

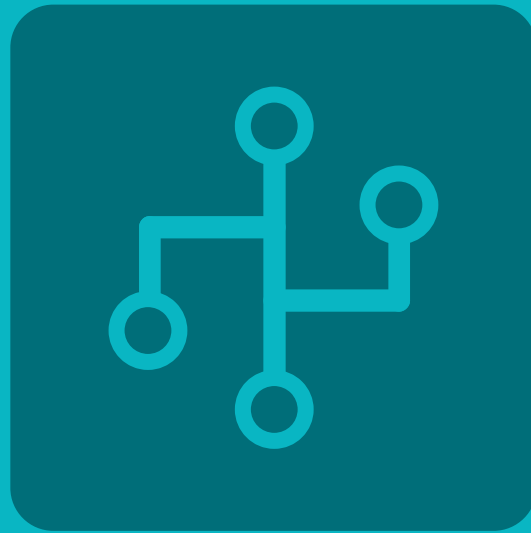


The Data Streaming Platform:

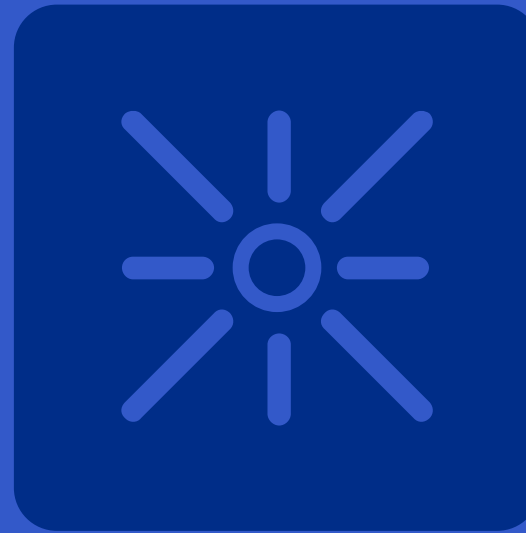
How to make your Broader Data Strategy Successful



Rully Moulany | AVP Asia, Confluent



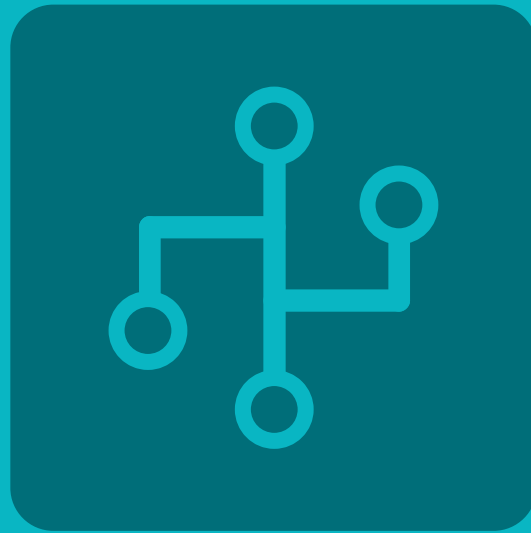
Challenges of a
Modern Data
Strategy



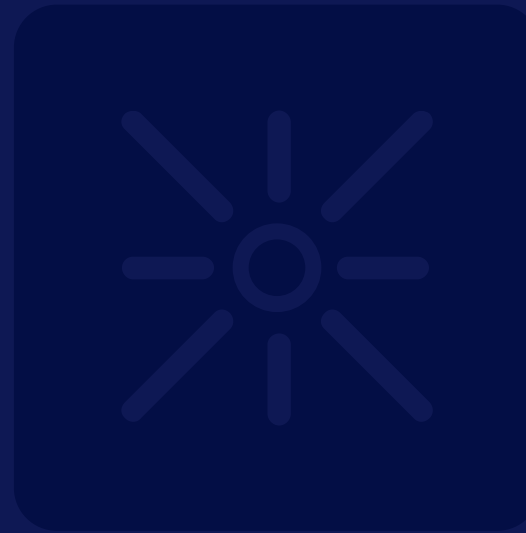
Centralization:
The core of your
challenges



The role of the
Data Streaming
Platform



Challenges of a
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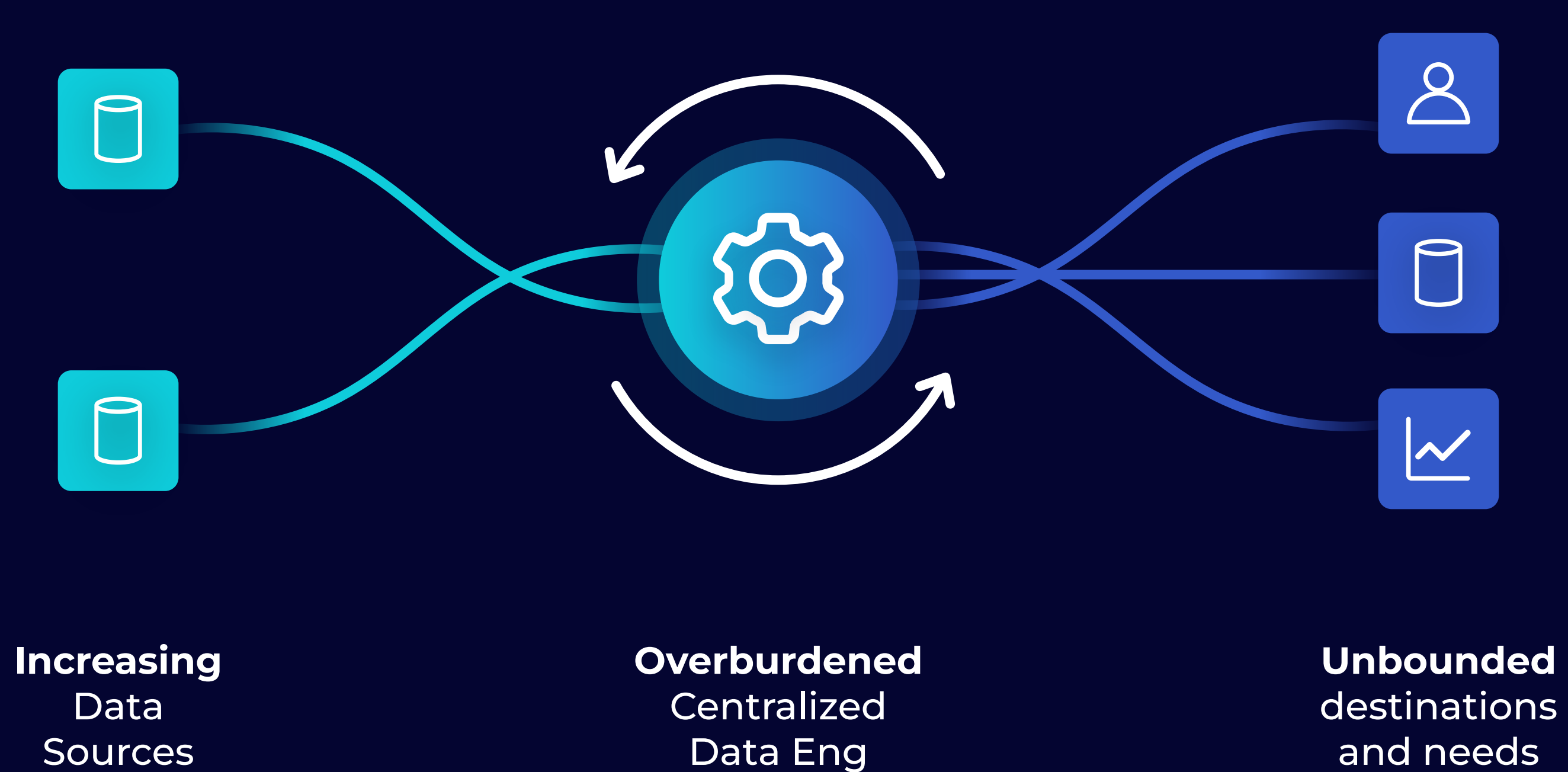


