



FRANKFURT

# The **Data Streaming Organisation**



**Daniel Wessendorf**  
Senior Executive Advisor  
Confluent





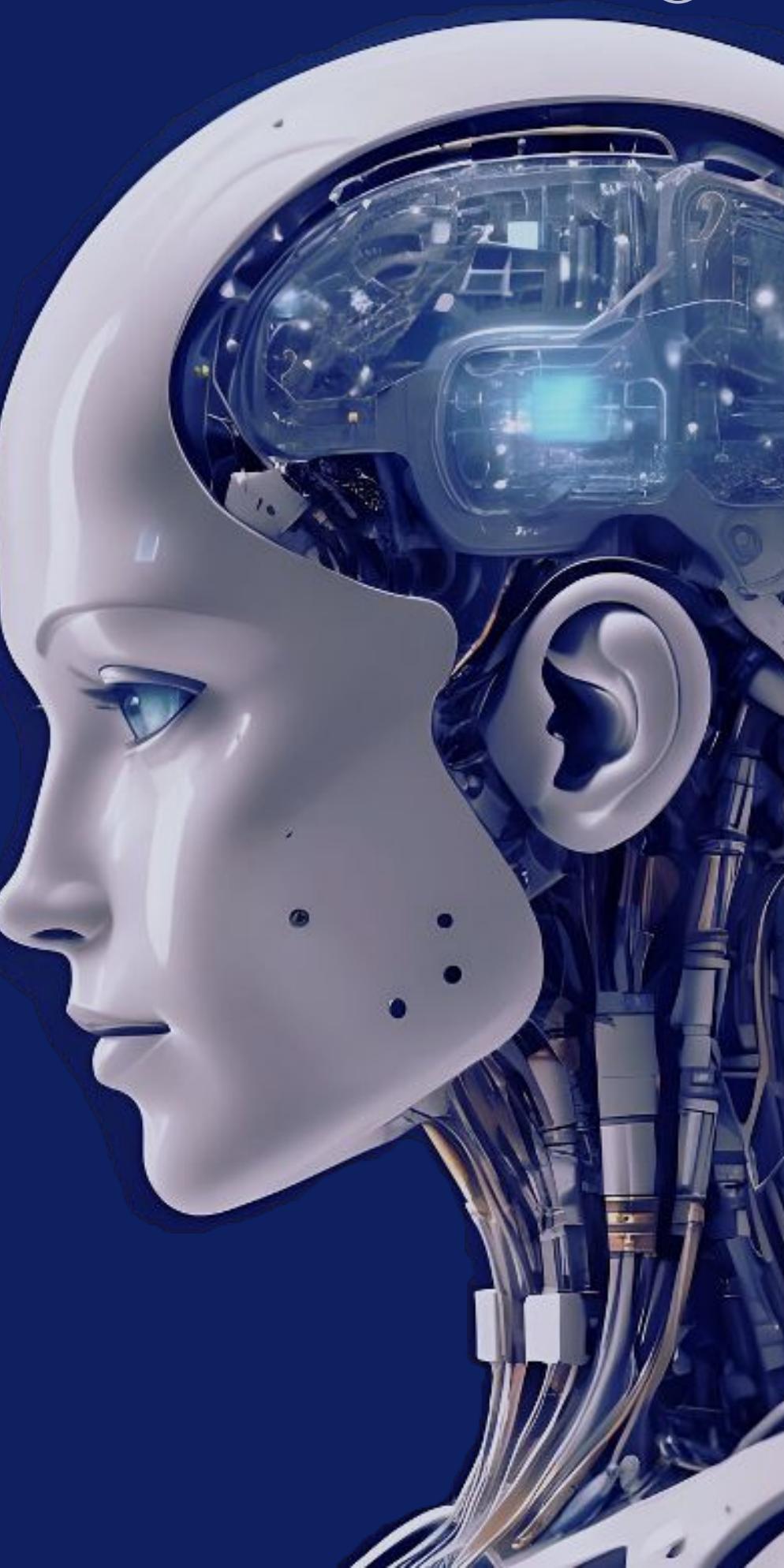
# How do we define the Value of Data?

