

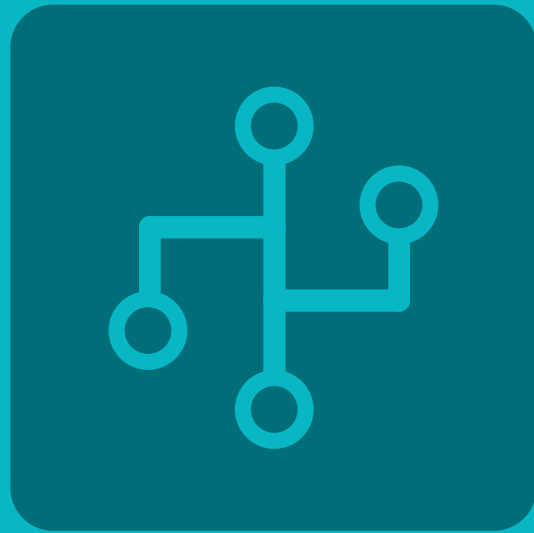


The Data Streaming Platform:

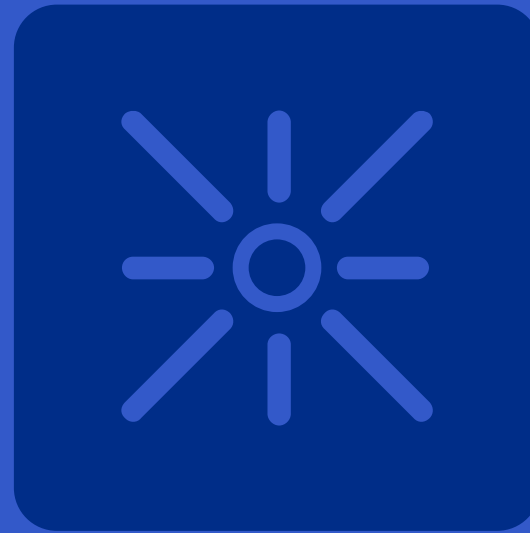
How to make your Broader Data Strategy Successful



Suvig Sharma | AVP Enterprise Sales, ASEAN, Confluent



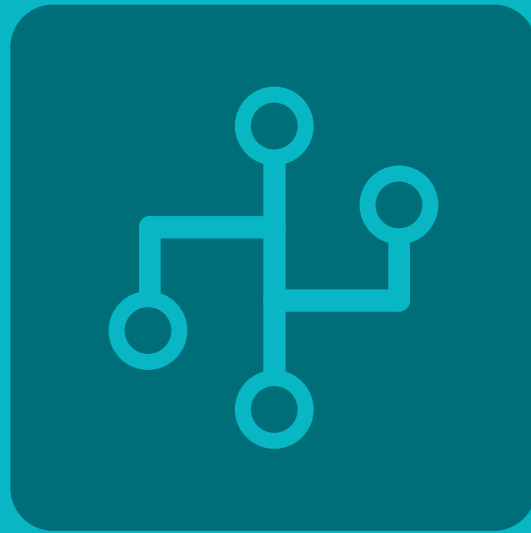
Challenges of a
Modern Data
Strategy



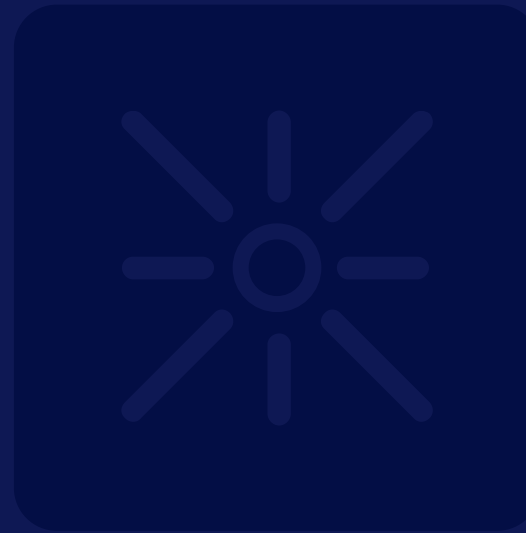
Centralization:
The core of your
challenges