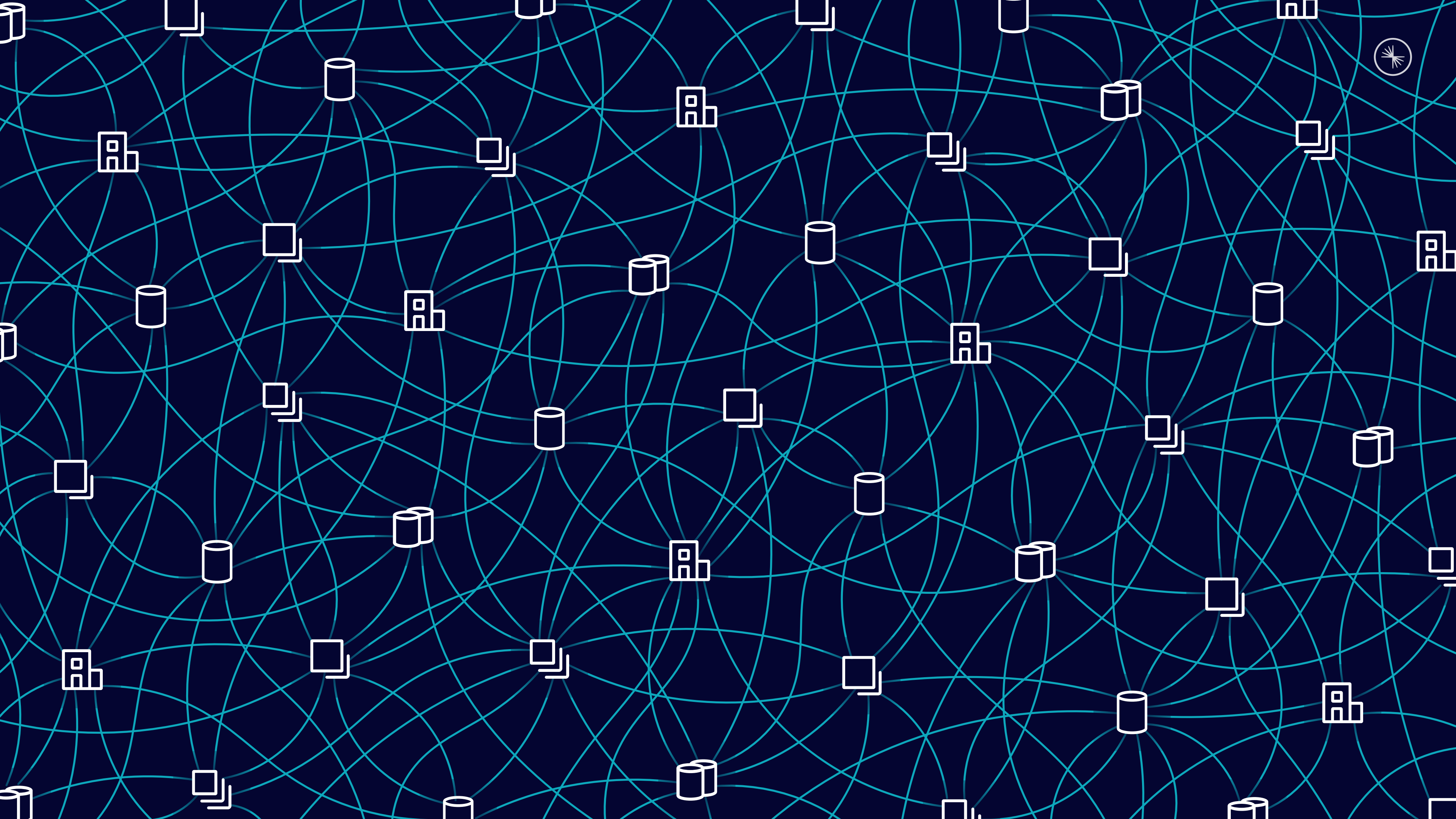
The role of the
Data Streaming
Platform

In the beginning,
there was a use case...



But business needs
always multiply





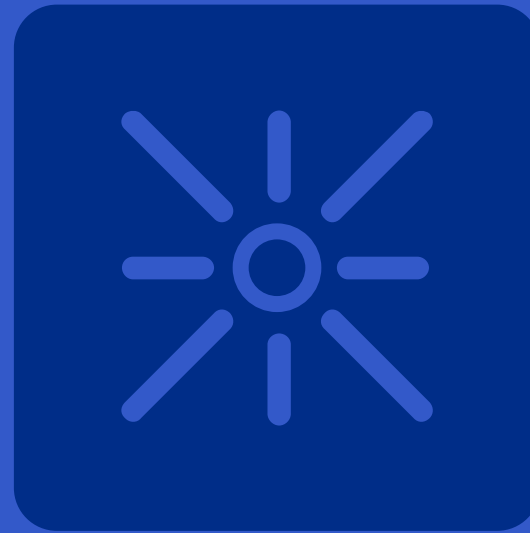


Data strategy revolves around taming this core problem





Challenges of a
Modern Data
Strategy



Centralization:
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challenges



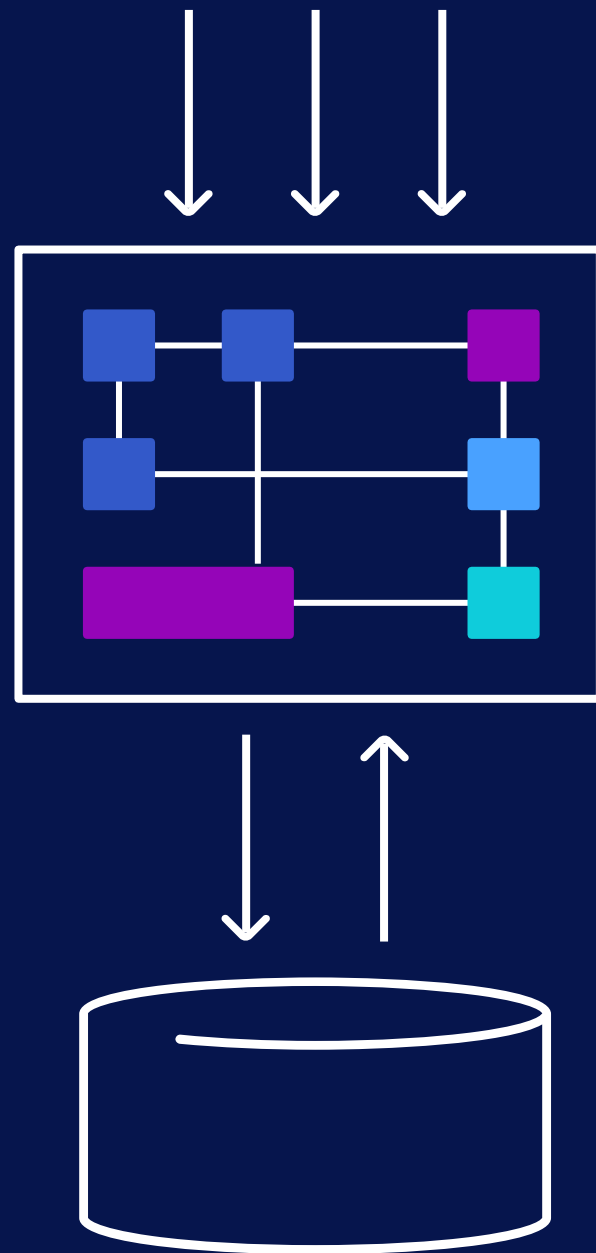
The role of the
Data Streaming
Platform



Centralization

A natural evolution... that's
probably holding you back.