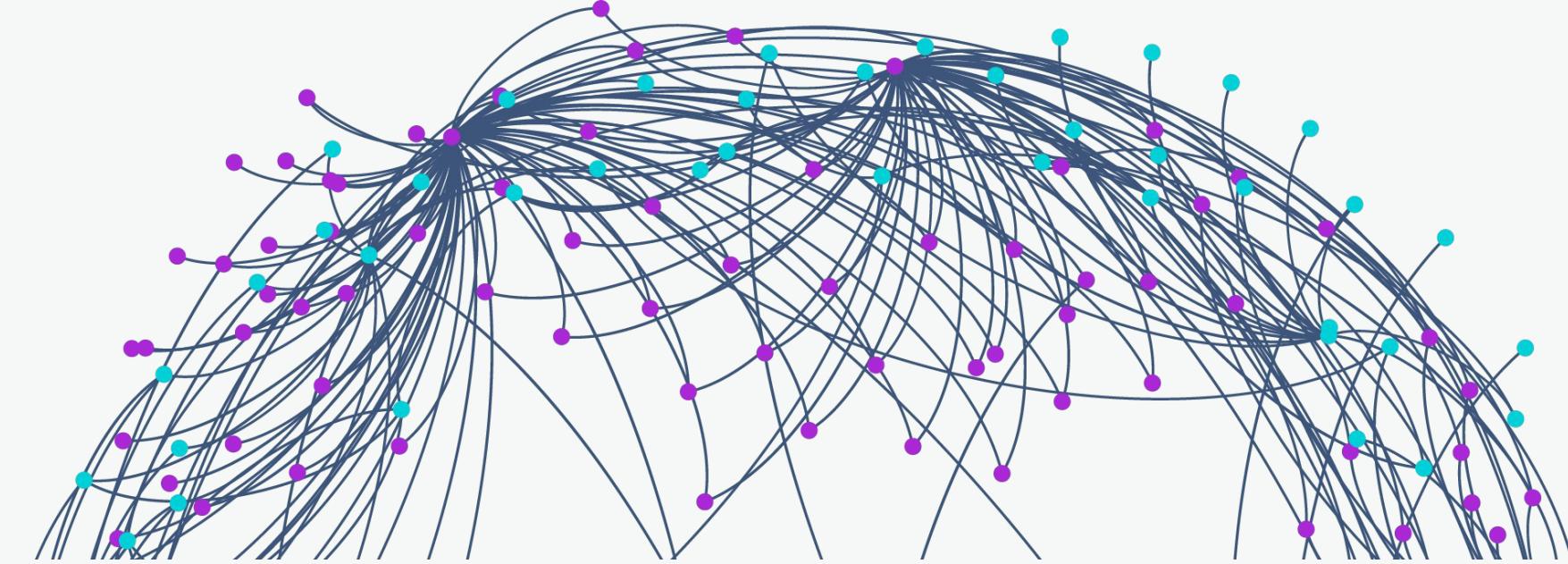


*Experts estimate that Generative AI  
could create up to **\$7 trillion** in  
annual cross-industry value.*

