

DATA IN MOTION
TOUR 2024

Building the Data Streaming Organization

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Senior Practice Manager

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How do we define the Value of Data?



Data creates value when it is used...

Personalized Recommendations

Payments Processing

Transaction Authorized
10/20/2020 7:34 PM CST
User (sometimes) / Source(Always)
[Show Transaction History](#)

Purchase Amount
Subtotal \$40.00
Tax \$4.41
Shipping \$10.00
Total \$54.41

Payment Method 1115
Sale ID NT-923232533

Account Information [View Account](#)
Name Barbara Wilson
[Refund](#)
[Email Receipt](#)

Loyalty Rewards

Rewards Center ⓘ
\$12.75 Rewards balance | **\$12.75** Lifetime Earnings

Saved Rewards
\$7.75 potential earnings
 +1
[View all saved rewards](#)

Rewards Center Tools
Earn or redeem rewards
Scan QR code at checkout or scan receipt barcode.

Browse rewards by department [View all](#)

Personalized Recommendations

Everyday store prices • Earning with Fresh Membership >
Search Fresh Grocery

Delivery Pickup ⚡ 55min

Tons of deals in one tap Curated for you and updated daily
[See deals](#)

Buy It Again

+ + +

\$1.99/lb Apple per lb \$6.99 Avocado 8 ct. \$7.99 Donuts 12 ct

Because you bought oat milk
Almond milk

+ + +

Real-time Trades

GME GameStop **\$450.25** ⓘ
▲ \$199.53 (134.84%) Today
▲ \$102.74 (29.56%) After-Hours

Buy It Again

\$2. Kit...
Kit...
Wa...
Ch...
1D 1W 1M 3M 1Y 5Y

Fraud Detection

AT&T 8:44 PM 52%
227-663 >

Text Message Today 6:16 PM

Hi, it's Capital One. Did you just try to make this purchase with your card ending in 2315? Text back "yes" or "no" to let us know.
WM SUPERCENTER #1973 \$317.50
Please respond to help protect your account. Thanks!

Yes

Great! That's all we need to know. If your purchase was declined, try it again now.
To check if your purchase went through and get answers to other account questions, ask