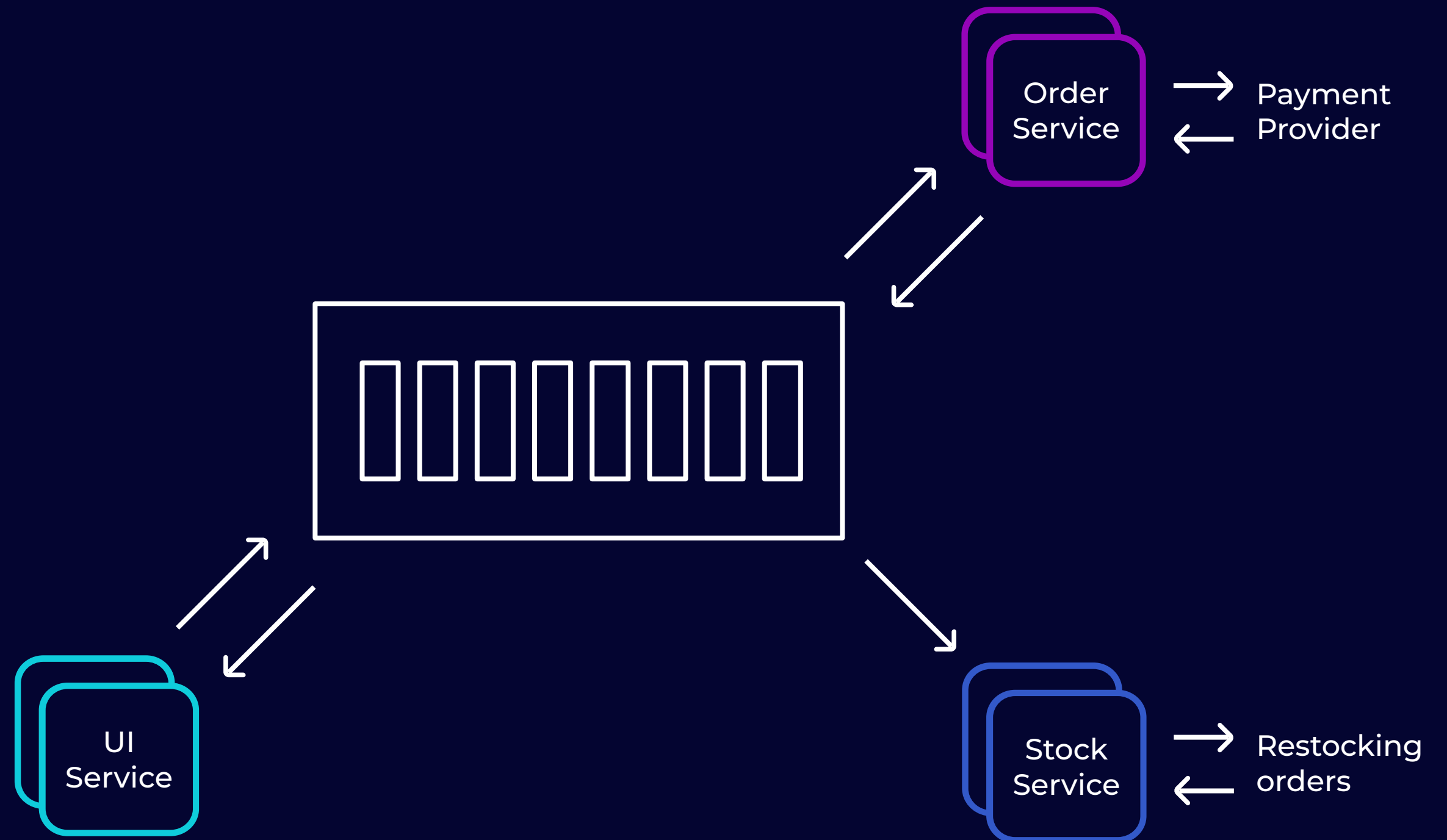
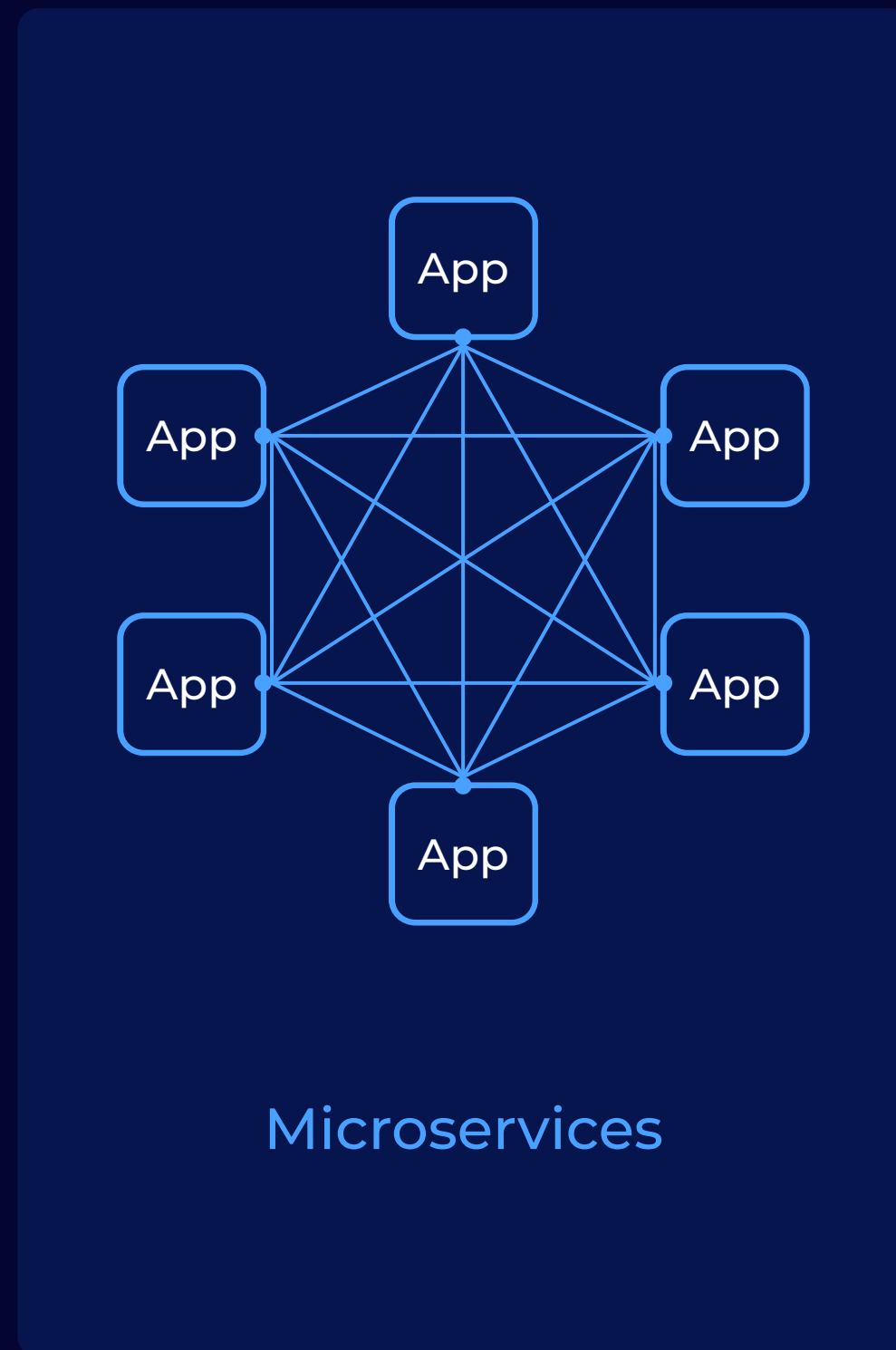
Centralized, monolithic apps weren't working...



Combines user interface, the business layer, and the data interface into an inseparable application

Slows development time, slows improvements, and makes testing difficult

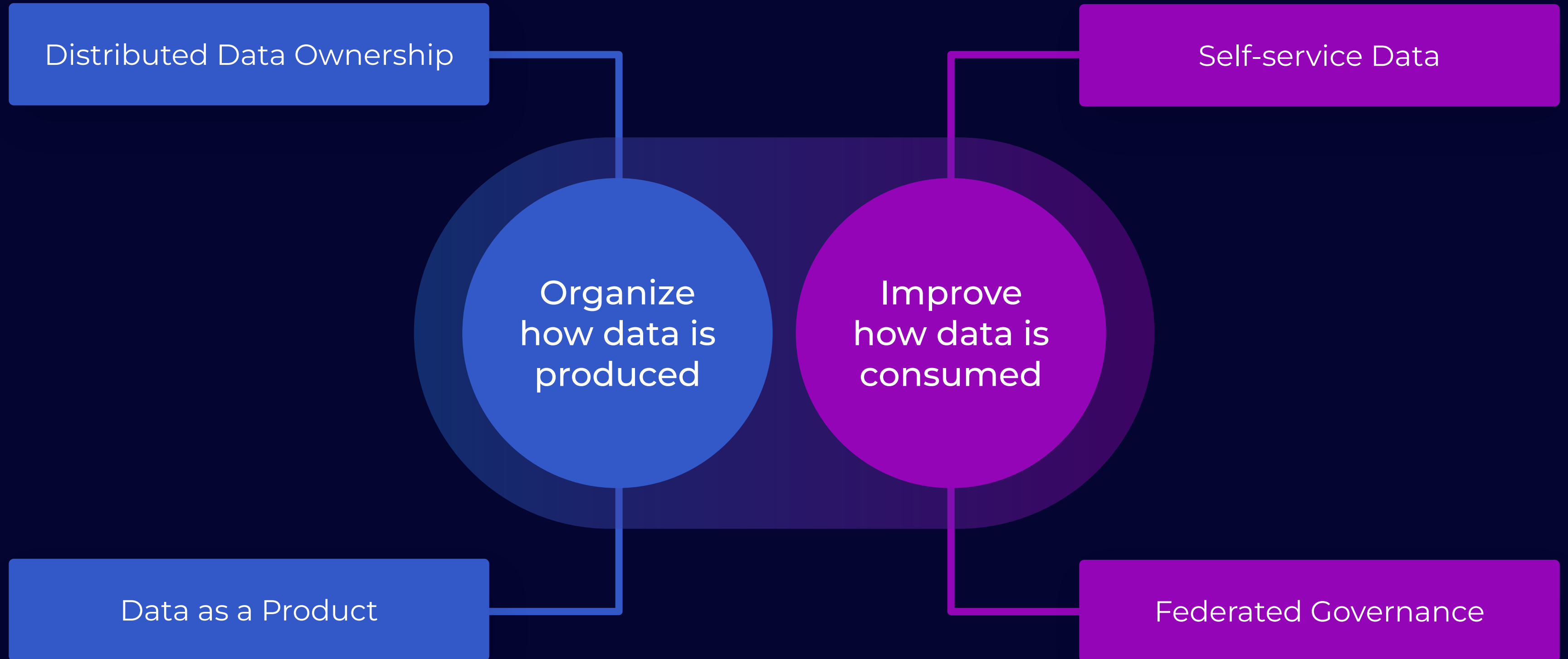
...so app devs moved towards microservices



