Experimental Parameters
  - Table Sizes (N)
  - Similarity between Tables (c)
  - CUDA Parameters (num\_bocks, threads / block)
- Experimental Measurements
  - Execution Time
  - Power/Energy
  - Throughput (Comparisons / sec)

| Device Characteristics                             | Values                           |
|--|----------------------------------|
| GPU – # Stream<br>Processors / cores               | 128/16<br>(Nvidia Tesla C870)    |
| Core Frequency                                     | 600 Mhz                          |
| CUDA Toolkit                                       | 3.1                              |
| Interface  | 16x PCI-Express                  |
| Memory Clock                                       | 1.6 GHz                          |
| Global Memory                                      | 1.6GB                            |
| Constant Memory                                    | 65KB                             |
| Shared Memory/block                                | 16KB                             |
| Registers per block                                | 8192                             |
| Number of threads per block                        | 512                              |
| Memory Bus Bandwidth                               | 76.8 GB/s,<br>384 bit-wide GDDR3 |
| Warp Size (Number of threads per thread processor) | 32                               |
| CPU – P4   | 2 GB RAM, Ubuntu 9.10            |

#### **Results - Execution Time Profiling**

![](_page_22_Figure_1.jpeg)

- Exponential increase in CPU execution time for large tables
- Same dataset on a GPU is up to 4x faster (similarity c=10%)

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#### **Results - Power Profiling**

![](_page_23_Picture_1.jpeg)

![](_page_23_Figure_2.jpeg)

| CPU-GPU Power Characteristic           | Value |
|--|-------|
| System Base Power                      | 115W  |
| System Idle Power (GPU cold shutdown)  | 150W  |
| System Idle Power (GPU Awake,<br>Idle) | 186W  |
| GPU Idle Power                         | 36W   |

Number of Entries (Terms) in Table 1 & 2 (n1=n2=N)

- Measured using WattsUp Power Meter. (Measures Mains Power)
- GPU dynamic power is lower but approaches that of a CPU for N>50000
- GPU's are known to be <u>energy-efficient</u> but not necessarily <u>power-efficient</u>

#### **Results - Energy Saved per Comparison**

![](_page_24_Picture_1.jpeg)

| Table Size<br>(N) | CPU<br>Execution<br>Time (s) | CPU Average<br>Power (W) | GPU<br>Execution<br>Time (s) | GPU<br>Average<br>Power (W) | Energy<br>Saved<br>(%) |
|-------------------|------------------------------|--------------------------|------------------------------|-----------------------------|------------------------|
| 5k                | 0.18                         | 232                      | 0.05                         | 159                         | 79.65                  |
| 10k               | 0.74                         | 239                      | 0.21                         | 156                         | 77.64                  |
| 50k               | 20.0                         | 241                      | 4.93                         | 188                         | 77.27                  |
| 100k              | 82.4                         | 246                      | 19.57                        | 227                         | 77.96                  |
| 150k              | 185.3                        | 251                      | 43.83                        | 233                         | 78.04                  |

#### • Computing Energy Saved (Wh%)

- Experiments over 5000<N<150000, Similarity between tables: c=75%
- Energy savings ~78% per comparison
- A future "semantic" search engine can either:
  - reduce energy footprint or
  - increase throughput with same footprint

### **Results - Profiling Semantic Comparator Kernels on the GPU**

![](_page_25_Picture_1.jpeg)

![](_page_25_Figure_2.jpeg)

- Profiling Semantic Kernels
  - Data copy from CPU to GPU (Phase A) ceases to be a bottleneck for N>5k
  - Extracting Scalar coefficients (Phase D) becomes a bottleneck
  - Computing Hash Functions, Insertion into a Bloom Filter (Phases B, C) computationally negligible

![](_page_26_Picture_0.jpeg)

#### **Results - Throughput Improvement**

| Table Size<br>(N) | CPU Throughput<br>(comparisons / s) | GPU Throughput<br>(comparisons / s) | Improvement |
|-------------------|-------------------------------------|-------------------------------------|-------------|
| 5k                | 53996.91                            | 173097.43                           | 3.20        |
| 10k               | 13458.19                            | 46725.69                            | 3.47        |
| 50k               | 499.40                              | 2025.81                             | 4.05        |
| 100k              | 121.39                              | 510.85                              | 4.20        |
| 150k              | 53.94                               | 228.12                              | 4.22        |