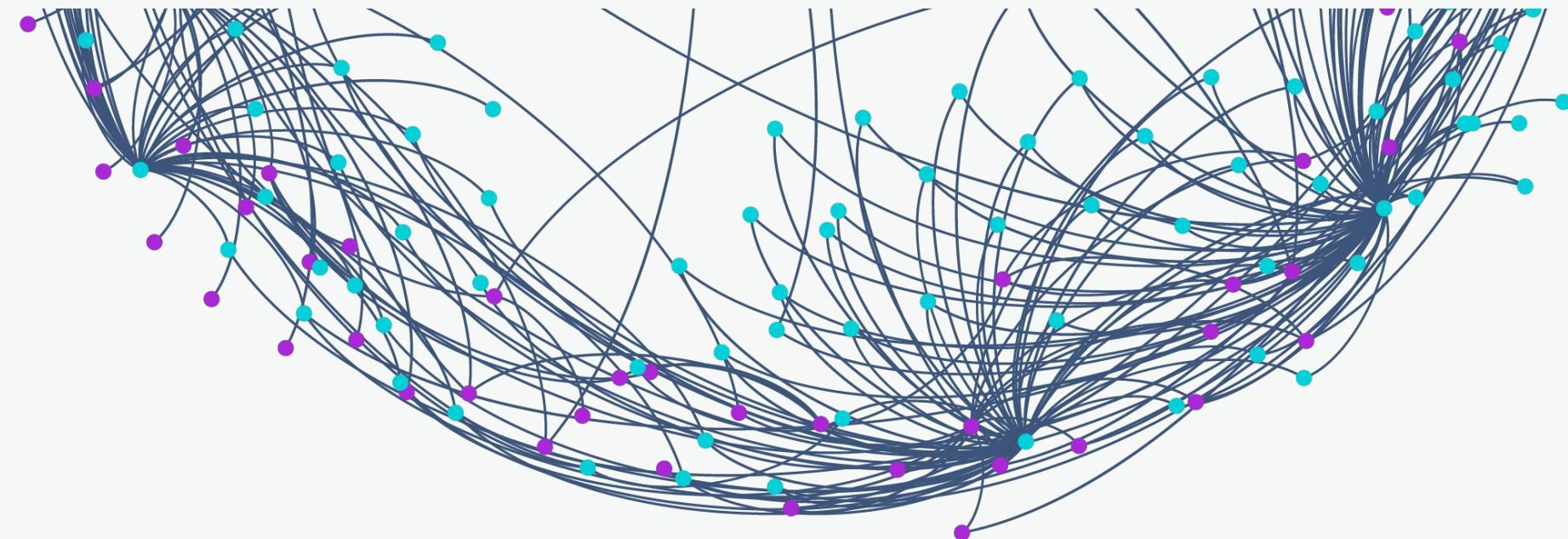


, 2024





# Unlocking **Value** from Data is Much Harder than it Should Be





# 10%

*of organizations are able to get their AI initiatives reliably, robust and consistently into production.*