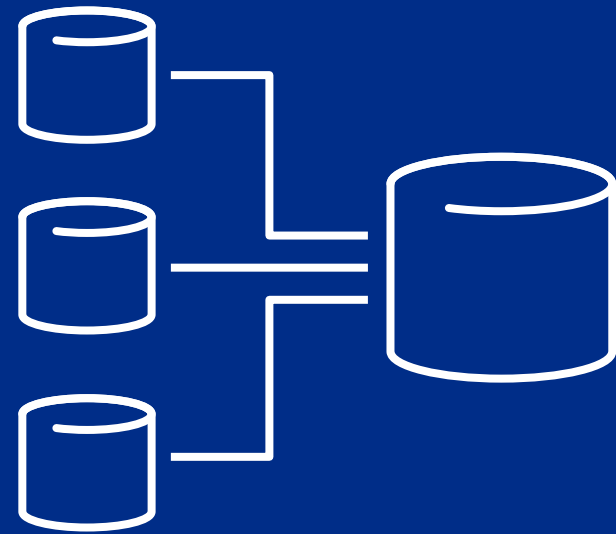
The background features a dark blue field with a complex, web-like pattern of thin, light blue lines that form overlapping circles. Scattered throughout this pattern are various white line-art icons representing data and technology, including cylinders (representing databases), document-like shapes, and bar charts. A semi-transparent blue rectangle is centered in the image, containing white text.

Traditional data infrastructure is also a
monolith that needs to be deconstructed

Decentralizing your data strategy



Why is this a better way to orchestrate data?



No centralized analytic
data monolith

Field 1	Field 2	New Field
a	1	foo
b	2	bar

Data needs evolve with
the business



No long queue of frustrated
data consumers

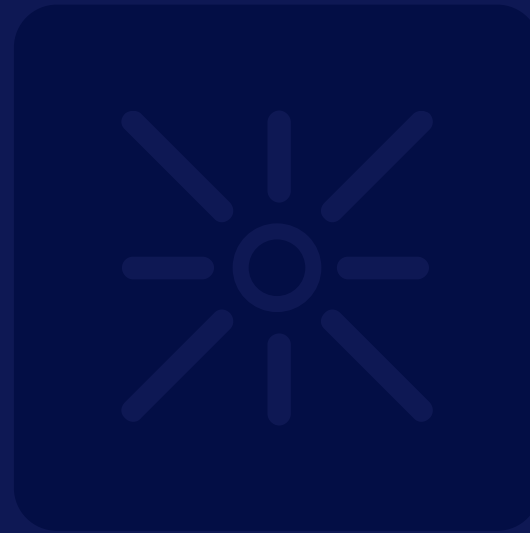


Cool story.

But how do I actually go about
implementing this?



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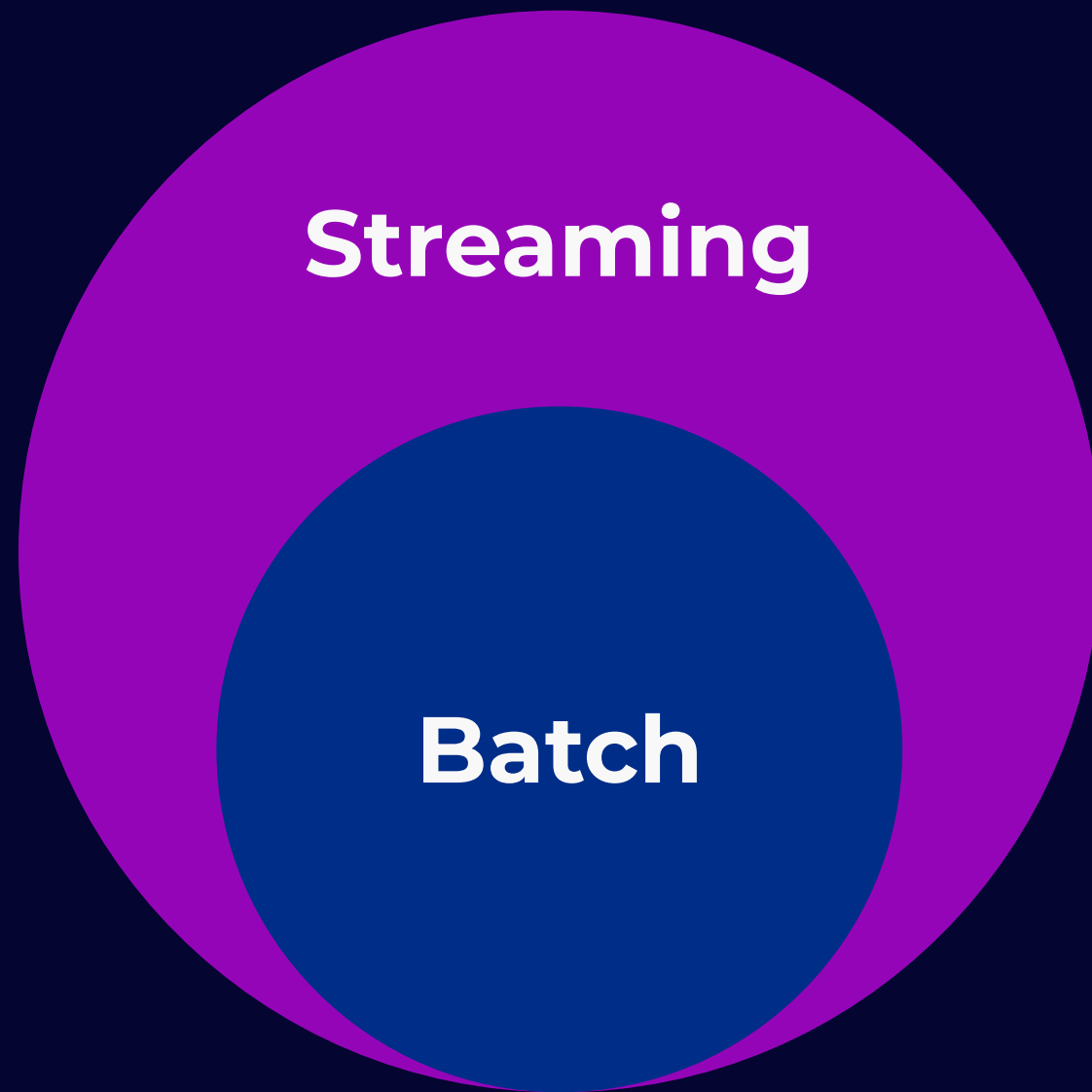
Decentralization and the Data Streaming Platform

Why Streaming
over Batch for
decentralization?