#### Improvement in Throughput

- Ran experiments with randomly varying similarity between tables for given N
- Throughput was defined as the inverse of the averaged execution time for a given N
- GPU throughput improvement is higher for larger values of N
- For smaller values of N, the overhead of data transfer from CPU to GPU dominates

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![](_page_27_Picture_1.jpeg)

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### Conclusion

![](_page_28_Picture_1.jpeg)

- Semantic search requires introduction of fine-grained parallelism at compute nodes
- <u>Search Engine Precision</u>
  - Use Tensor Method for meaning representation
- Search Engine Scalability
  - Handle explosive growth in coefficient tables within compute nodes
  - Leverage off-the-shelf hardware like GPU's as coprocessors
- Search Engine Energy Consumption
  - GPU based semantic comparator has extraordinary energy efficiency
- We have designed GPU based co-processor that provides 4x speedup and 78% energy saving over a traditional CPU for semantic search

![](_page_28_Picture_11.jpeg)

![](_page_29_Picture_0.jpeg)

![](_page_29_Picture_1.jpeg)

![](_page_29_Figure_2.jpeg)

#### Optimizing a Semantic Comparator using CUDAenabled Graphics Hardware

![](_page_30_Picture_0.jpeg)

![](_page_30_Picture_1.jpeg)

![](_page_30_Figure_2.jpeg)

#### Optimizing a Semantic Comparator using CUDAenabled Graphics Hardware

![](_page_31_Picture_1.jpeg)

| Characteristics          | Traditional<br>Microprocessors | GPGPU                      | ASIC   |
|--------------------------|--------------------------------|----------------------------|--|
| Time/Cycles              | Worst<br>performing            | Medium                     | 24 cycles @<br>realizable clock<br>frequency                                       |
| Energy Savings           | Worst performing               | Moderately high            | Very High  |
| Adoption Cost            | Low                            | Intermediate               | High fabrication,<br>development,<br>integration costs. IO<br>issues not addressed |
| Overall characterization | Low speed, Low<br>Cost         | Balanced Cost<br>and Speed | High Speed, high cost  |

**Future Work** 

![](_page_32_Picture_1.jpeg)

- Memory I/O Issues
  - Transmit only hashed dataset to GPU
    - Will reduce dataset from Nx40x2 to Nx8x2 bytes per tables (5 times)
  - Transmit only one Hash instead of two to GPU
    - Compute the second set of hashes in the GPU from the first
    - Will reduce dataset from Nx8x2 to Nx8x1
- Can not Call one kernel from another
  - Control has to pass through the CPU
- Vary GPU Parameters
  - Experimentation with Multiple Grids (In this paper a single grid was used)
  - Further experimentation with varying number of blocks, number of threads per block

### References

![](_page_33_Picture_1.jpeg)

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# Challenge – Explosive Growth in Number of Terms with Tensor Model

![](_page_34_Picture_1.jpeg)

![](_page_35_Picture_0.jpeg)

#### **Current Search Paradigm**

- Vector based models
  - Assign weights to keywords
  - Compute similarity using dot product

"The sales manager took the order."

![](_page_35_Figure_6.jpeg)

#### Comparing Current v/s Future Methods

![](_page_36_Picture_1.jpeg)

![](_page_36_Figure_2.jpeg)

- Creating Coefficient Tables
  - First column shows terms, Second Column shows coefficients
- Tensor Method introduces two additional steps
  - Concept Tree, Tensor Form
  - More computations, but increased precision.

#### **Future – A Semantic Search Engine**

![](_page_37_Picture_1.jpeg)

![](_page_37_Figure_2.jpeg)

- Reorganize the index shards of a search engine
- Small World Network
- Reduce Query Rate to <Q/ Ns<<Q
  - Query resolution is guaranteed within a average of 3 hops
- What is the downside?