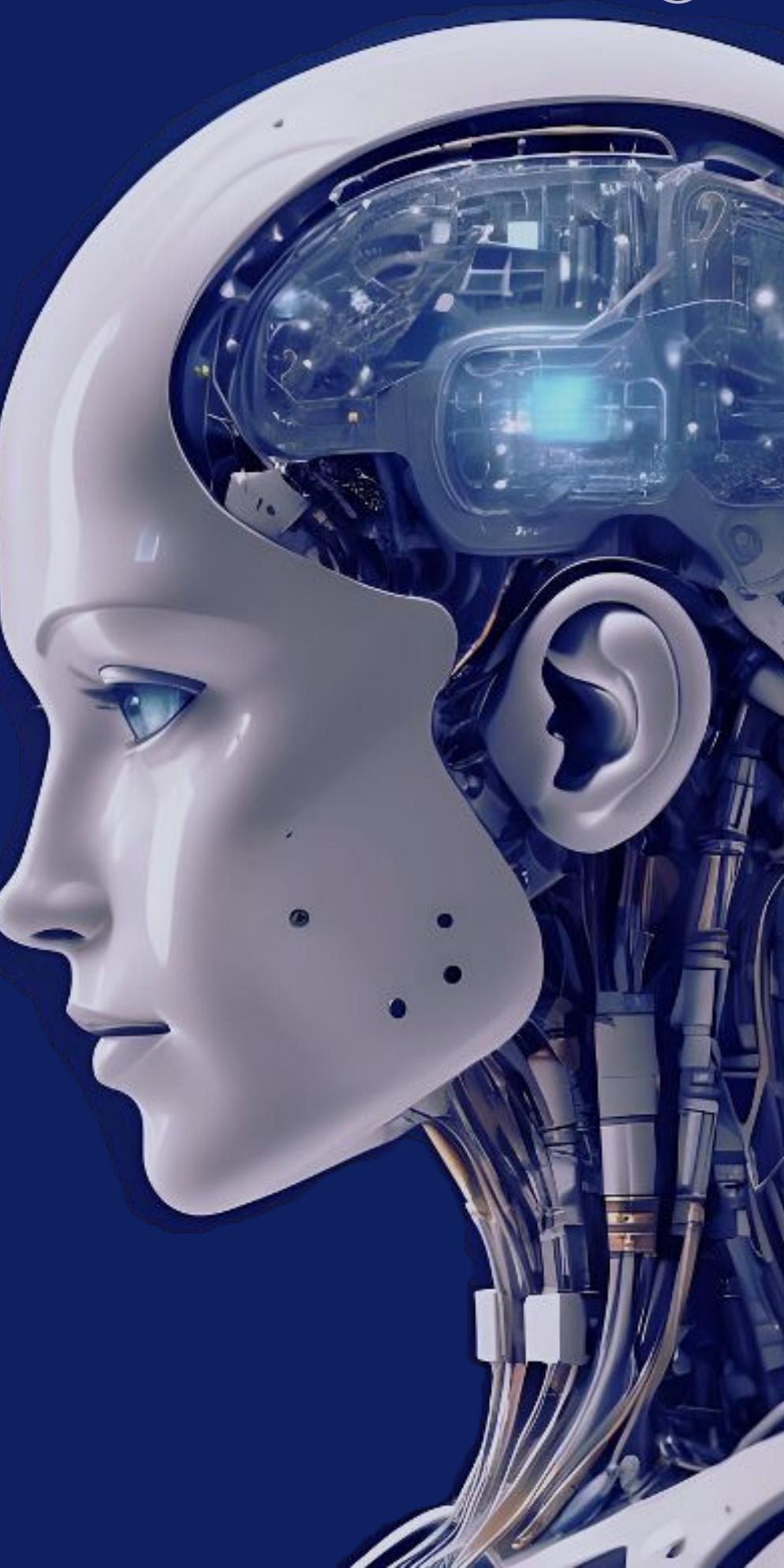
[Text Message](#)