The role of the
Data Streaming
Platform



Challenges of a
Modern Data
Strategy

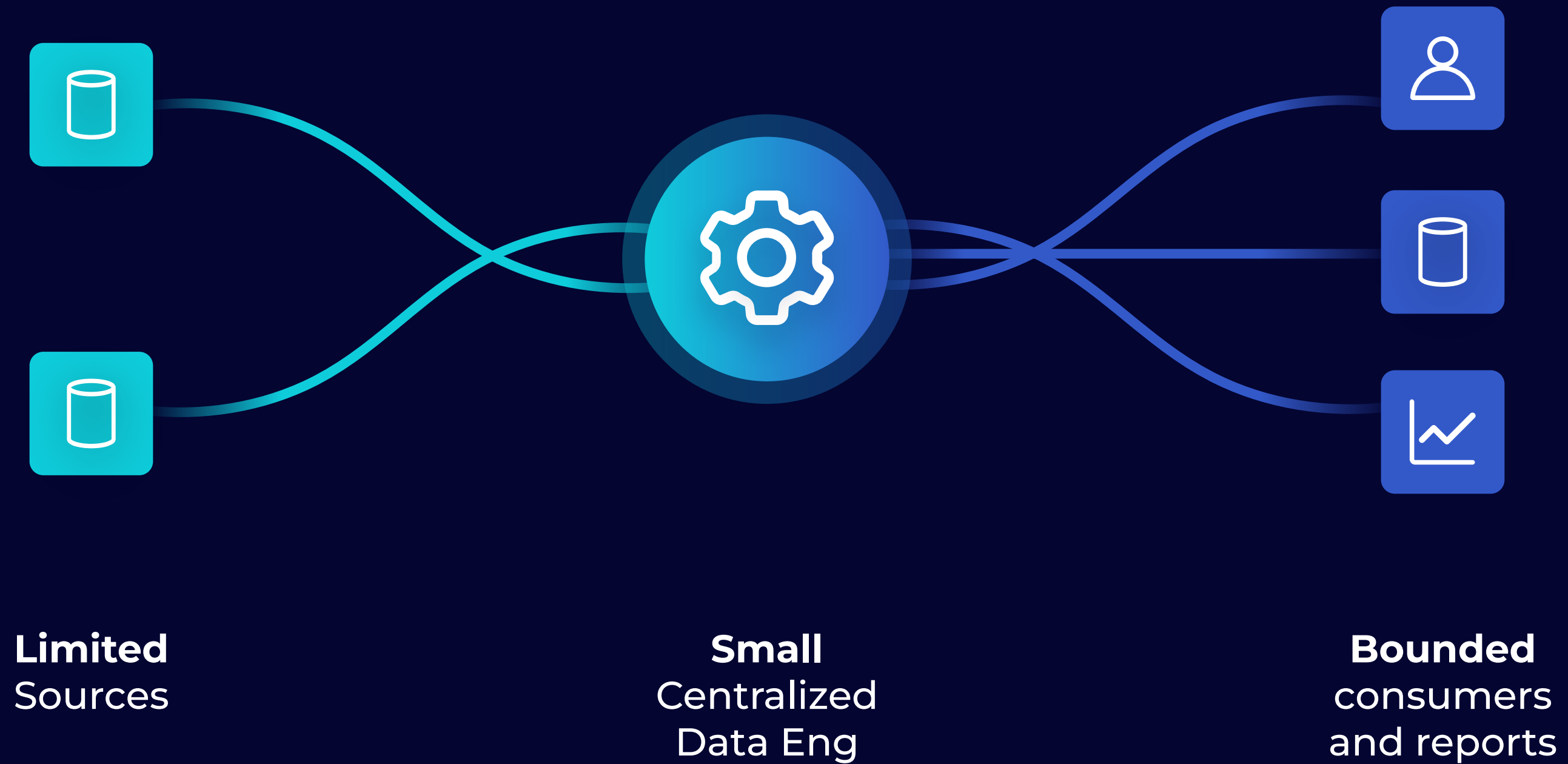


Centralization:
The core of your
challenges

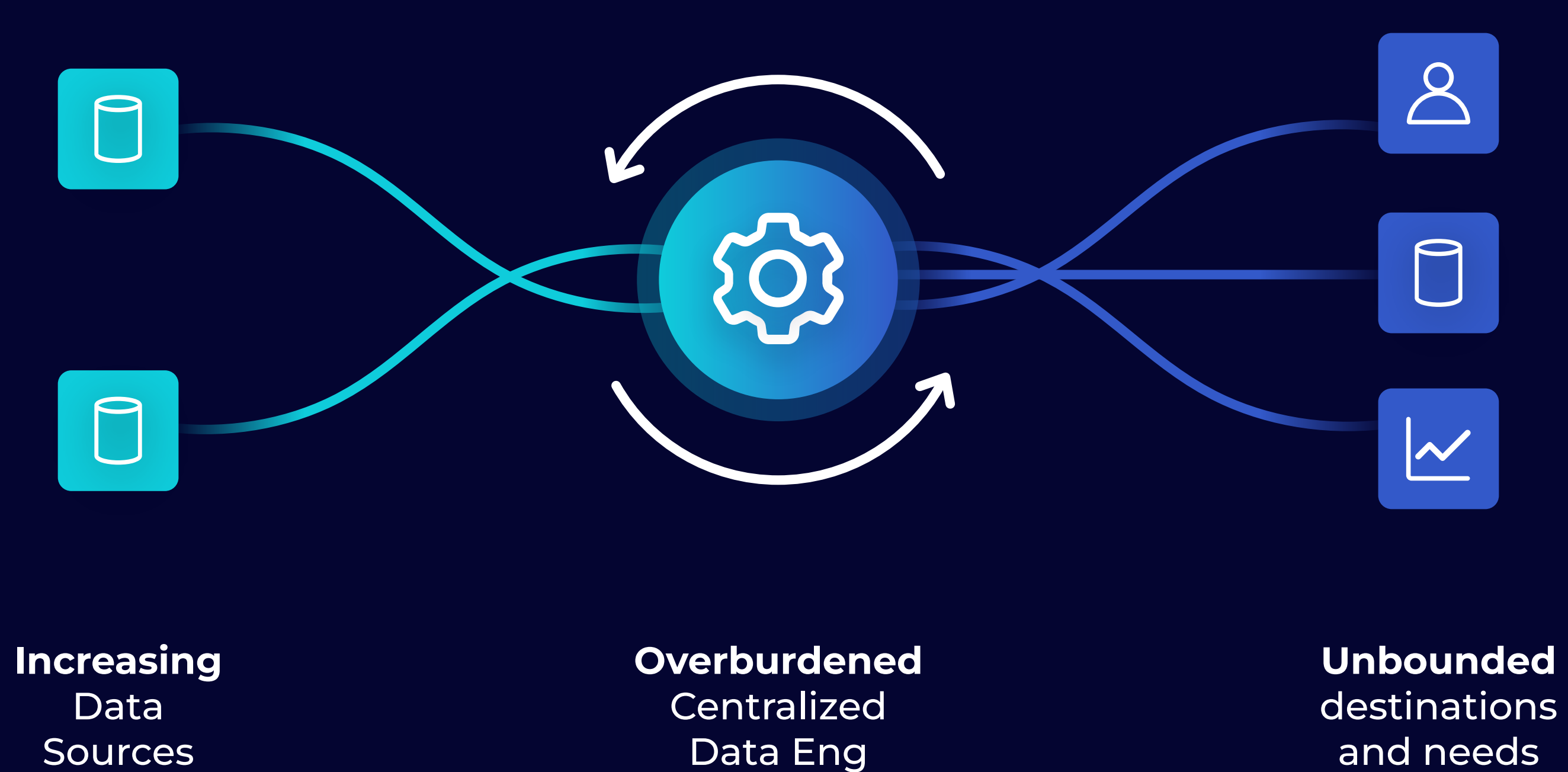


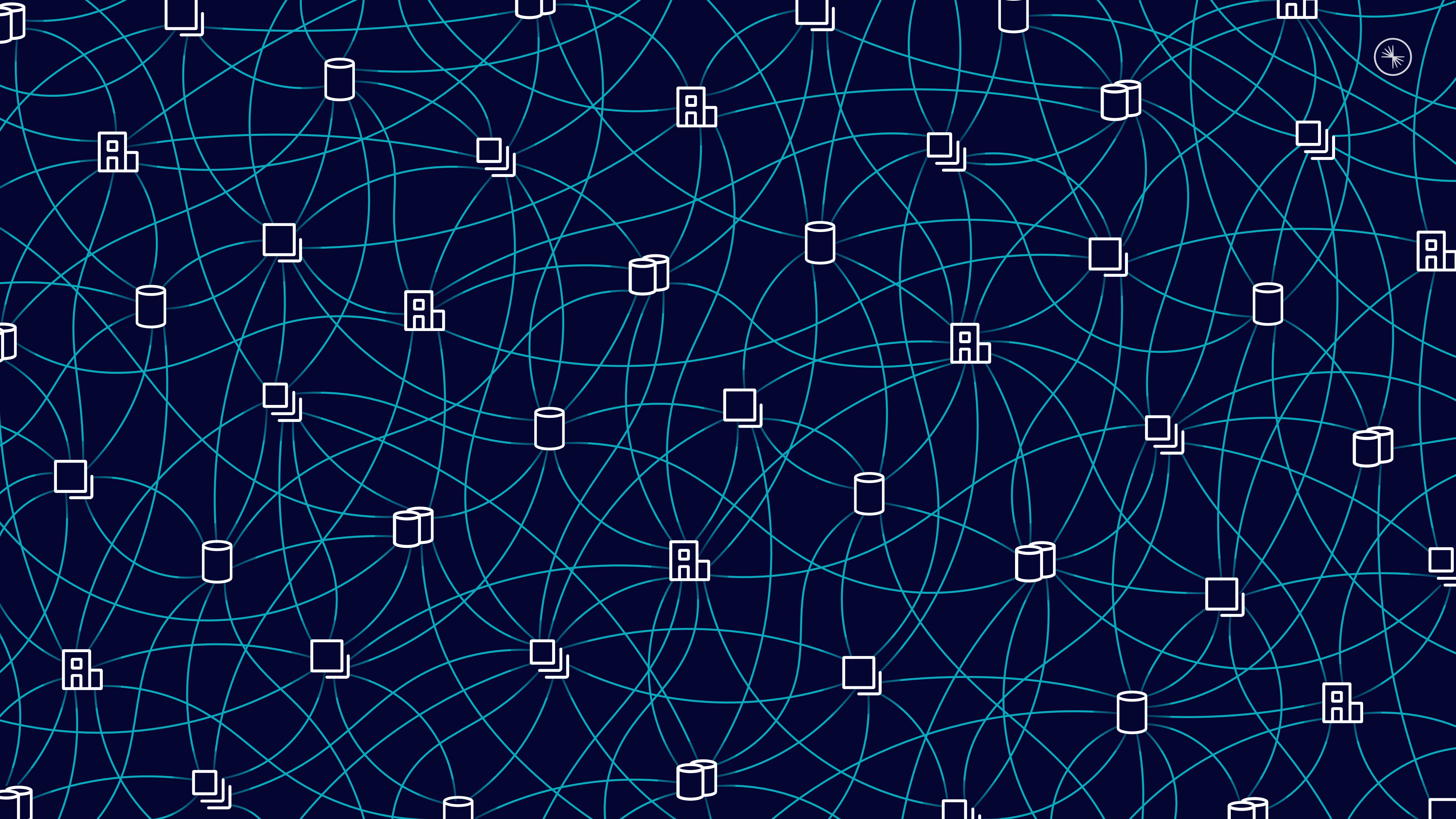
The role of the
Data Streaming
Platform

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



