

Real-Time ETL & Integration

Use Dataflow's exceptional ability to provide near-instant analysis and decision making based on the most up-to-date information.

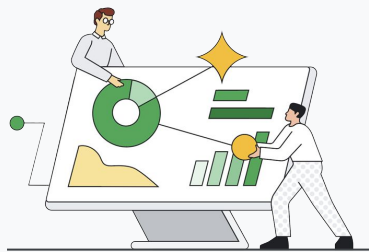


Faster decision making



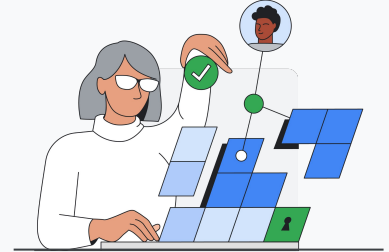
Shift from interday decision making to intraday decision activation.

Fresher dashboards



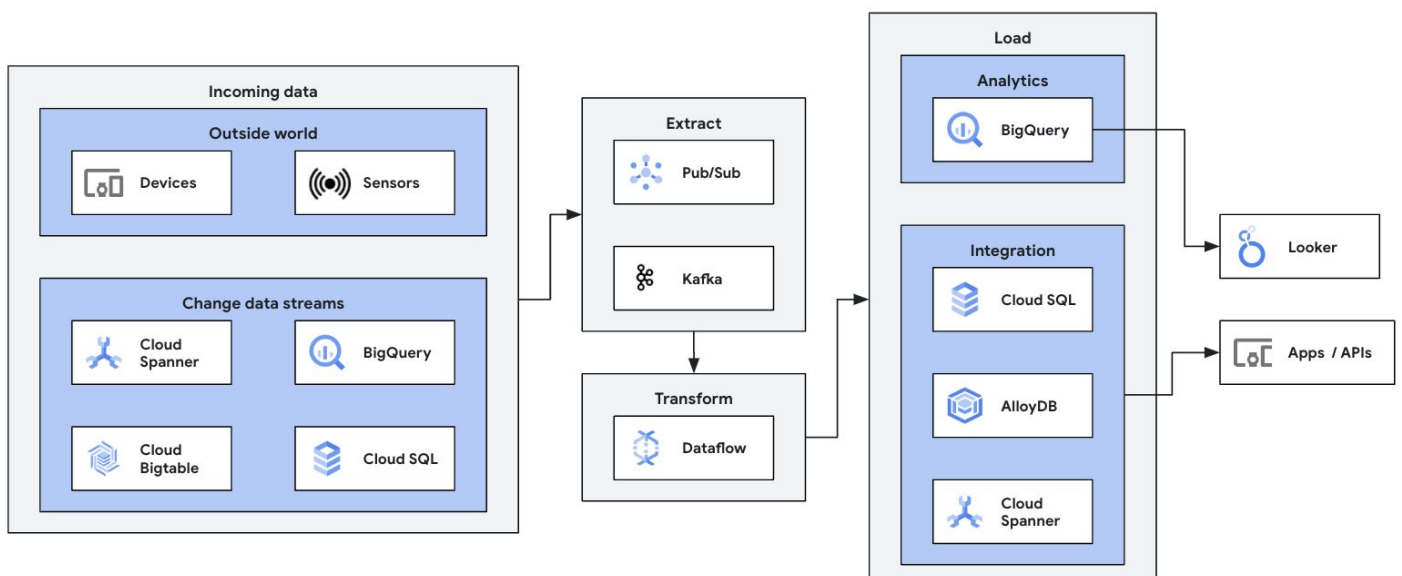
Empower business intelligence and data analysts with up-to-date data to make timely decision.

Better data



Build a ubiquitous stream processing to ensure consistent data delivery to multiple applications, further eliminating data silos.

Use dataflow to ingest real time streaming data from IoT devices & sensors or data streams. Perform transformation on the data using Dataflow and load it into BigQuery for analytics. Expose data to Looker for reporting or to Apps/APIs for other applications.



Dataflow can deliver near-instant analysis using most up-to-date information.

1

E-Commerce

Use Cases

- Personalized recommendations
- Real time inventory adjustments

Value

- Improved customer experience
- Efficient supply chain and inventory management
- Reduced cost

2

Logistics

Use Cases

- Optimized delivery routes based on live market data
- Predictive maintenance of shipping vehicles.

Value

- Reduced time and cost.
- More reliable, efficient, and safer vehicles, ultimately improving the overall driving experience

3

Financial Services

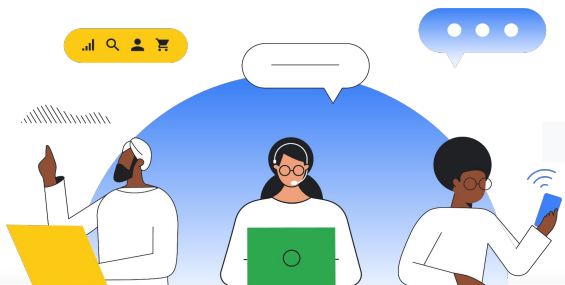
Use Cases

- Algorithmic trading based on latest market data.
- Fraud detection

Value

- Most efficient execution of a trade
- Shift from Reactive to proactive.

Why Dataflow?



Innovate with **Google's Dataflow** unified stream and batch data processing



Build and scale fast with our flexible programming model and serverless experience



Help accelerate time-to-production with **enterprise-ready streaming**



"... We needed a way to get our streaming and batch data available quickly for insights.

... Now, we can ingest event data from Pub/Sub and Dataflow as the data pipeline for real-time insights and centralize our data using Dataproc, Cloud Storage, and BigQuery storage to help overcome data silos, and derive actionable insights."

Ethan Dickinson

Associate Director, Analytics Infrastructure



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"This intelligent platform keeps adding new value and makes it simple for Tyson to take advantage of its data. This innovation is a necessity ...in which companies must transform a high volume of complex data into actionable insight."

Nathan Marks

Staff Engineer



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Technical Benefits:

- Limitless scalability:** Batch jobs can shuffle ~2 PB of data and write up to 20 GB/s for a single streaming pipeline
- Resource efficiency:** Autoscaling ensures helps provision the right amount of machines at any given time
- Pre-Built Templates and Connectors:** Rich library of pre-built templates and connectors for common data sources and sinks

Let's get started



Align on goals for developer efficiency and key use cases



Review reference architecture and **implementation checklist**



Engage with **Google Cloud Consulting** or certified **Google Cloud Partner**



Activate Google Cloud Consulting service packages to **streamline implementation**

[Let's Start](#)