**Gartner**, 2024



# Why do so many AI projects fail?

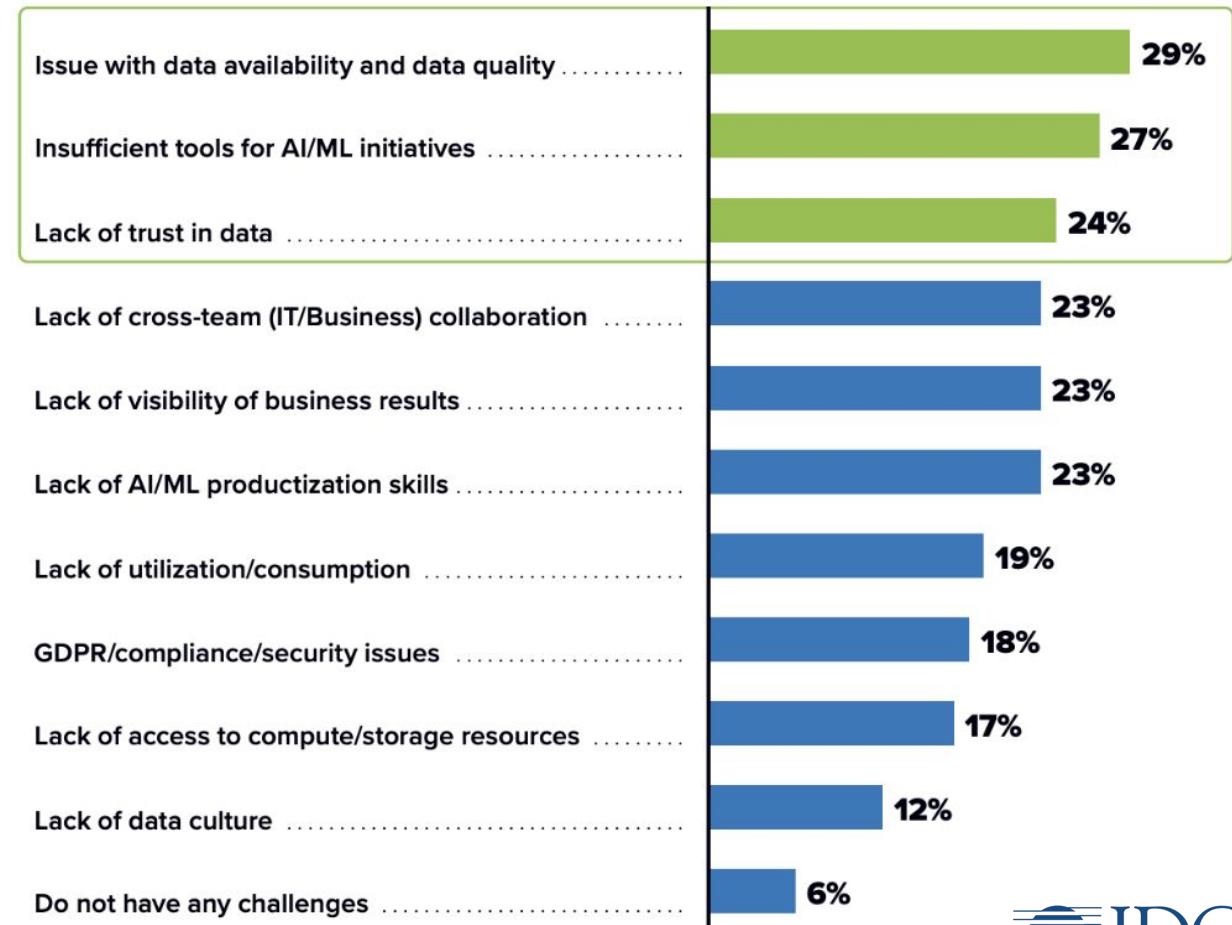
**68%**

of organizations face **significant data quality and integration challenges** that directly impact their AI success

FORRESTER®, 2024