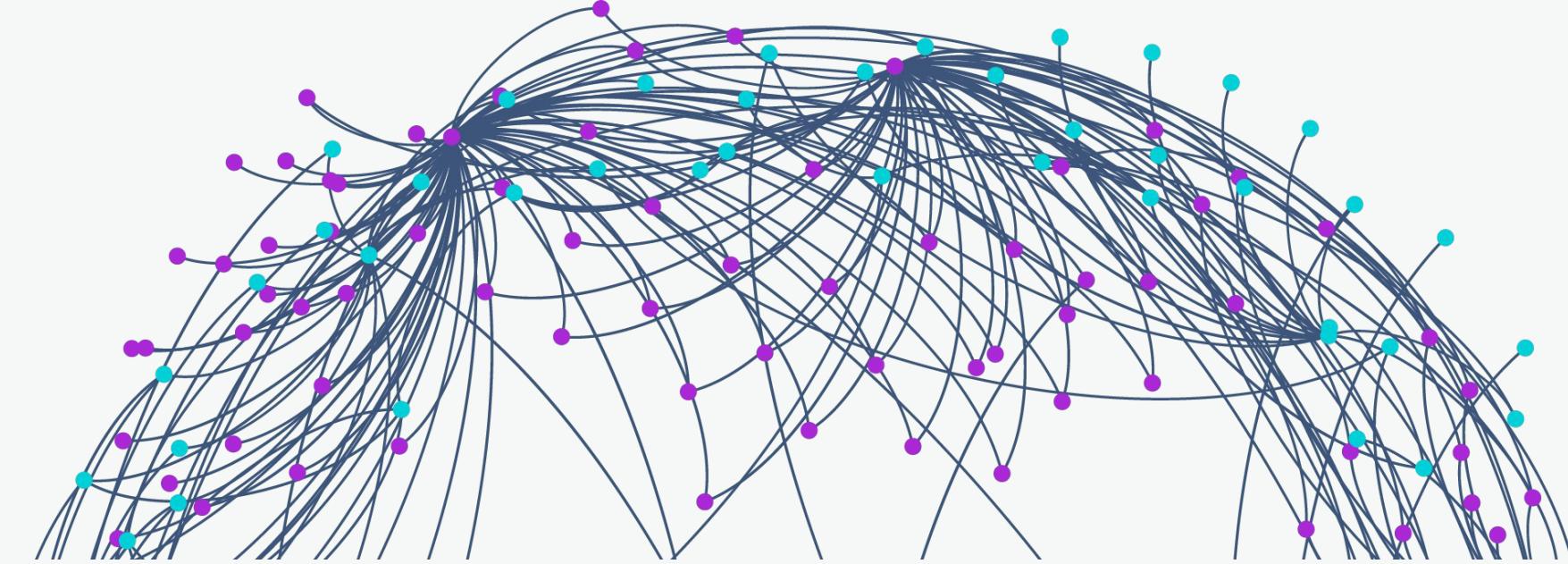


*Experts estimate that Generative AI
could create up to **\$7 trillion** in
annual cross-industry value.*

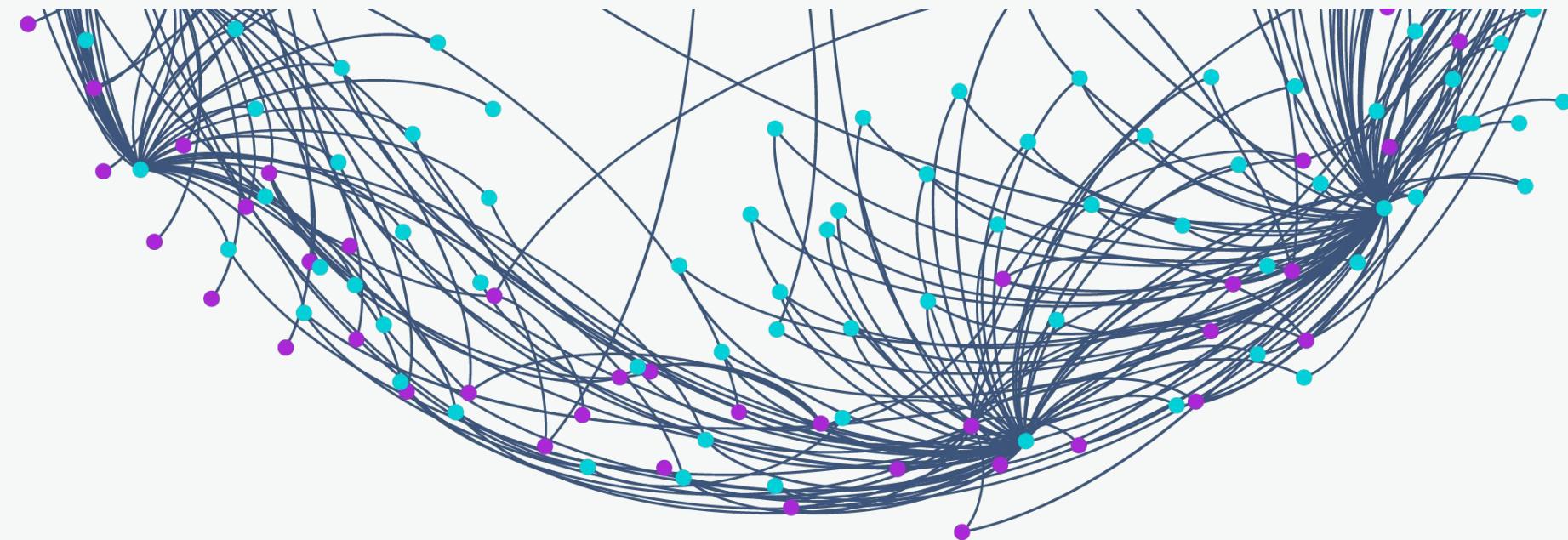


, 2024





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?