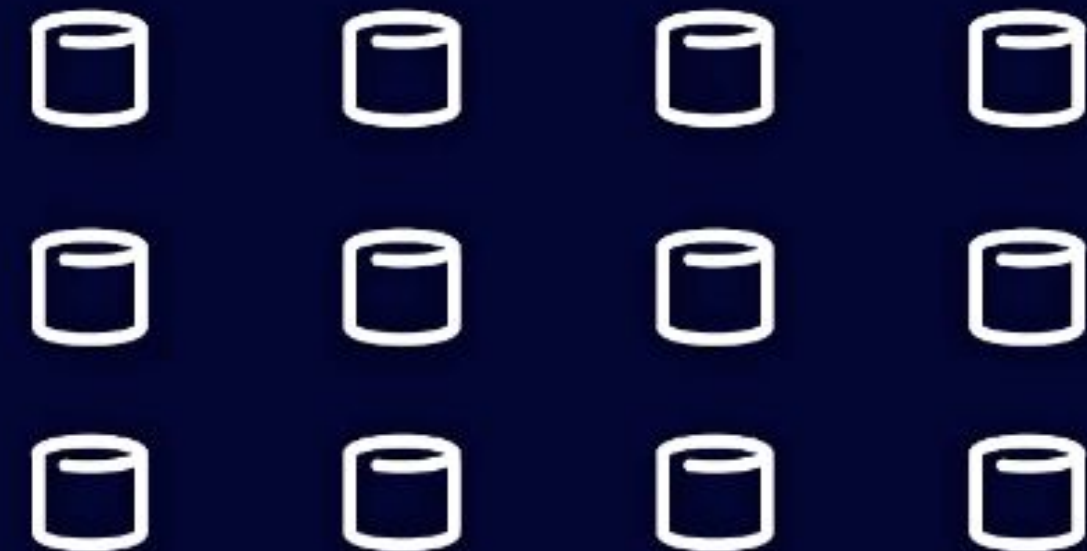
Data Streaming
Platform Capabilities
and Impact

How Confluent
can help?

Why Streaming?



Streaming is a
Generalization of Batch



Streaming solves for data consistency
across your organization



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Traditionally, there have been three primary data estates