DATA IN MOTION  
TOUR 2024

What are the biggest inhibitors to realizing value from AI/ML?  
Respondents could select multiple answers.



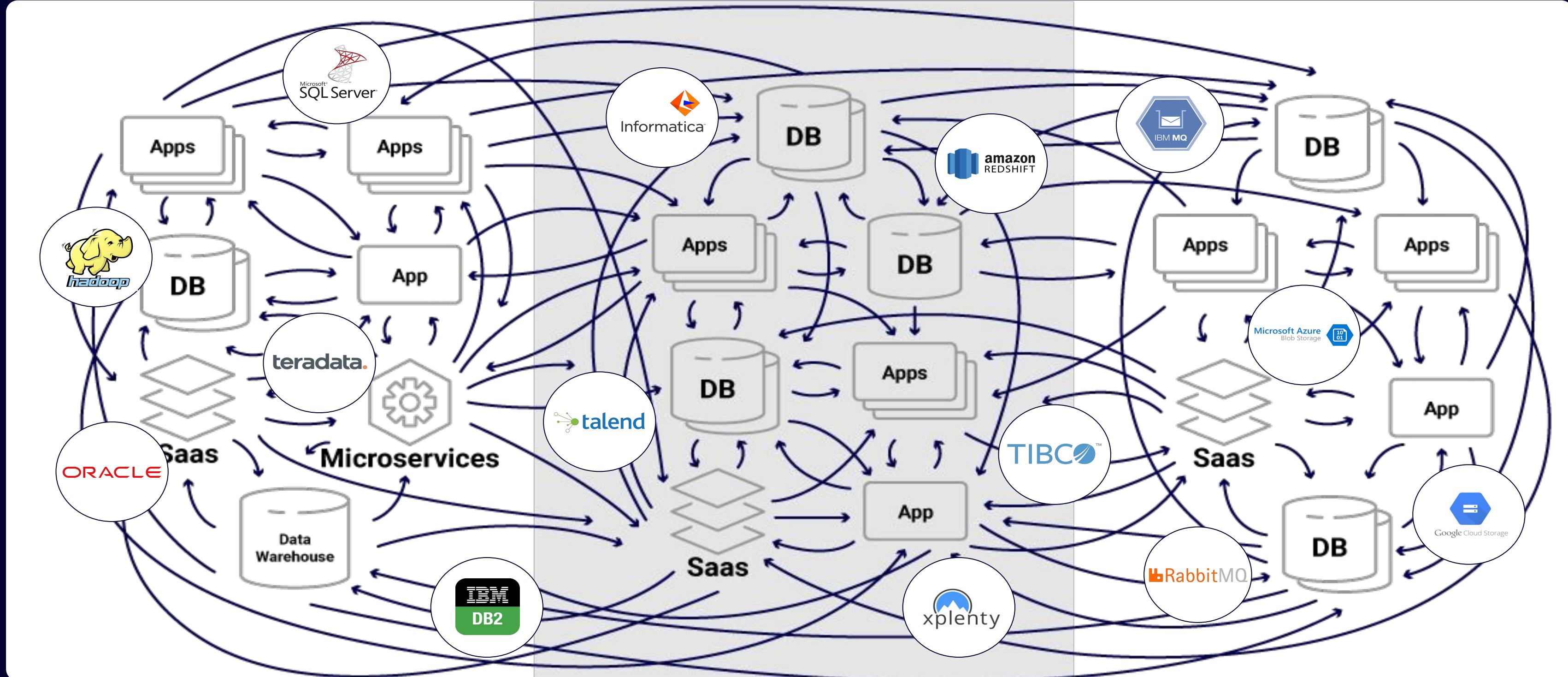
n = 952. Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 2, March 2023