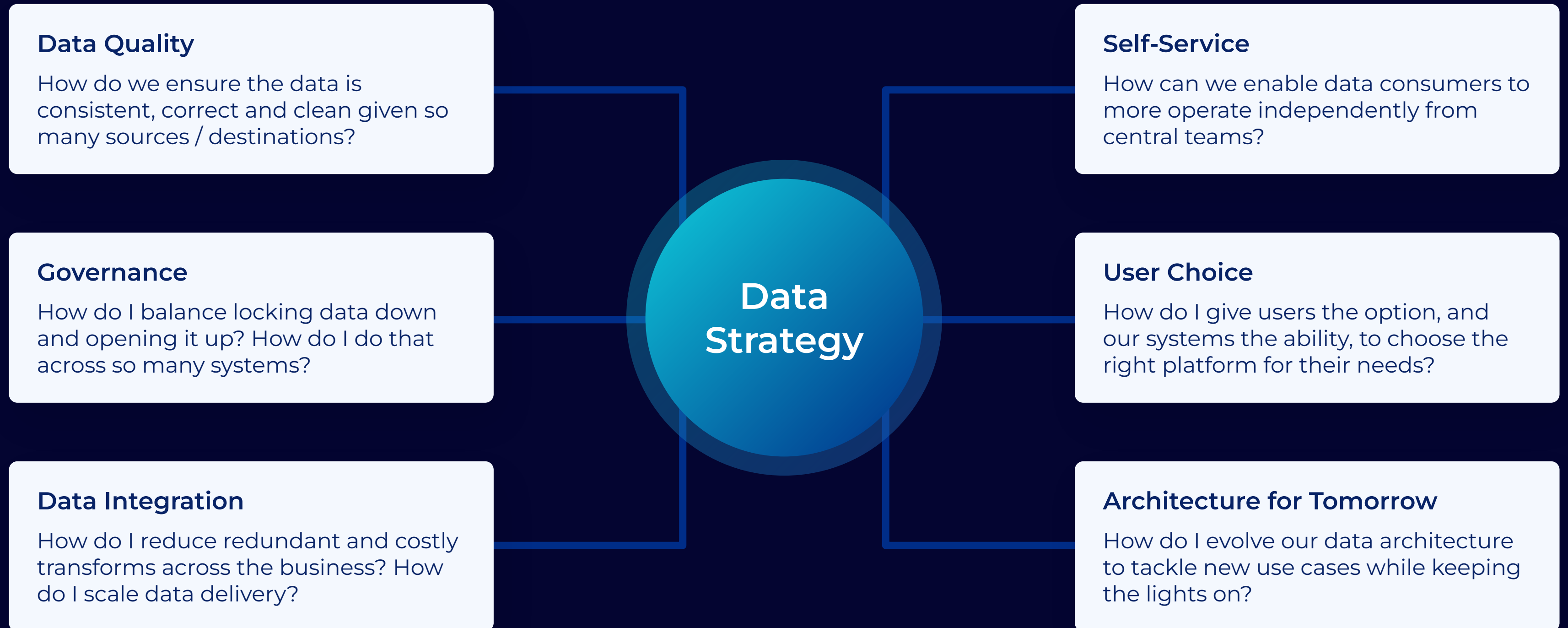
But business needs
always multiply





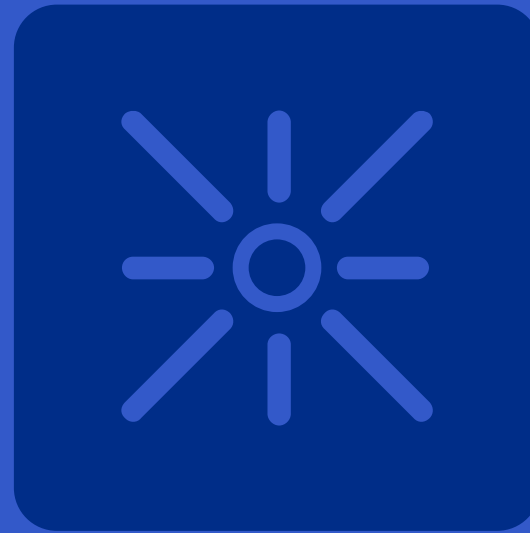


Data strategy revolves around taming this core problem





Challenges of a
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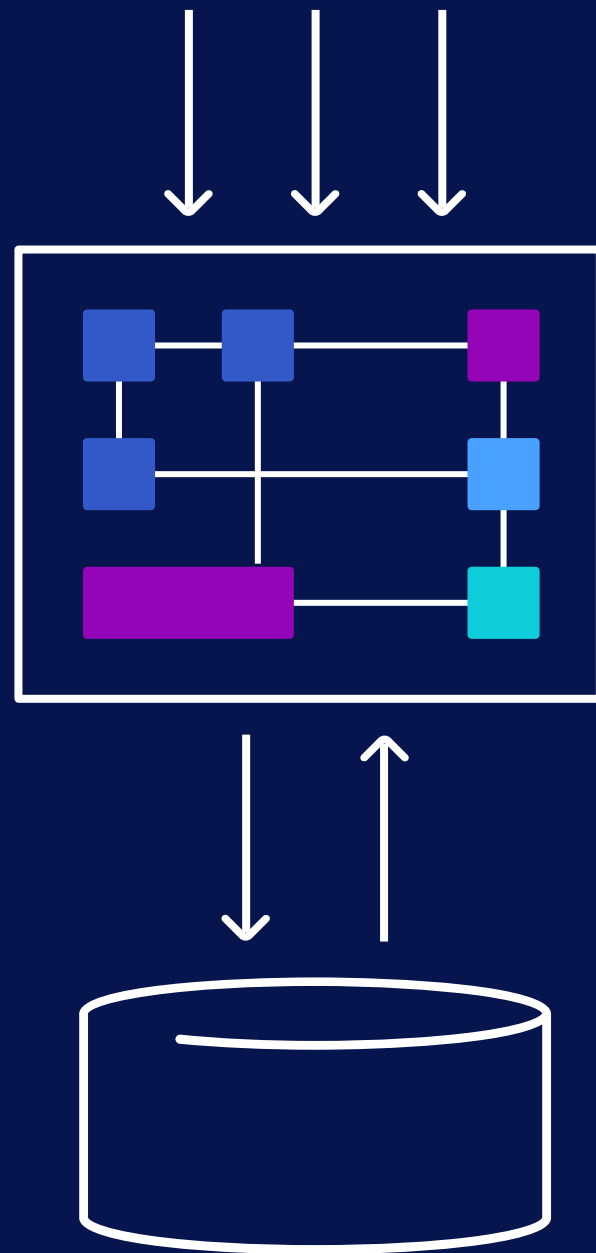
The role of the
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Centralization