Operational Databases



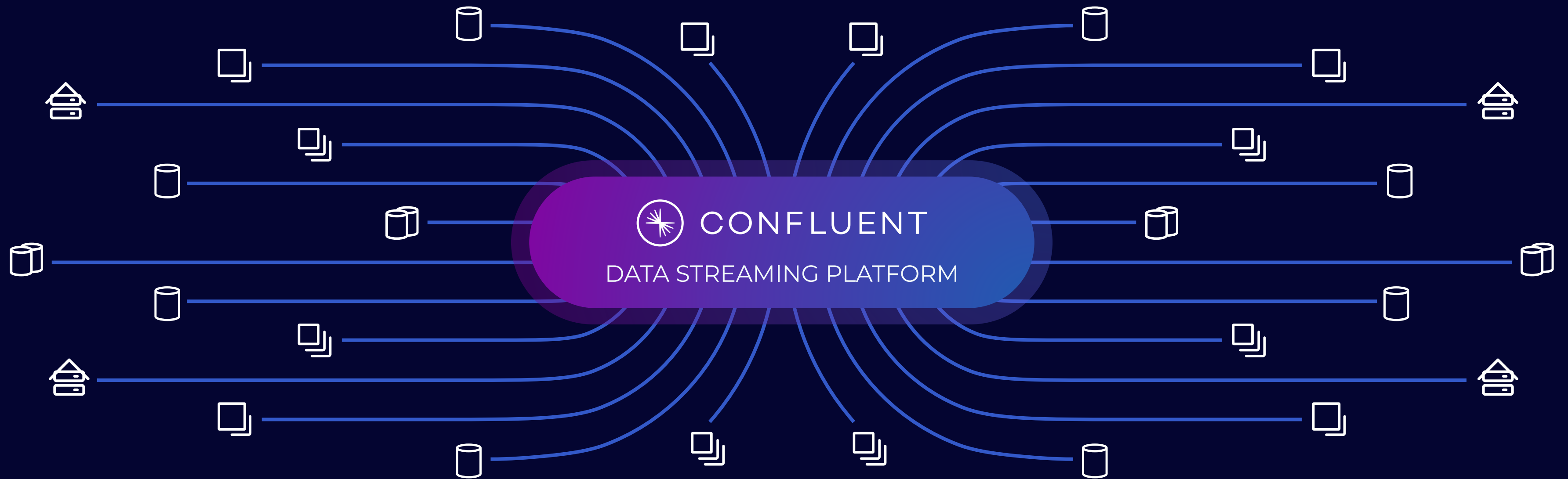
SaaS Applications



Analytic Systems

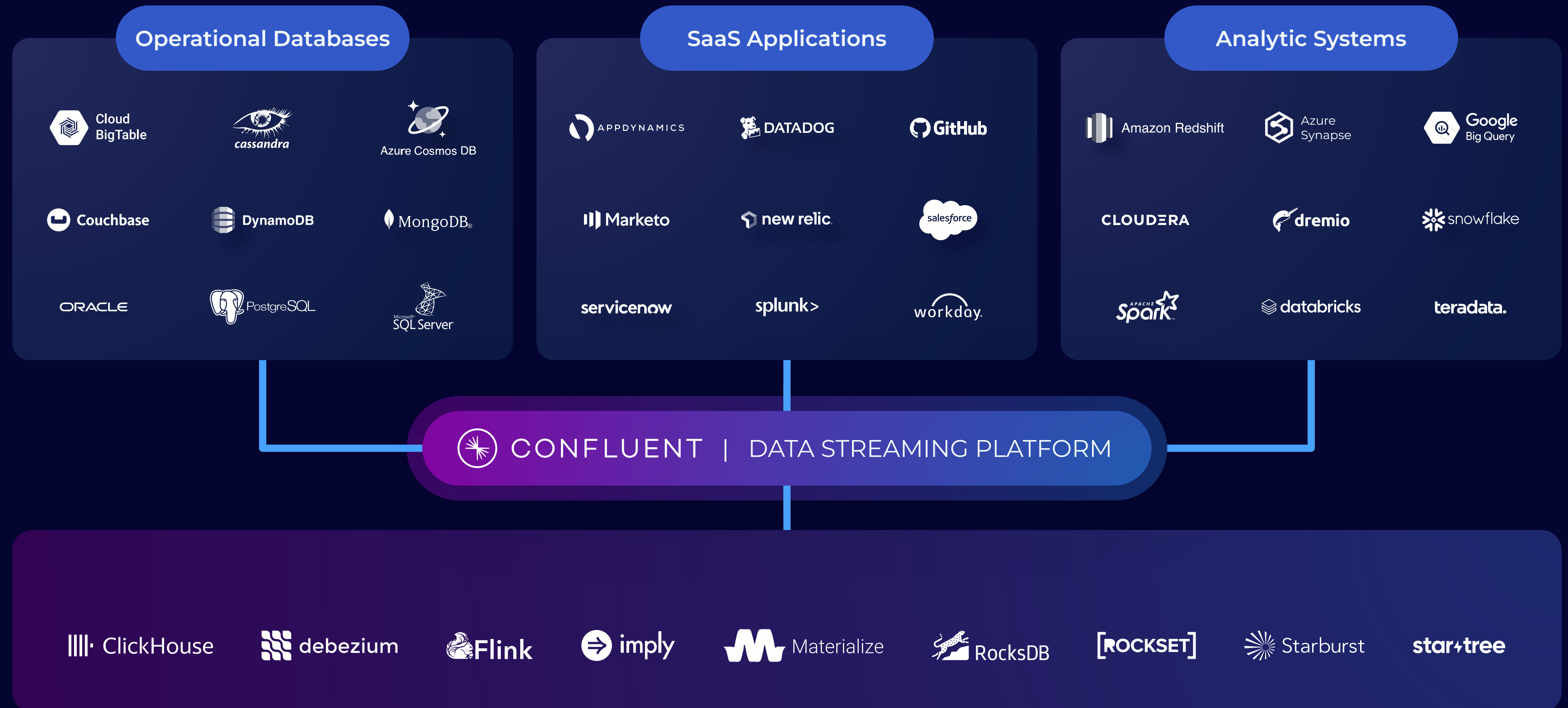


Data Streaming Platform Coordinates across silos



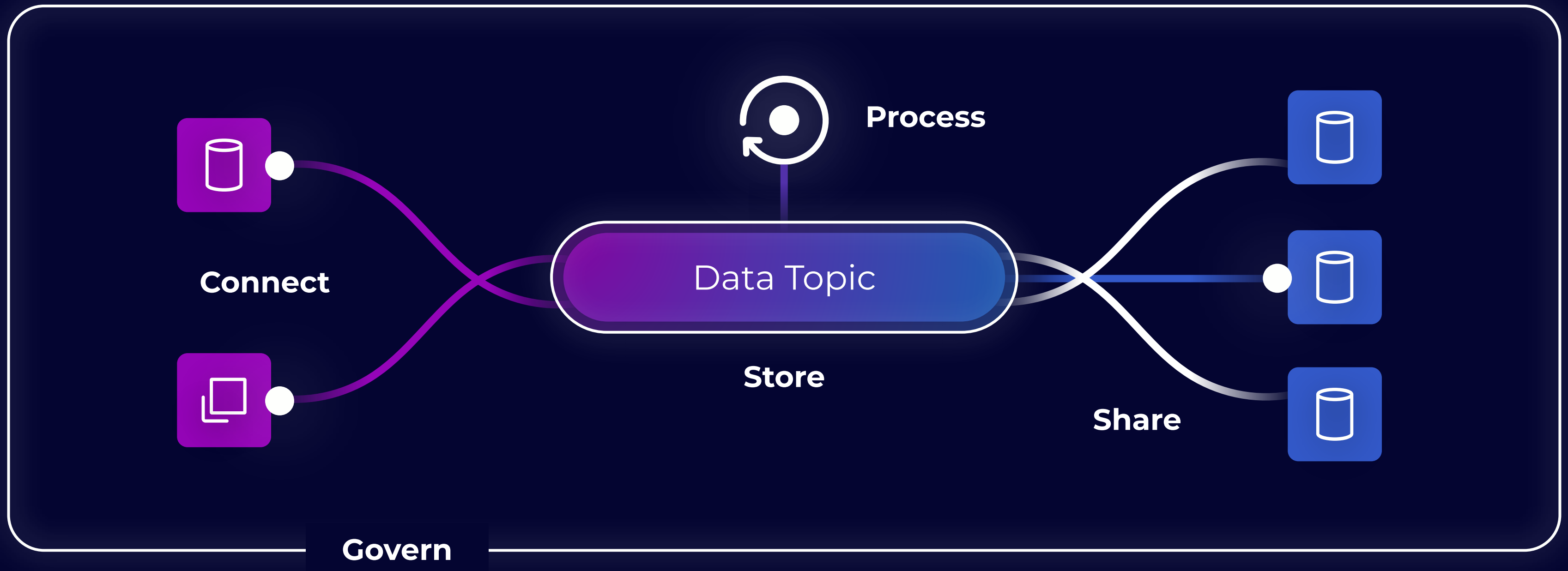


Today, a fourth estate is emerging that provides a new foundation for your data strategy

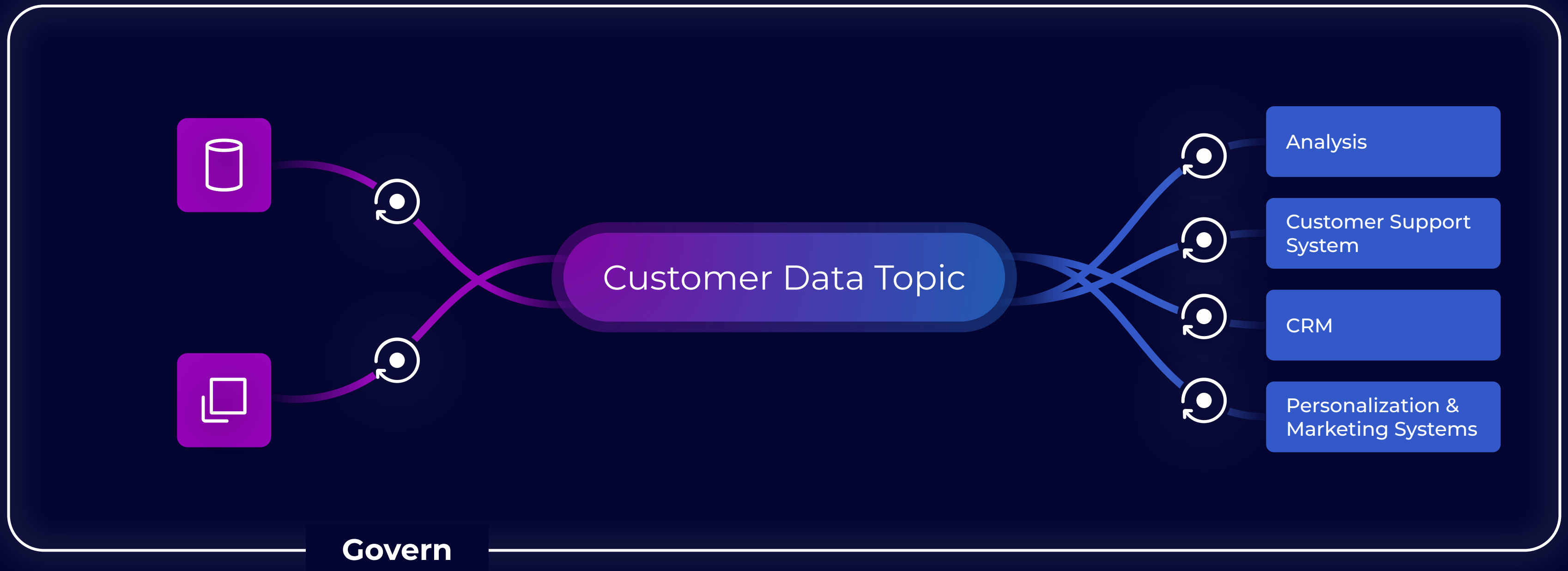




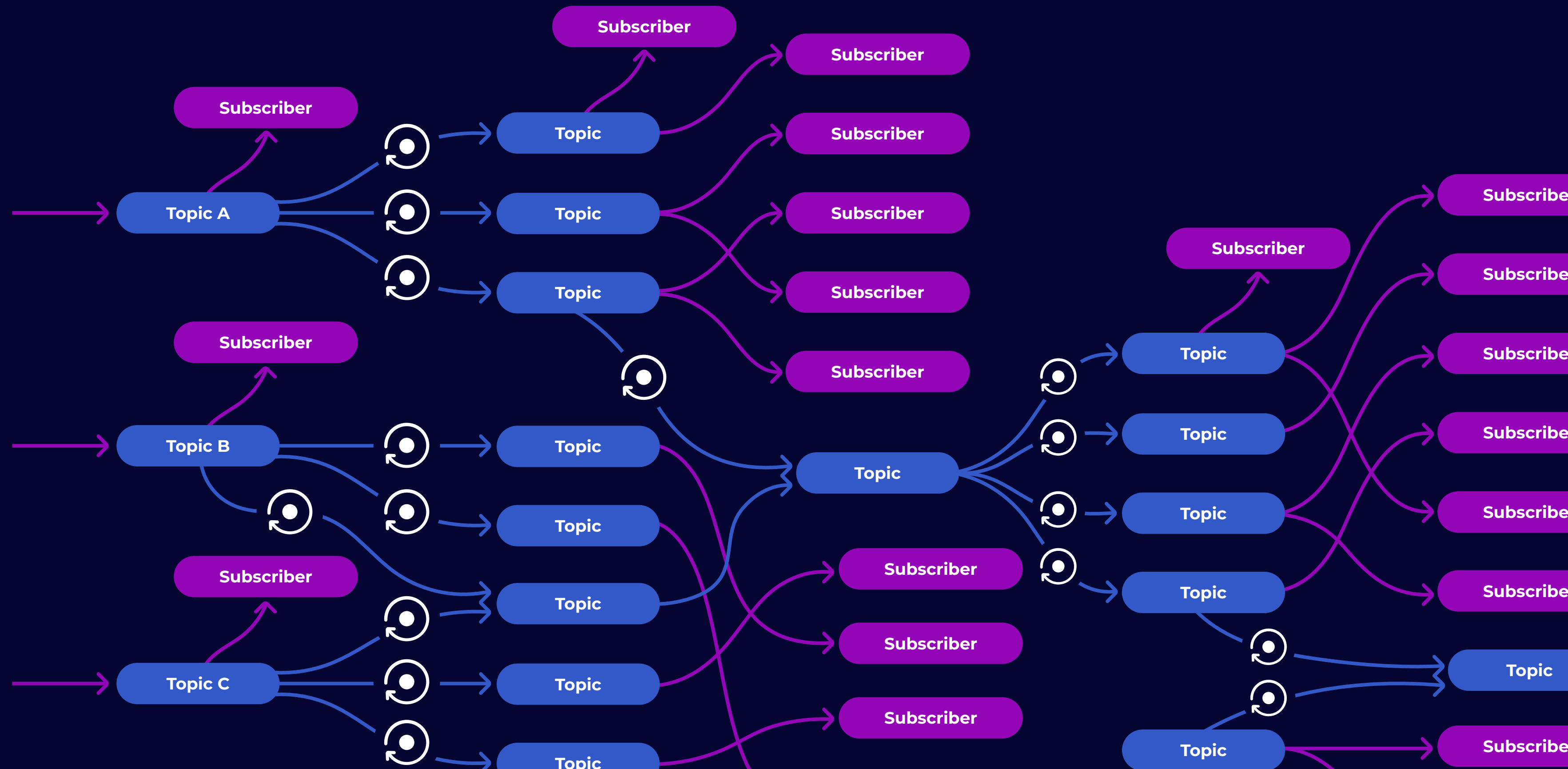
Breaking down the key capabilities of a data streaming platform