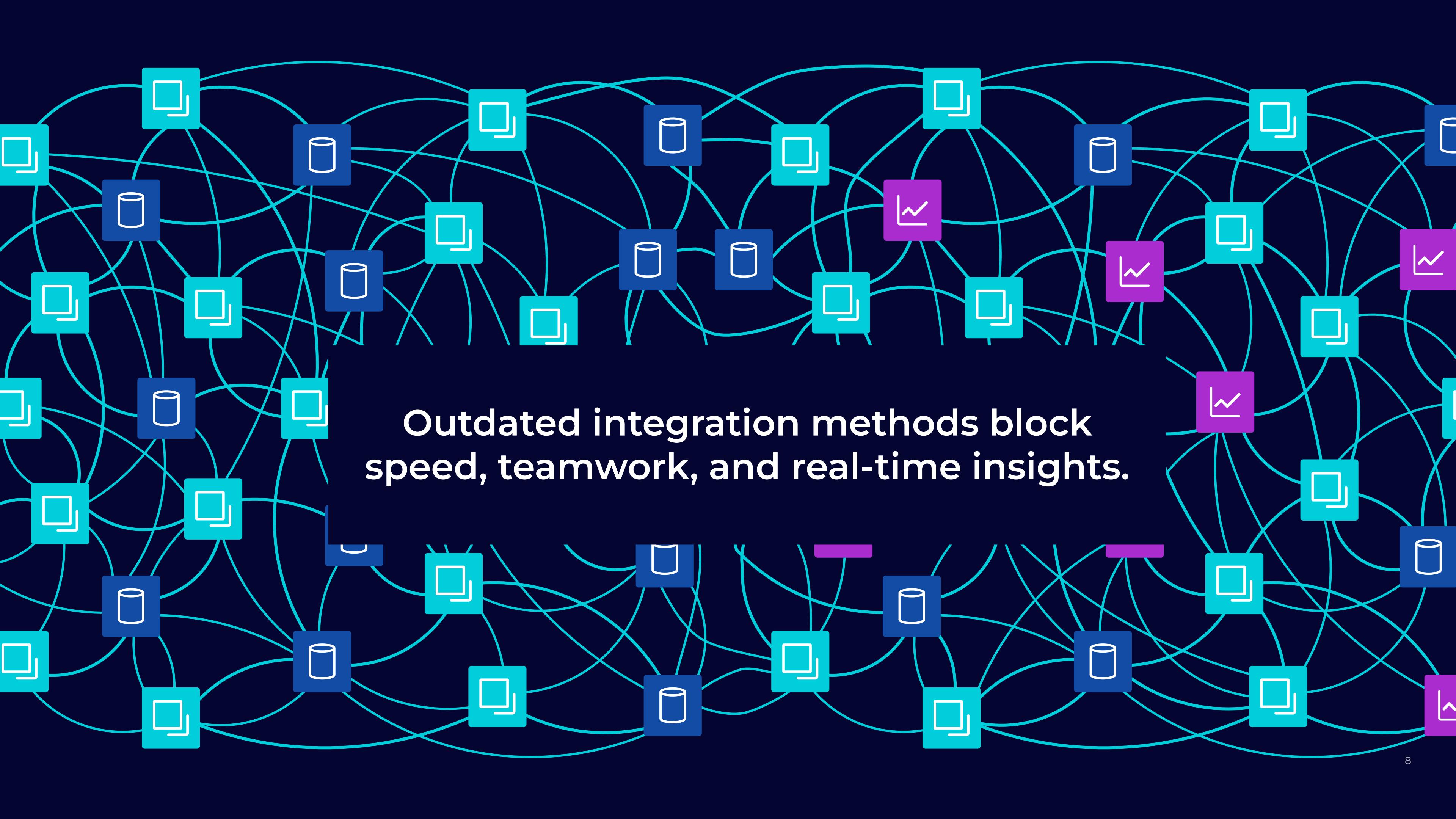
**IDC**  
Analyze the Future



# Legacy + Complexity → Agility

Line of Business 1





The background features a dense network of nodes connected by cyan lines, forming a globe-like structure. The nodes are represented by various icons: teal squares with white outlines, blue squares with white outlines, and purple squares with white outlines. Some nodes contain icons of databases (cylinders) or analytical tools (line graphs). The overall effect is one of a complex, interconnected system.