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

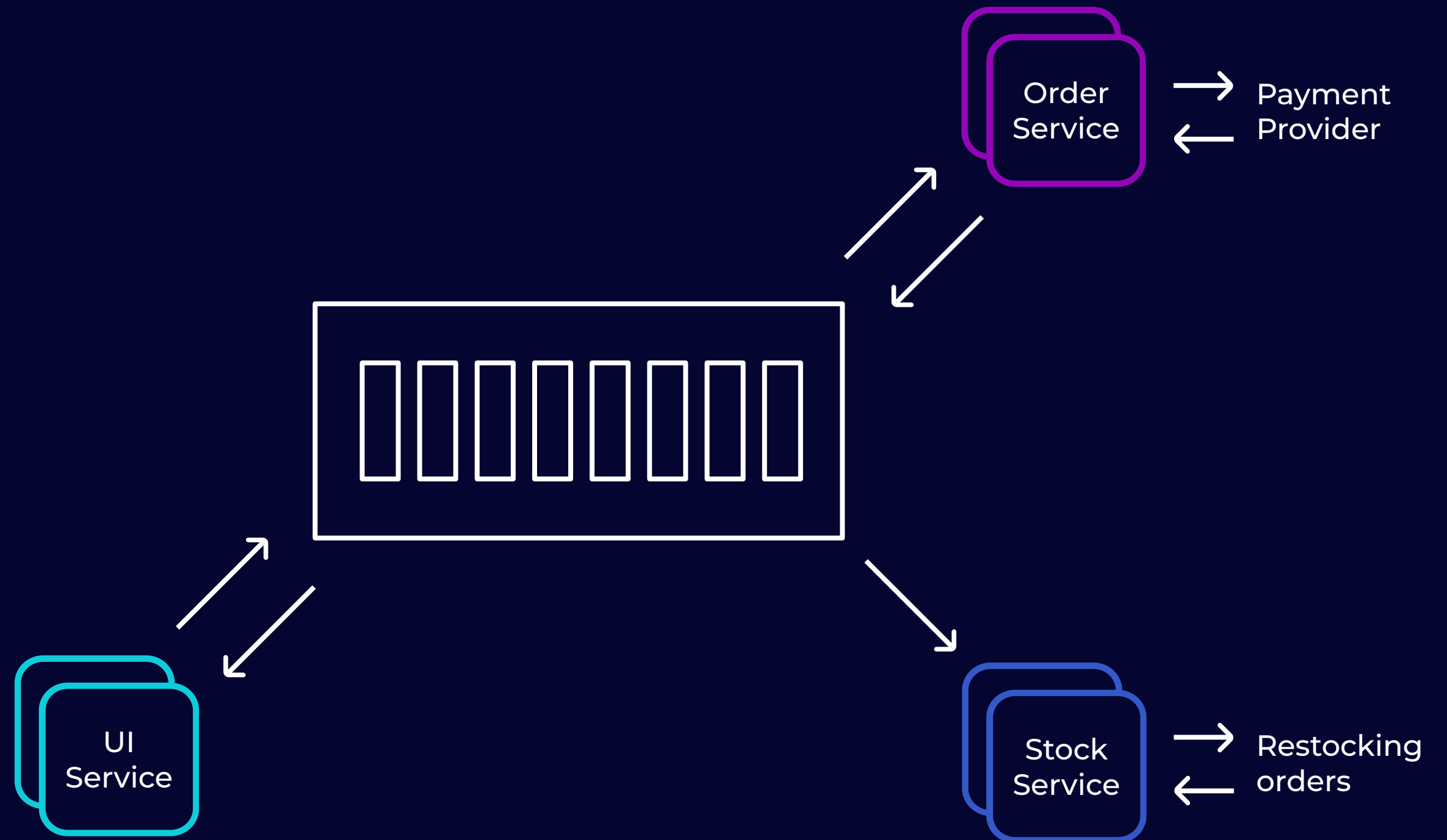
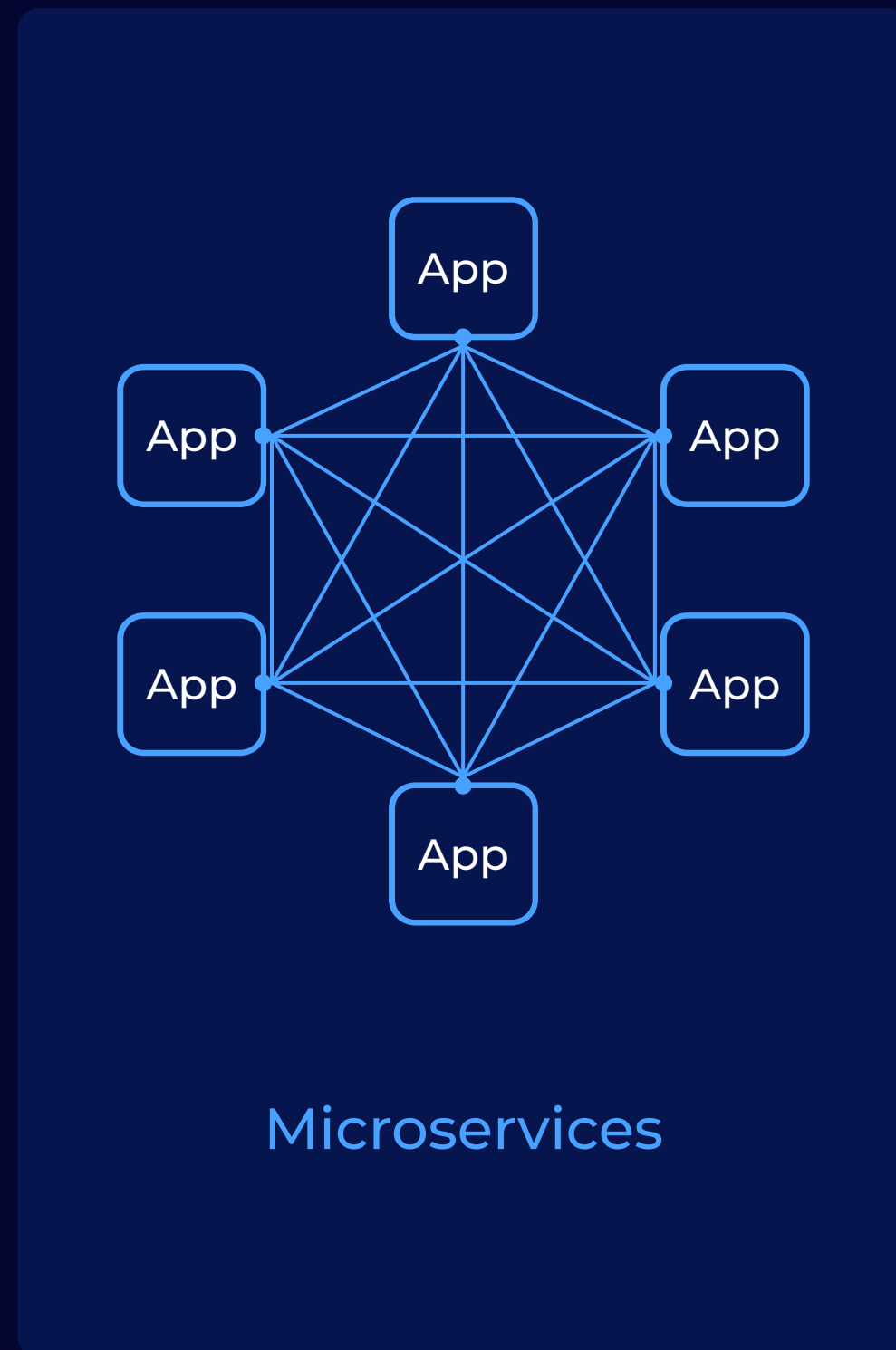
Centralized, monolithic apps weren't working...