![](_page_38_Picture_0.jpeg)

 $\prod_{u \in V} | \underset{u \in V}{\operatorname{TEXAS}} \underset{x \in V}{\operatorname{A&M}}$ 

- Use Tensor Based Representation for meaning.
- Meaning Comparison based on dot product of the tensors.

The american man  
ate indian food  
$$s_{4} \overrightarrow{\triangleright a b \triangleleft} + s_{5} \overrightarrow{a} + s_{6} \overrightarrow{b} + s_{7} \overrightarrow{c} + \cdots$$

Basis vector terms  $\vec{a} = " \text{ man}", \vec{b} = " \text{ american}", \vec{c} = " \text{ ate"}, \vec{\triangleright} \vec{a} \vec{b} \vec{\triangleleft} = " \triangleright \text{ man american } \vec{\triangleleft}",$  $\vec{\triangleright} \vec{b} \vec{c} \vec{\triangleleft} = " \triangleright \text{ american ate } \vec{\triangleleft}", \vec{\triangleright} \vec{\triangleright} \vec{a} \vec{b} \vec{\triangleleft} \vec{c} \vec{\triangleleft} = " \triangleright \triangleright \text{ man american } \vec{\triangleleft} \text{ ate } \vec{\triangleleft}",$ 

## **Conversion of a Tree to a Tensor**

![](_page_39_Picture_1.jpeg)

![](_page_39_Figure_2.jpeg)

Generic "Concept" tree with C Child Nodes, Depth D, L leaves

#### Salient Features

- Concept Tree: Hierarchical acyclic directed n-ary tree.
- Lead nodes represent terms whereas the tree describes interrelationships

#### • Expansion of Tree

- Bottoms-up. Make allpossible polyadic combinations
- Generic Case (Assume):
  - Intermediate Node I
  - "C" Child Nodes
  - One child node "P" contains "L" leaves
  - Number of Terms at D<sub>1</sub> due to P will be 2<sup>L</sup>-1
  - Each of the C nodes will produce 2<sup>n1+n2+nC</sup> -1 terms

### **Tensor** comparison

![](_page_40_Picture_1.jpeg)

![](_page_40_Figure_2.jpeg)

- 1. Identify common basis vectors
- 2. Multiply scalar coefficients
- 3. Find sum of all products

![](_page_41_Picture_1.jpeg)

![](_page_41_Figure_2.jpeg)

- When Tensors are large, identification of common basis vectors is time consuming.
- For two Tensors of size n<sub>1</sub>, n<sub>2</sub>

- Search is  $O(n_1.n_2)$  or  $O(n_1. \log n_2)$ 

• Can we improve upon this?

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- Bloom Filters
- Compact representation of a set.
  - *m* bit long bit vector
  - k hash functions

![](_page_42_Figure_6.jpeg)

![](_page_42_Picture_7.jpeg)

## **Bloom Filters**

![](_page_43_Picture_1.jpeg)

• Insertion

![](_page_43_Figure_3.jpeg)

![](_page_44_Picture_0.jpeg)

![](_page_44_Picture_1.jpeg)

• Testing for presence (Membership test)

![](_page_44_Figure_3.jpeg)

#### **Data Structure**

![](_page_45_Picture_1.jpeg)

(The american man ate indian food)

$$s_{1} \overrightarrow{\triangleright} \overrightarrow{a} \overrightarrow{b} \overrightarrow{a} \overrightarrow{c} \overrightarrow{a} + s_{2} \overrightarrow{\diamond} \overrightarrow{a} \overrightarrow{c} \overrightarrow{a} + s_{3} \overrightarrow{\triangleright} \overrightarrow{b} \overrightarrow{c} \overrightarrow{a} + s_{4} \overrightarrow{\diamond} \overrightarrow{b} \overrightarrow{c} \overrightarrow{a} + s_{5} \overrightarrow{a} + s_{6} \overrightarrow{b} + s_{7} \overrightarrow{c} + \cdots$$

![](_page_45_Figure_4.jpeg)

**Bit Index Generation** 

![](_page_45_Figure_6.jpeg)

**Bloom Filter** 

**Coefficient table**