How this works in practice — customer data



This model scales throughout the business



And enables powerful emerging use-cases



Generative AI

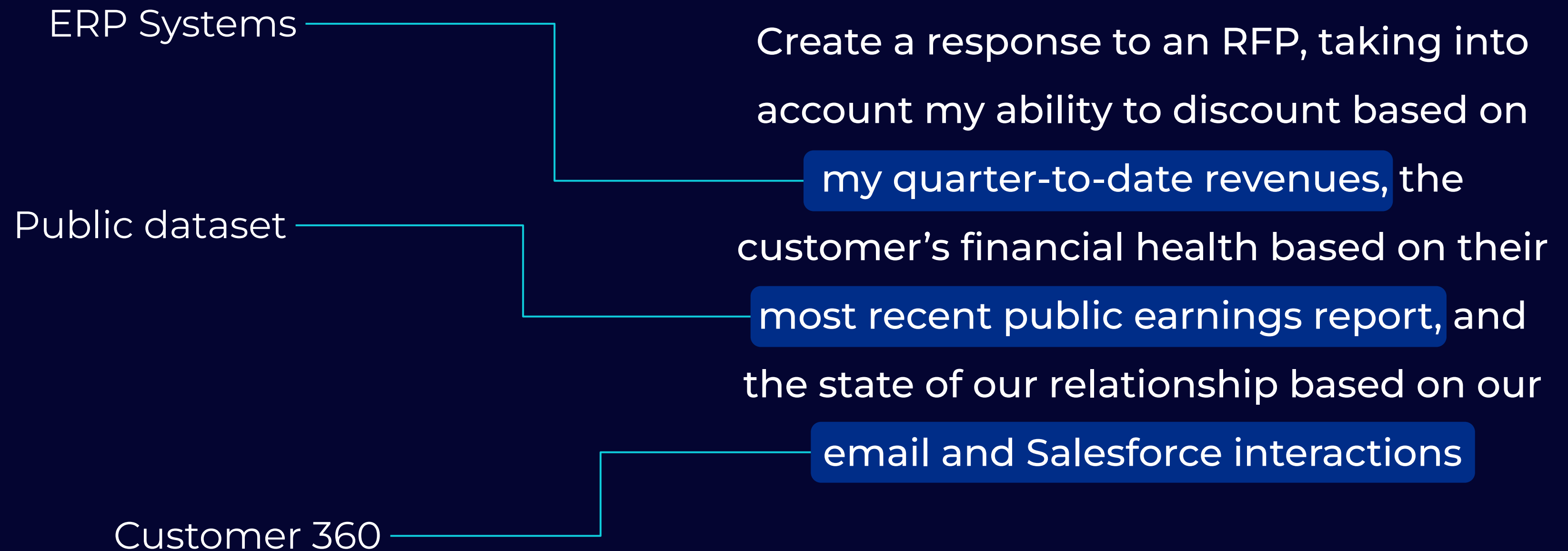
DALL·E 2

Large Language Models

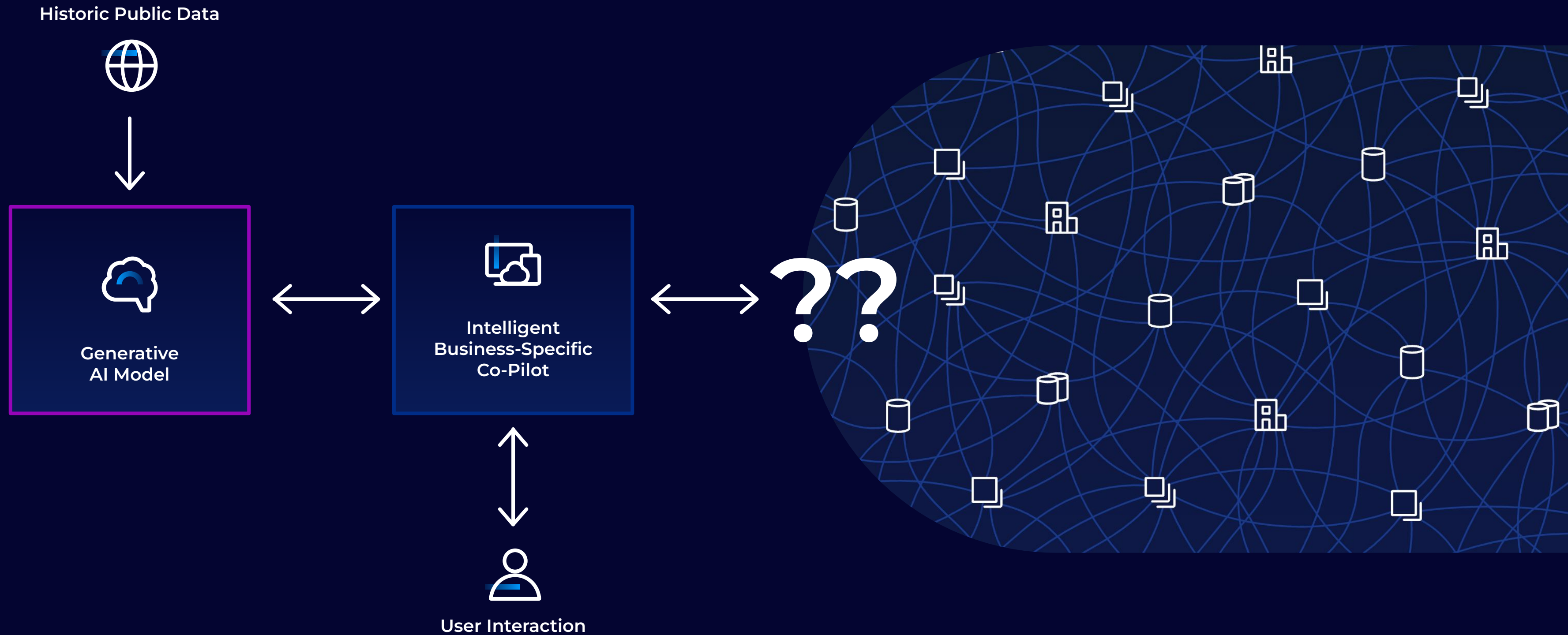
ChatGPT

Google LaMDA

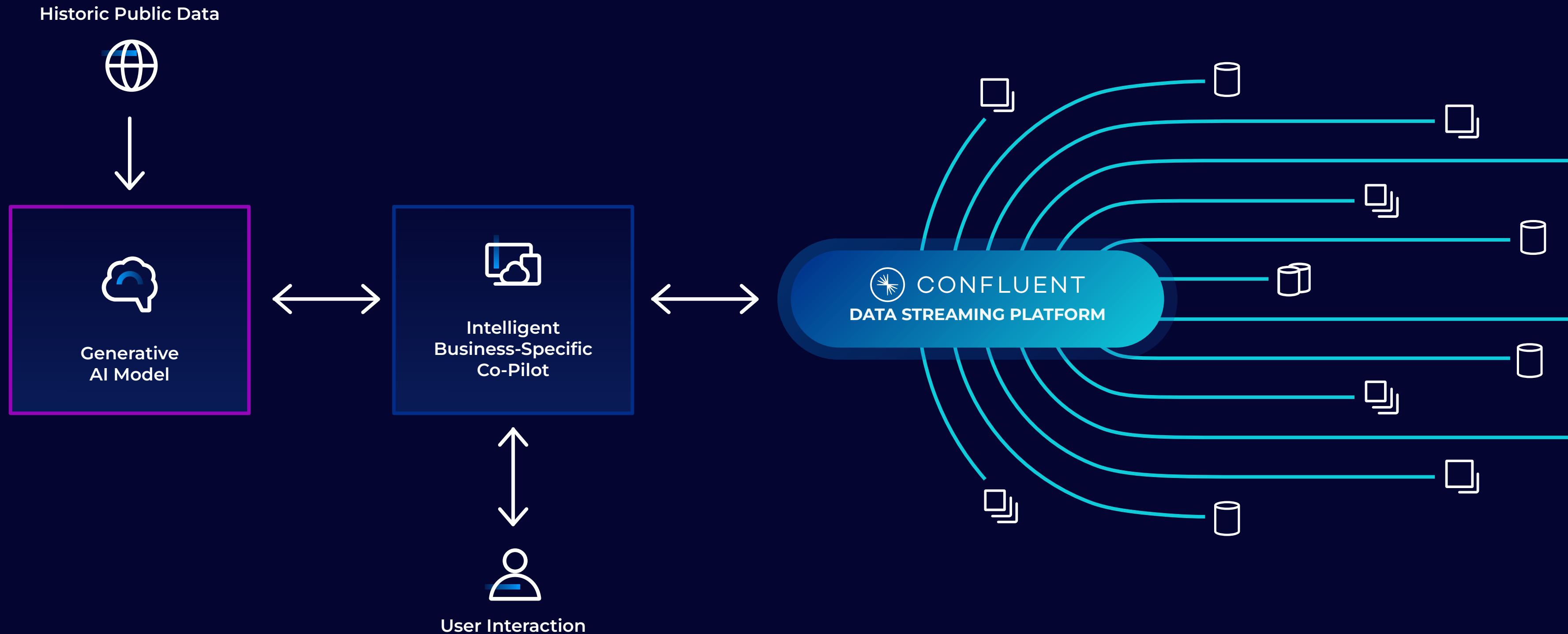
Generative AI: High-value use cases require high-value real-time data streams