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

Slows development time, slows improvements, and makes testing difficult

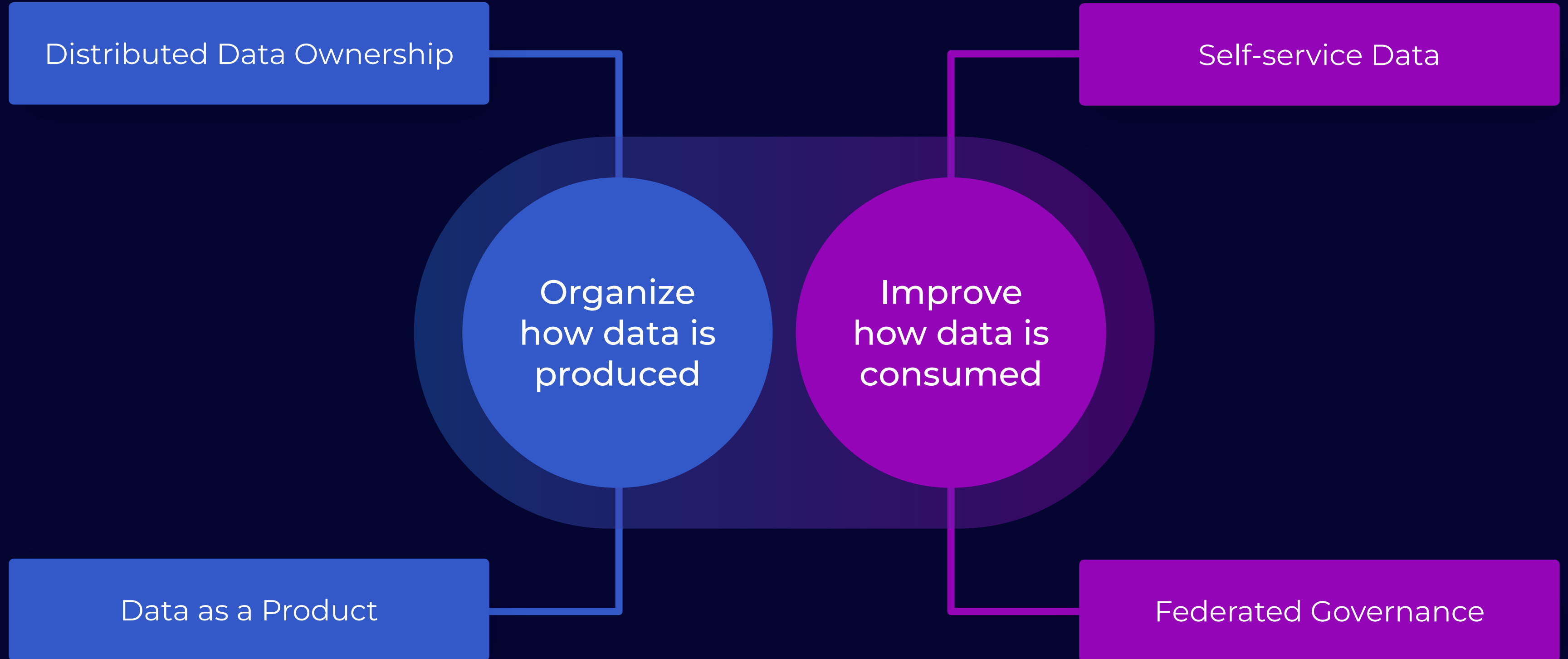
...so app devs moved towards microservices



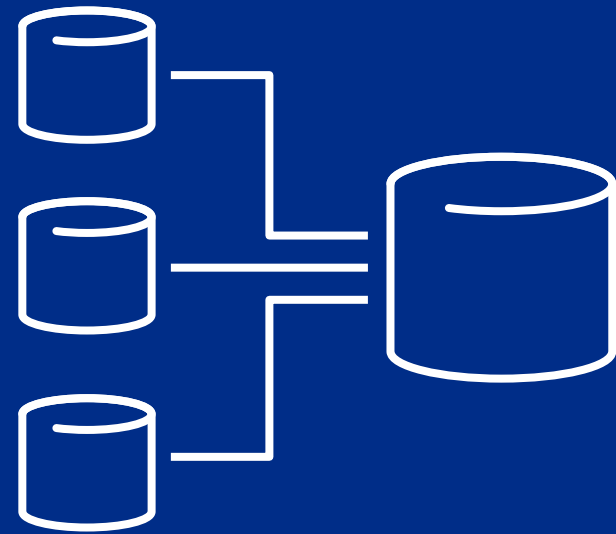
The background features a dark blue field with a complex, overlapping network of thin, light blue lines forming a web-like pattern. Scattered throughout this pattern are various white line-art icons: cylinders representing databases, stacks of three rectangles representing server racks, and single rectangles representing individual servers or nodes. A small circular icon with a starburst or compass-like symbol is located in the upper right corner. In the center of the image, a solid blue rectangular box contains 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

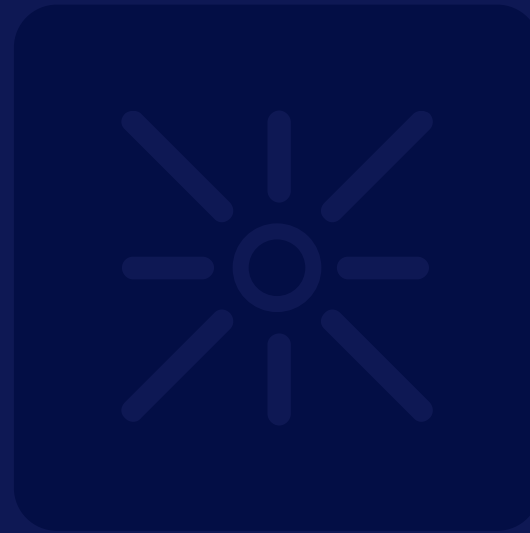


Cool story.

But how do I actually go about
implementing this?



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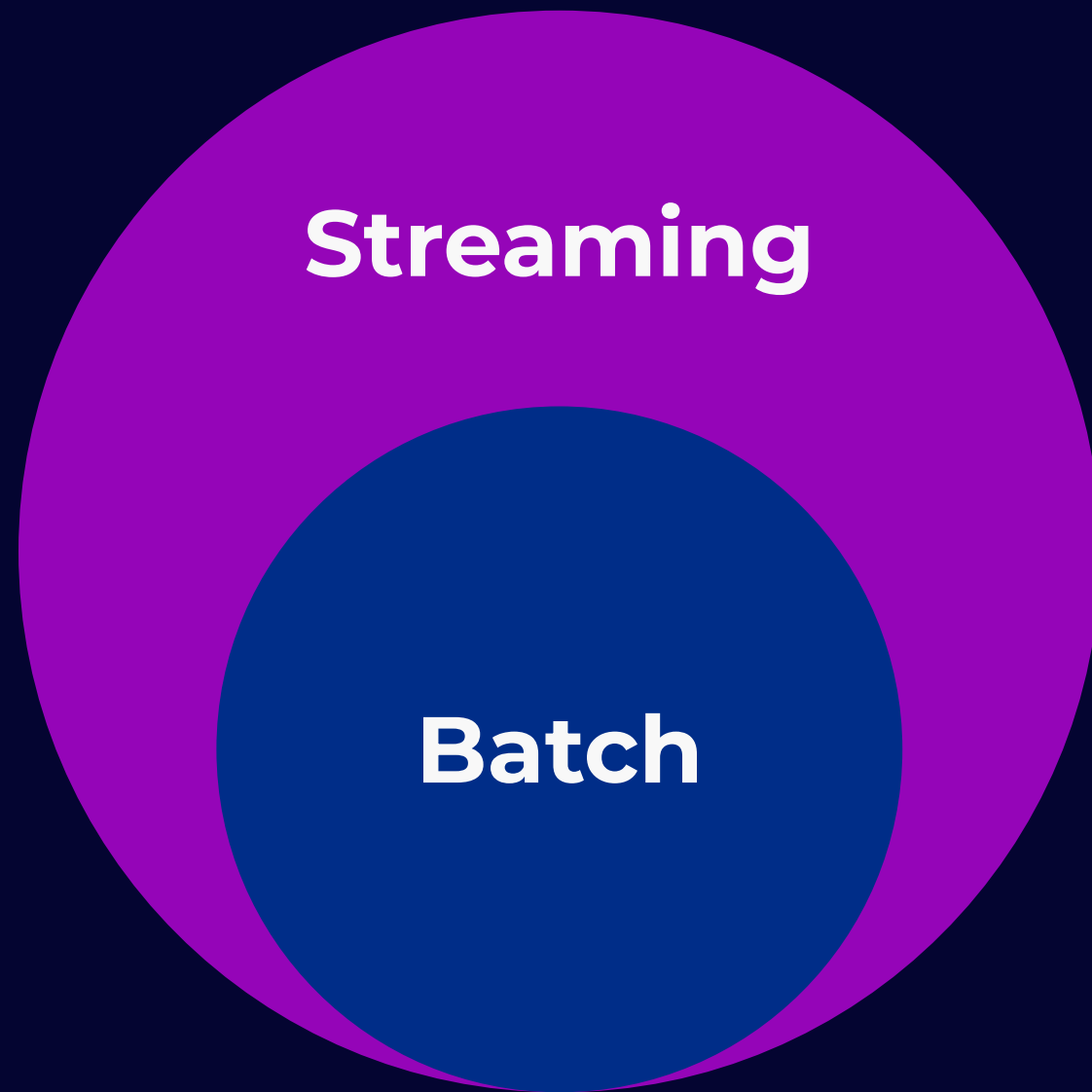
Decentralization and the Data Streaming Platform

Why Streaming
over Batch for
decentralization?