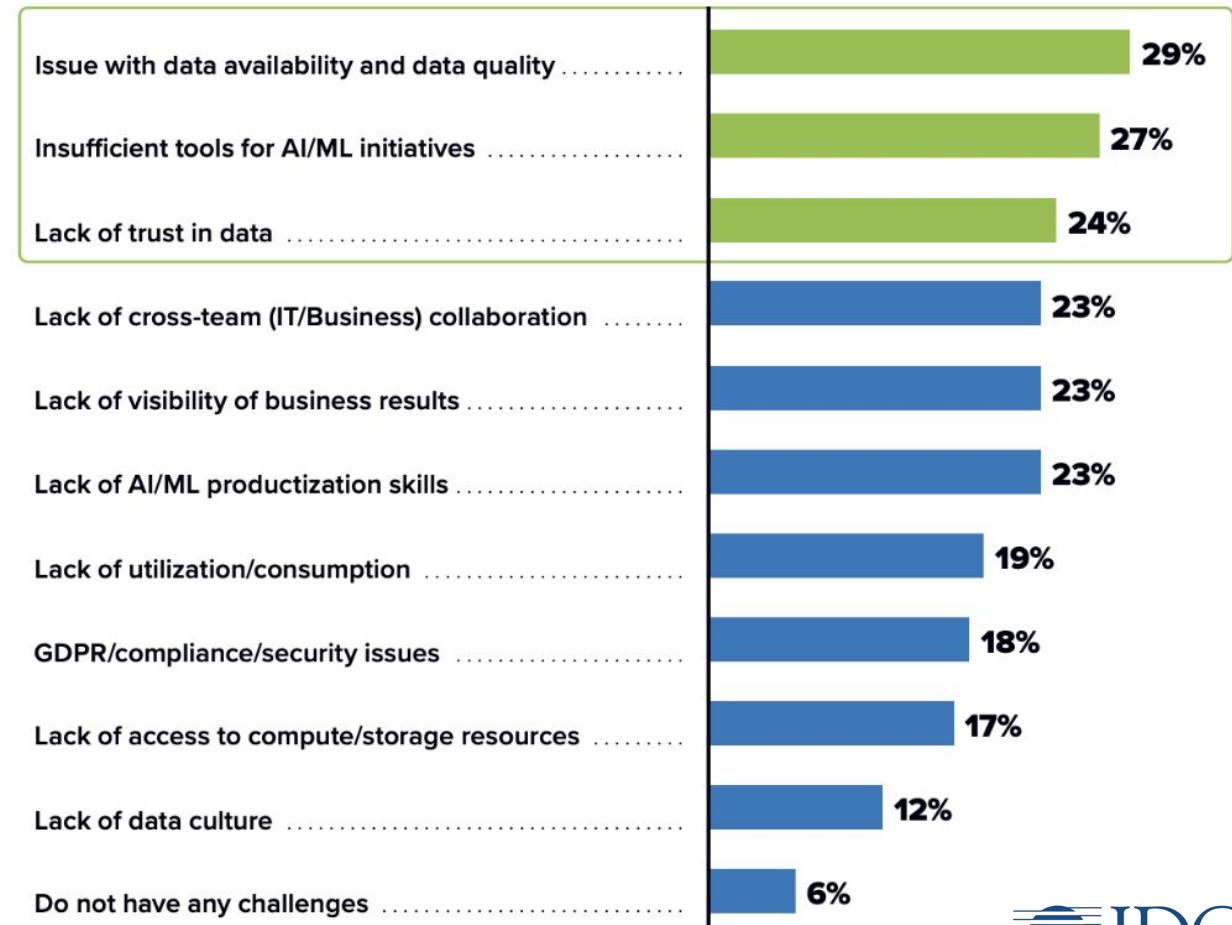
68%

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

FORRESTER®, 2024