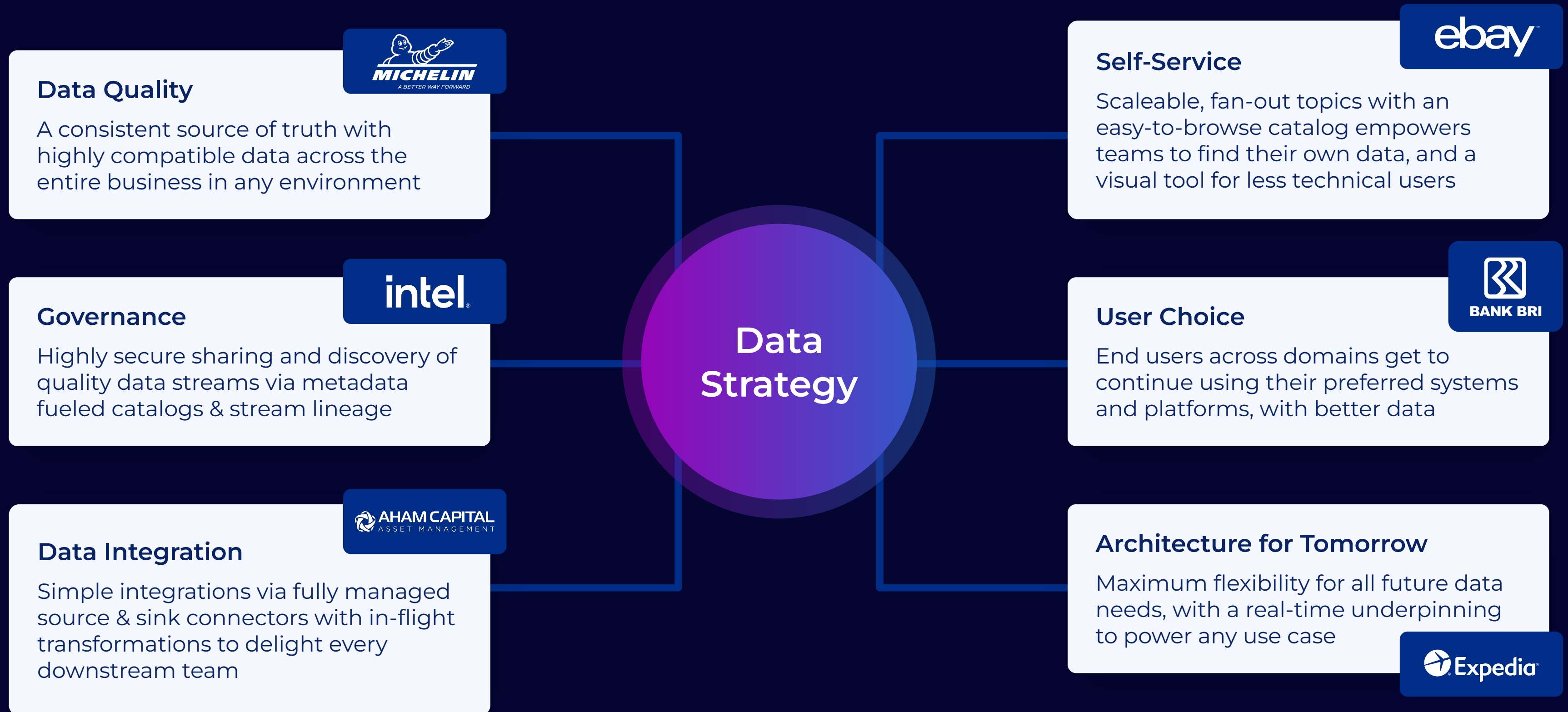
Generative AI: What does this look like in practice?



Data Streaming is essential to **Generative AI**



The data streaming platform transforms data strategy challenges



Driving cloud innovation with leading businesses



10x



BAADER

BMW
GROUP



BOLLORE



CENTENE
Corporation



JPMORGAN CHASE & CO.



Lufthansa



nuuly

optimove

priceline.com



Shipt



Viewpoint

Vitality

zyte



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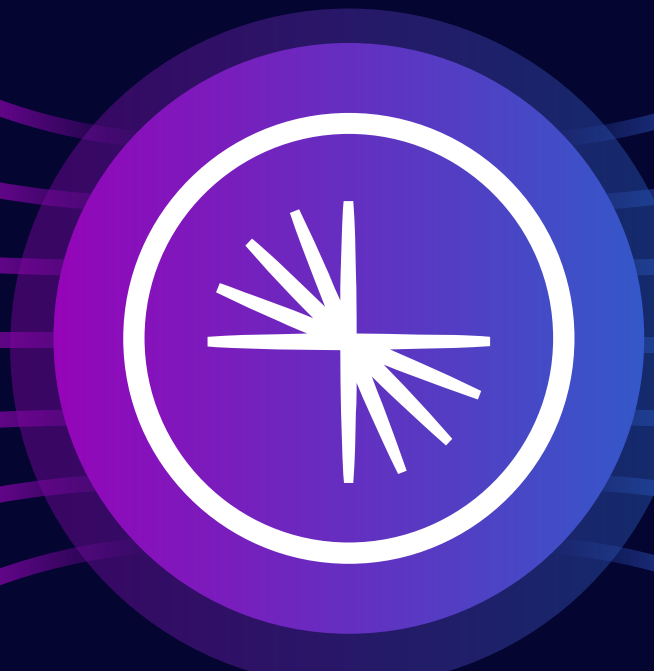
80% of the
Fortune 100

70% of the
Fortune 500

Data Streaming Platform Coordinates across silos



Confluent becomes the Central Nervous System to easily connect all of your apps & data systems



We provide the only solution for Apache Kafka® that is...

Cloud Native

Kafka, fully managed & completely re-architected for the cloud

Elastic Scaling

Infinite Storage

99.99% SLA

Terraform & Ansible

Complete

Enterprise-grade features enabling developers to build quickly, reliably, and securely

120+ Connectors

In-flight processing

Governance

Low-code Building

Everywhere

Spans across all major clouds and on premises with clusters that sync in real time

AWS/Azure/GCP

On-Premises

Private Cloud

Hybrid & Multicloud

Customers harden & expand the power of Apache Kafka while lowering their TCO by up to 60%

Getting started with Confluent Cloud is easy!



Have your team access a [free trial](#) account!



Request a personalized [TCO assessment](#) for your current Kafka needs or future Data Streaming Platform



[**confluent.io/get-started/**](https://confluent.io/get-started/)



Challenge: Build a conversational chatbot service that incorporates complex technologies such as fulfillment, natural-language understanding, and real-time analytics.

Solution: Use Confluent to build a fast, super-scalable event-driven architecture that could handle immense traffic spikes and also provide other guarantees around delivery semantics.

Results:

- Near-zero downtime even during huge traffic spikes
- Rapid acceleration of new-skill onboarding
- Doubling of NPS rating

“We chose event-driven architecture as the core of our platform, for which we needed a messaging service that gave us all the guarantees...not to mention that it had to be extremely scalable, highly available, and simple to use. Kafka hit all of these markers, and by using Confluent Cloud, our team was able to reduce the bottom line and operational burden.”

— Ravi Vankamamidi, Senior Director, Technology, at Expedia Group