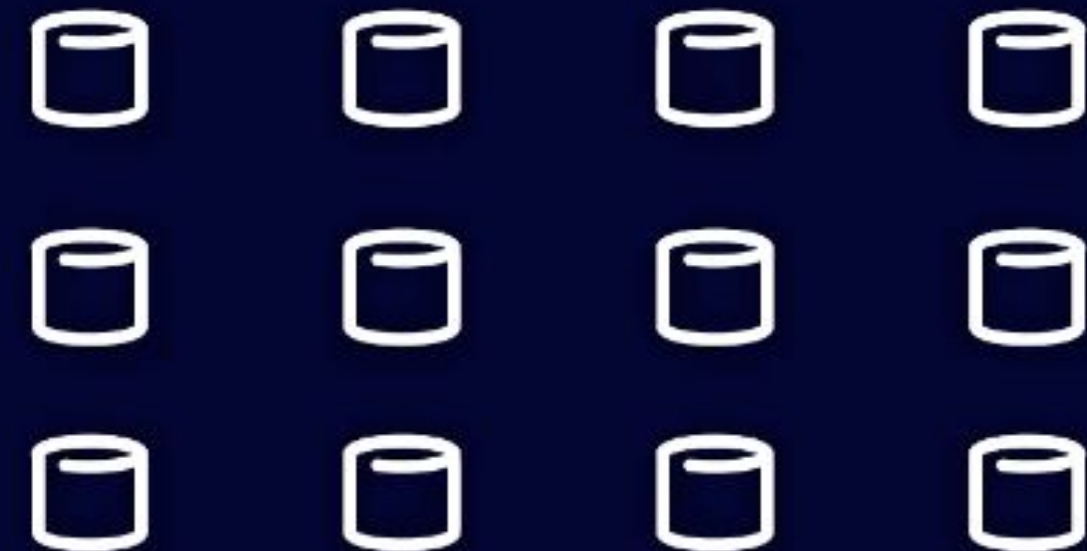
Data Streaming
Platform Capabilities
and Impact