**Outdated integration methods block  
speed, teamwork, and real-time insights.**

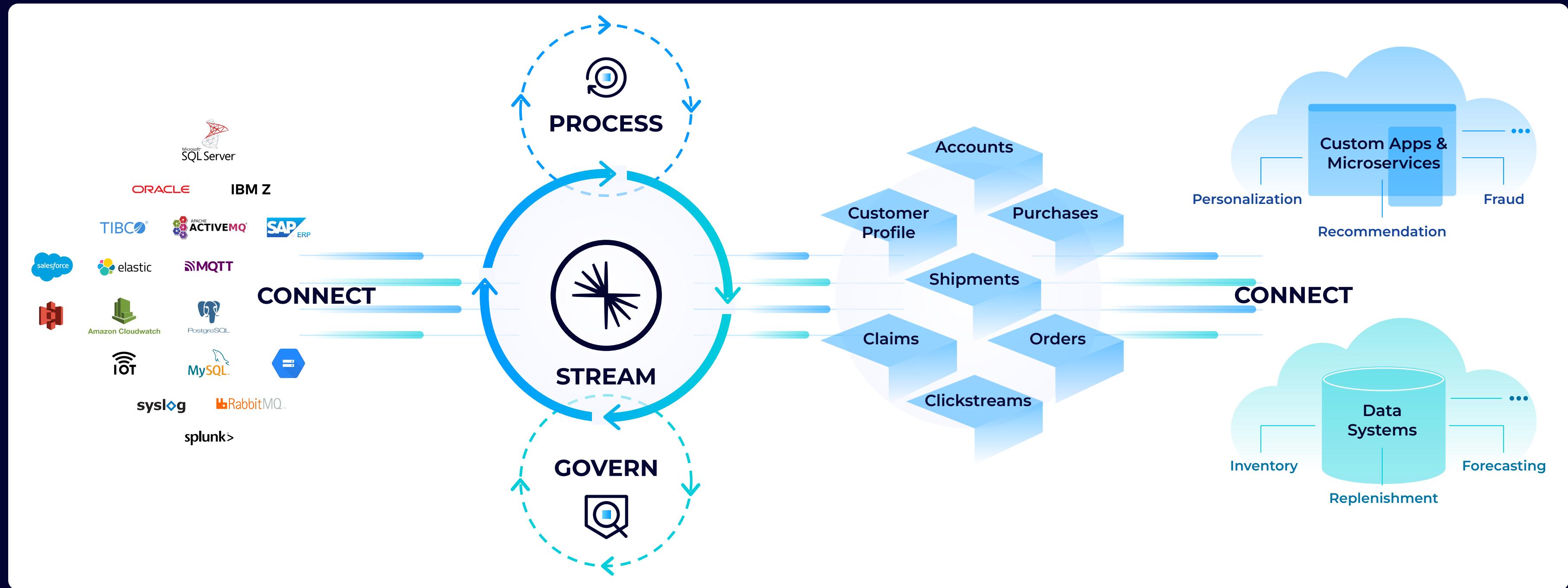


# The new paradigm - Confluent Data Streaming Platform

From Data Mess

To Data Products

To Instant Value Everywhere



DATA IN MOTION  
TOUR 2024



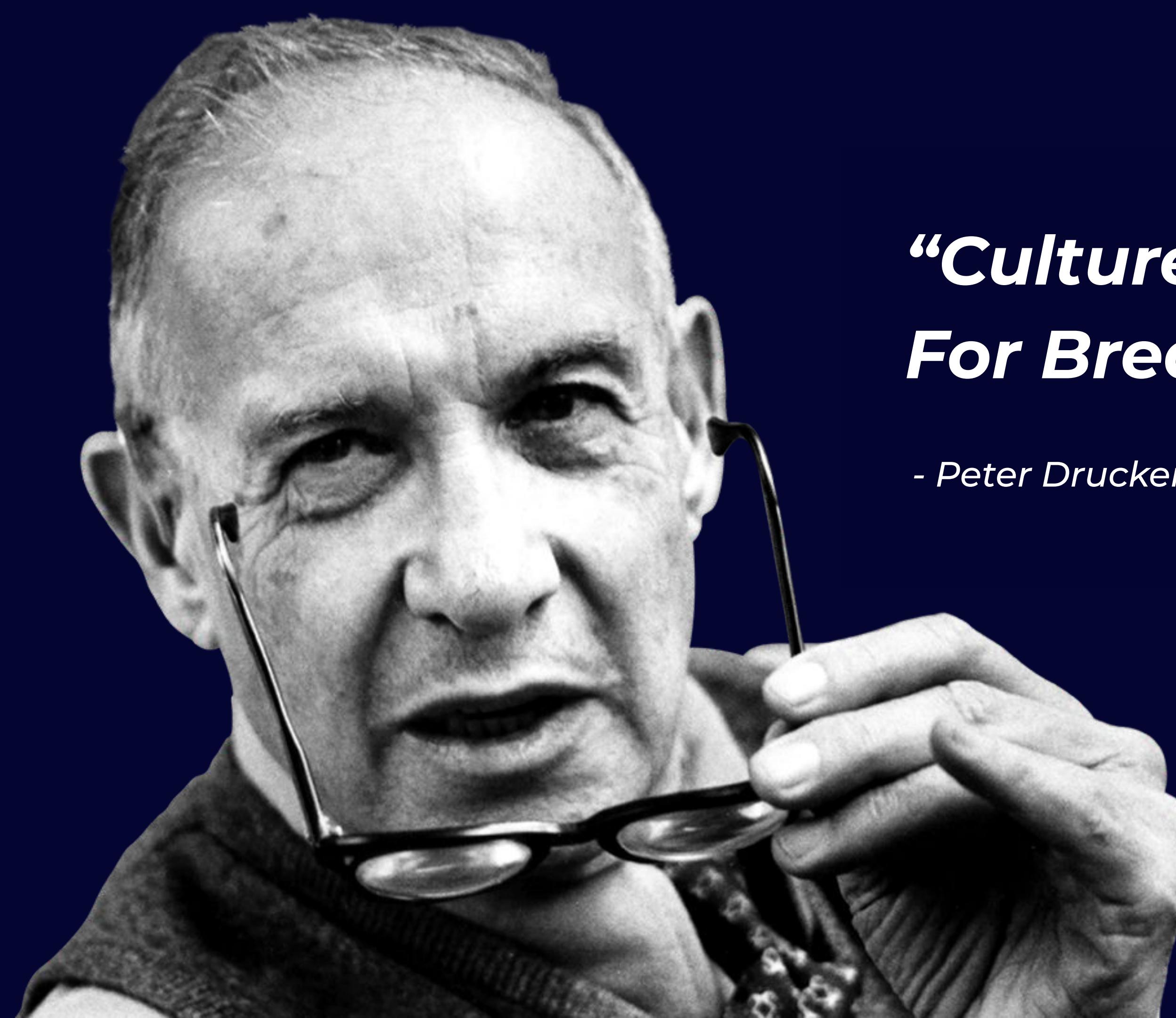
# Data product strategy amplifies ROI of use cases