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



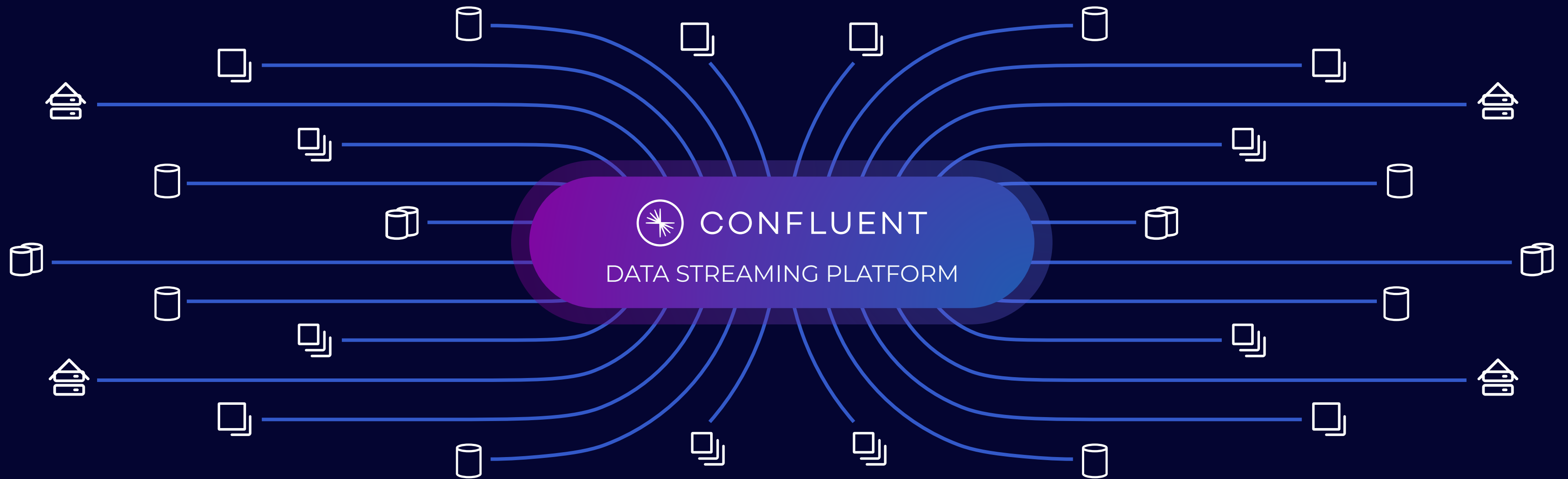
SaaS Applications



Analytic Systems

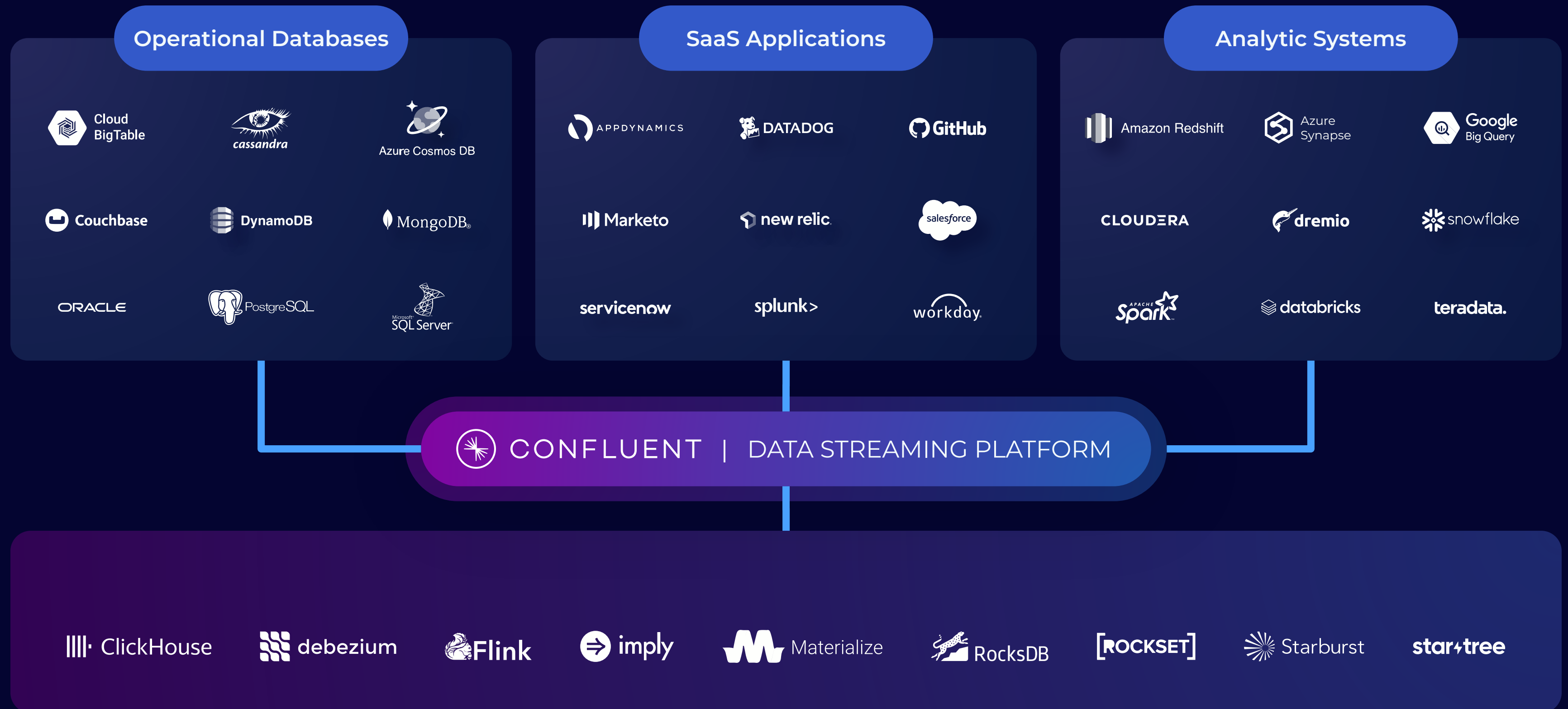


Data Streaming Platform Coordinates across silos



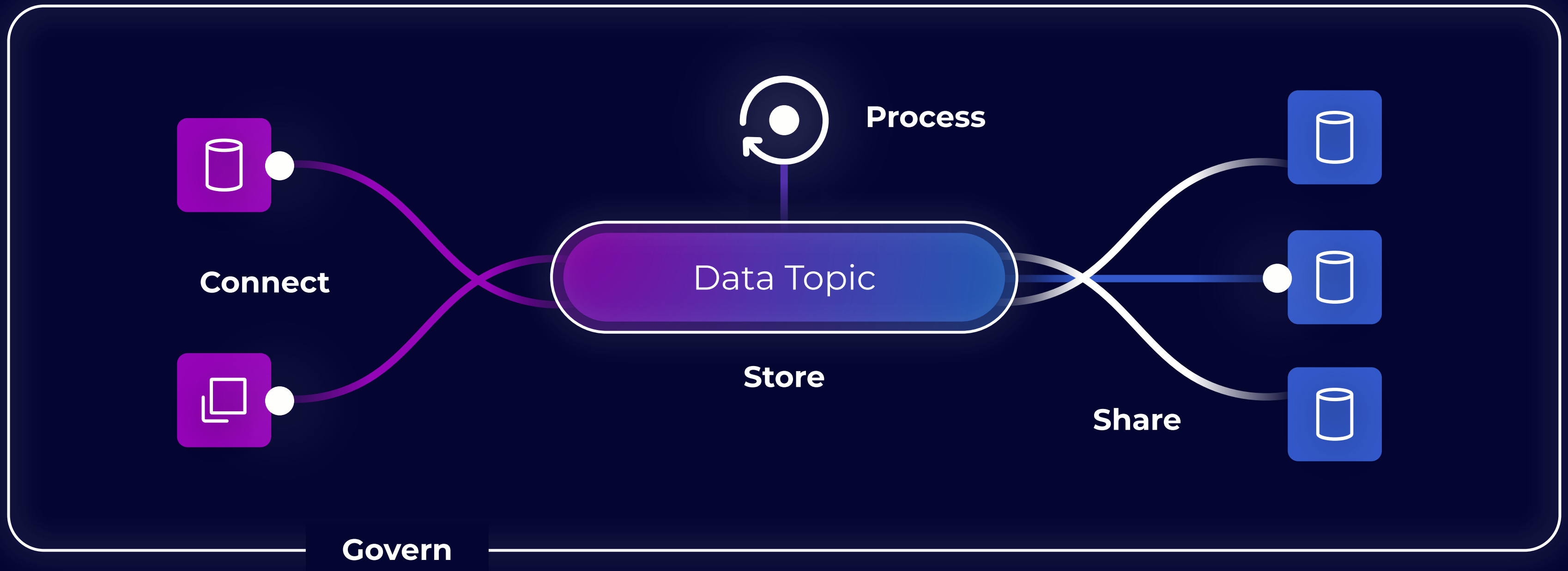


Today, a fourth estate is emerging that provides a new foundation for your data strategy

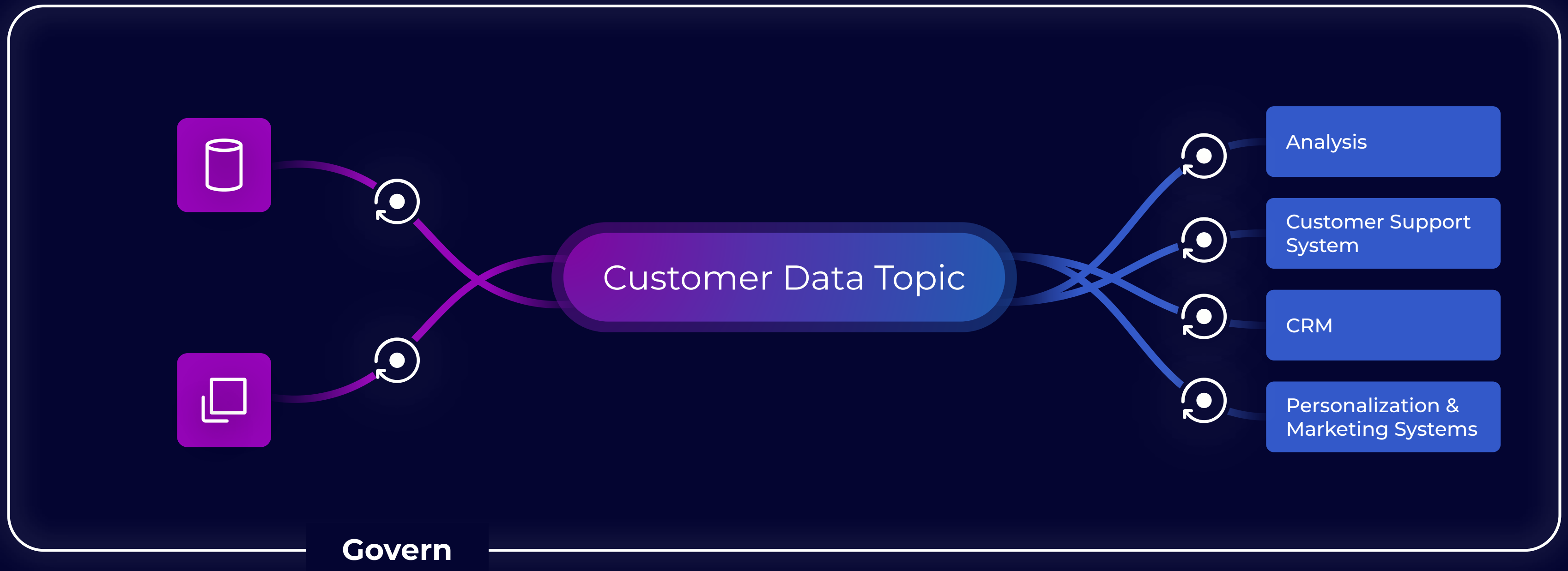




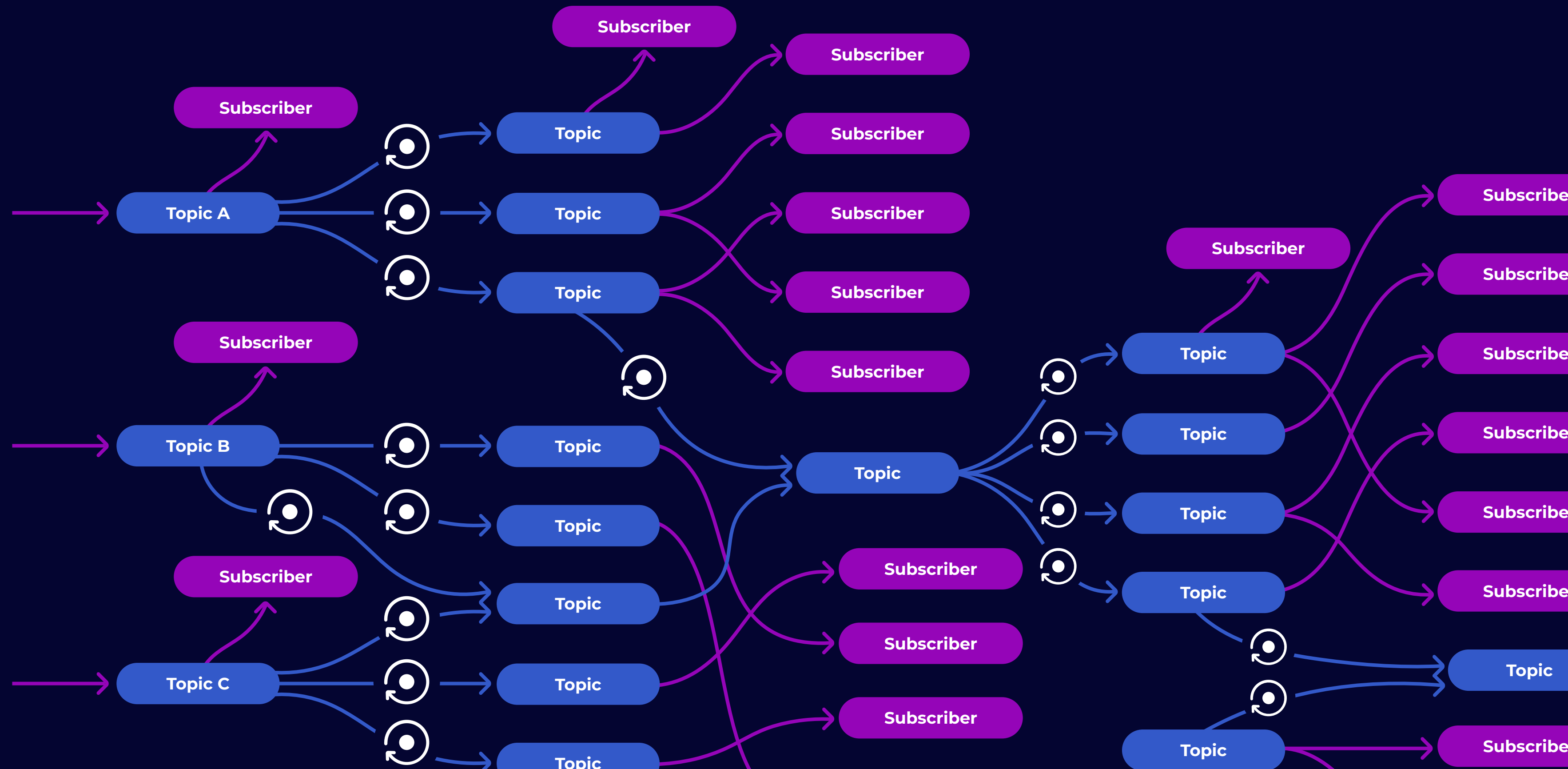
Breaking down the key capabilities of a data streaming platform



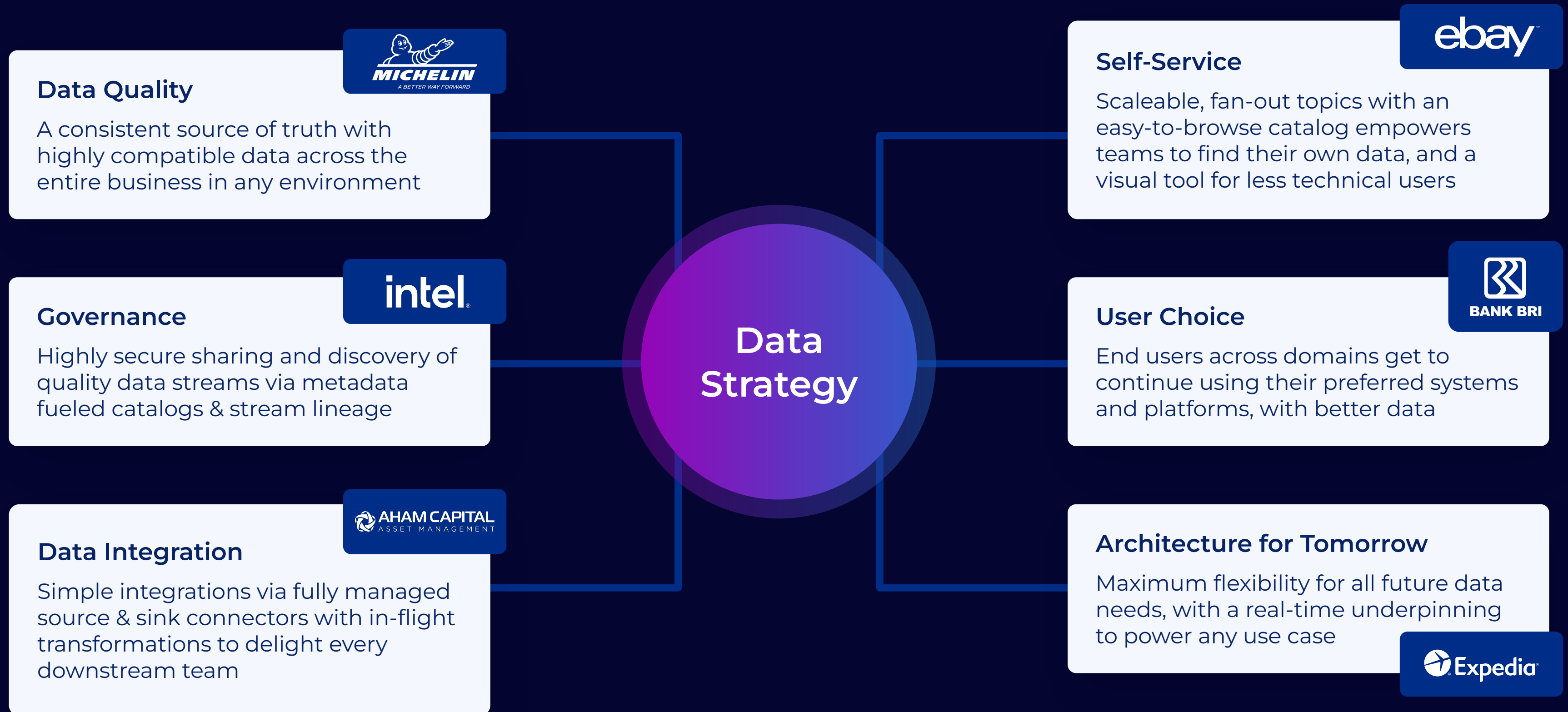
How this works in practice — customer data



This model scales throughout the business



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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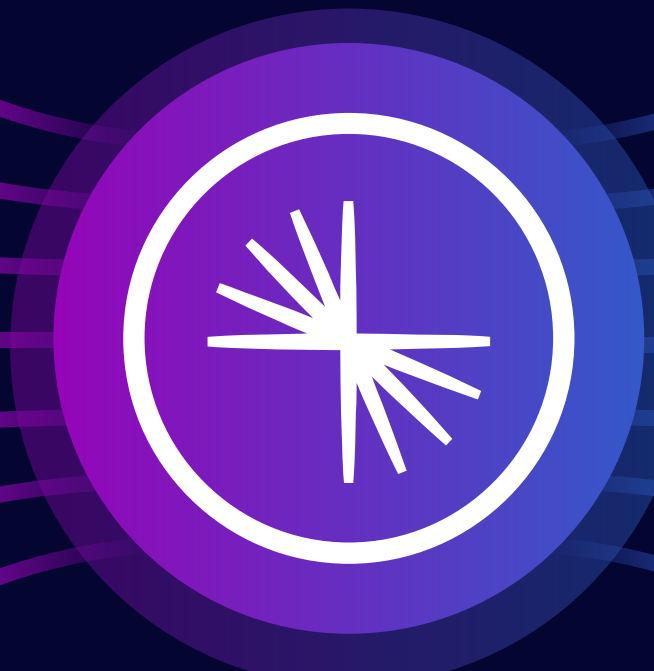
80% of the
Fortune 100

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



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confluent.io/get-started/



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Reinventing Kafka in the Data Streaming Era

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