The collage consists of four mobile application screenshots:

- Payments Processing:** A Walmart app showing a transaction history. It displays a green checkmark for "Transaction Authorized" on 10/20/2020 at 7:34 PM CST, a subtotal of \$40.00, tax of \$4.41, shipping of \$10.00, and a total of \$54.41. Payment method is 1115 VISA, and the sale ID is NT-923232533.
- Loyalty Rewards:** A Walmart app showing the Rewards Center. It shows a rewards balance of \$12.75 and lifetime earnings of \$12.75. Below this, there's a section for "Saved Rewards" showing potential earnings of \$7.75 and a grid of small product icons. A "Rewards Center Tools" section includes a QR code scanner for earning or redeeming rewards.
- Personalized Recommendations:** A grocery delivery app (Fresh) showing personalized deals. It features a search bar for "Search Fresh Grocery", delivery/pickup options, and a timer indicating a 55-minute delivery window. A banner says "Tons of deals in one tap Curated for you and updated daily". It shows items like an apple, an avocado, and donuts, each with a "+ Add" button. Below this, a message says "Because you bought oat milk" followed by "Almond milk".
- Real-time Trades:** A GameStop app showing real-time stock price data. It displays the stock symbol GME, the current price of \$450.25, and a green checkmark icon. It also shows price movements for the day (\$199.53, 134.84%) and after-hours (\$102.74, 29.56%). A line chart tracks the price over time, with a legend for 1D, 1W, 1M, 3M, 1Y, and 5Y.
- Fraud Detection:** A mobile screen showing a text message from Capital One. The message asks if the user tried to make a purchase with a card ending in 2315 and to respond with "yes" or "no". It also mentions WM SUPERCENTER #1973 and a purchase amount of \$317.50. The user responds with "Yes". Below this, another message says "Great! That's all we need to know. If your purchase was declined, try it again now." and "To check if your purchase went through and get answers to other account questions, ask".

**Harvard  
Business  
Review**

"Companies that treat data like a product can **reduce the time it takes to implement it in new use cases by as much as 90%, decrease their total ownership** (technology, development, and maintenance) **costs by up to 30%**, and **reduce their risk and data governance burden**."

A black and white close-up photograph of Peter Drucker's face. He is looking slightly downwards and to his right with a thoughtful expression. His left hand is resting against his chin, with his fingers partially hidden in his hair. He is wearing dark-rimmed glasses, which are perched on his nose. The background is a solid dark blue.

# ***“Culture Eats Strategy For Breakfast”***

*- Peter Drucker*



# DSO - Our framework for operational excellence

## Value from Data

Data Products

Use Cases

Patterns and Practices

## Ways of Working

Vision and Strategy

Operating Model

Communication Strategy

## Unified Platform

Cluster Strategy

Multi-Tenancy

Internal Developer Platform (IDP)

**Data Streaming Organization**



# How Professional Services can help

## ACTIVATION

Build your Data Streaming Strategy

## FOUNDATION

Create the foundational platform

## UNIFICATION

Become a Data Streaming Organisation

Use Case Development

Training & Enablement



# The Data Streaming Organization

Driving Value & Competitive Advantage From Data Streaming

VICTOR GATUNE, TRAVIS HOFFMAN, JAKUB KORAB, MARK MCCALLA, MIKE OWENS, JON VINES, ERIC WINTER

DATA IN MOTION  
TOUR 2024

Interested in Learning More?  
Download the DSO Whitepaper



**DOWNLOAD HERE**



# DATA IN MOTION TOUR

2024