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

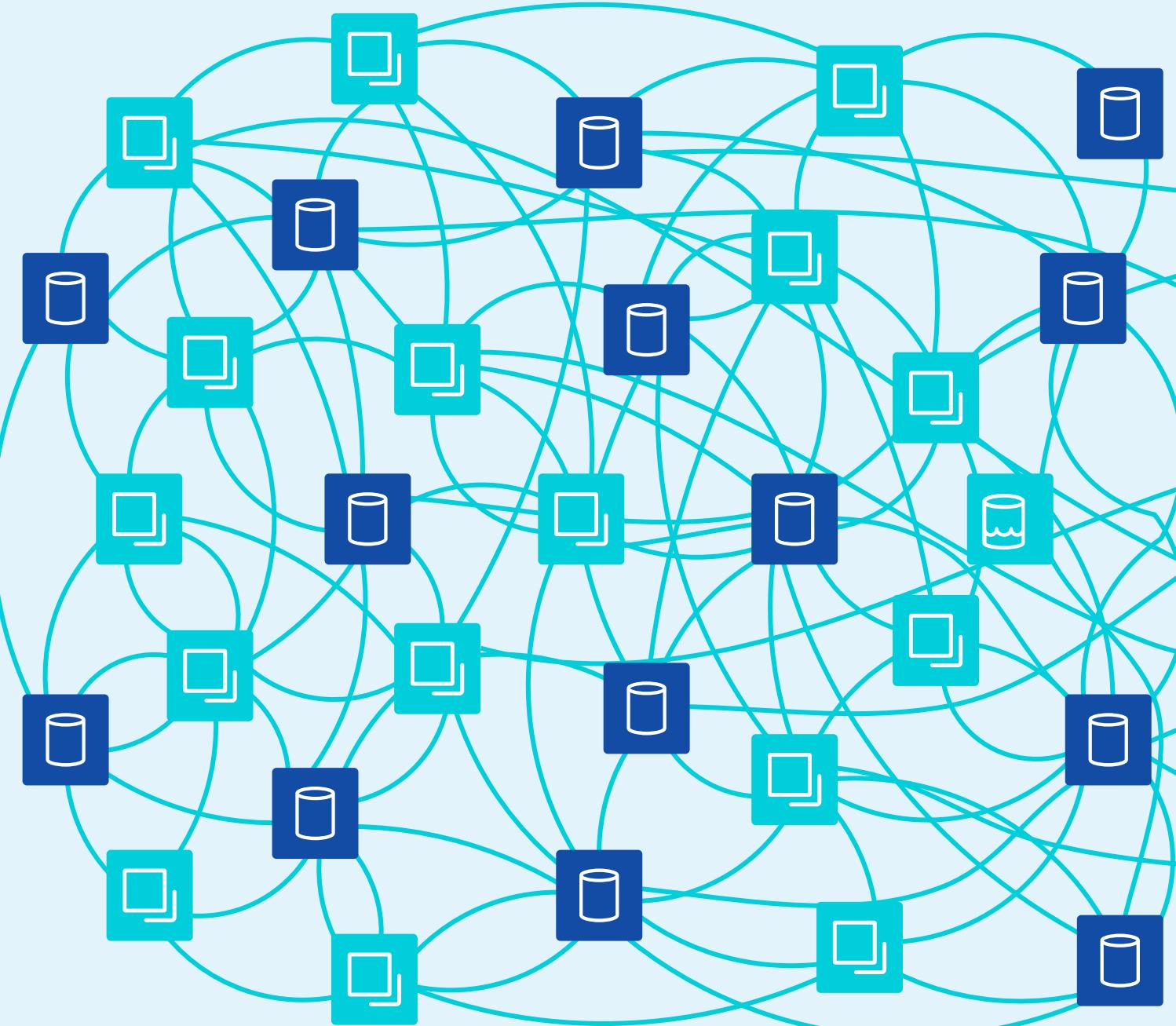


n = 952. Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 2, March 2023

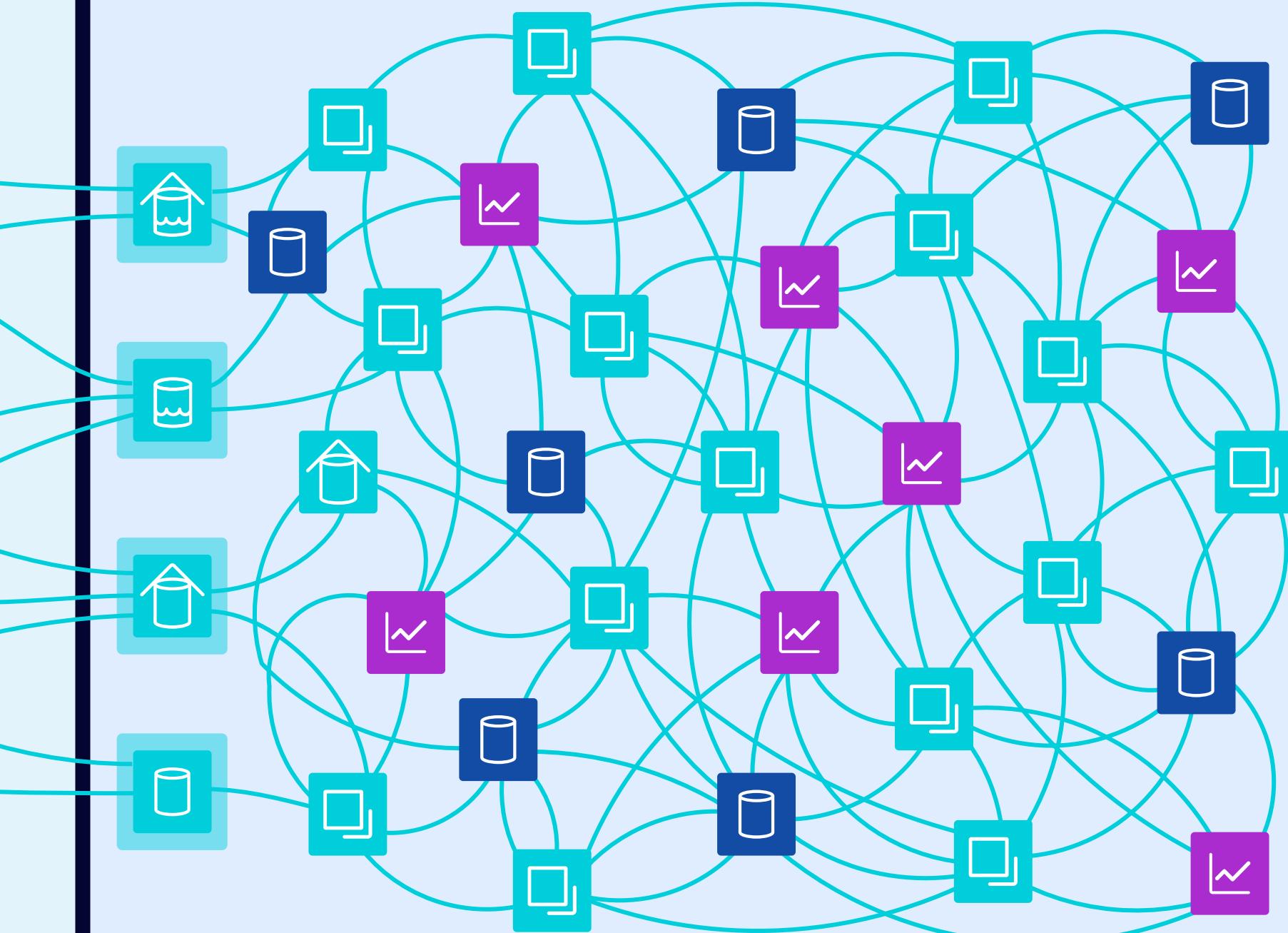
IDC
Analyze the Future

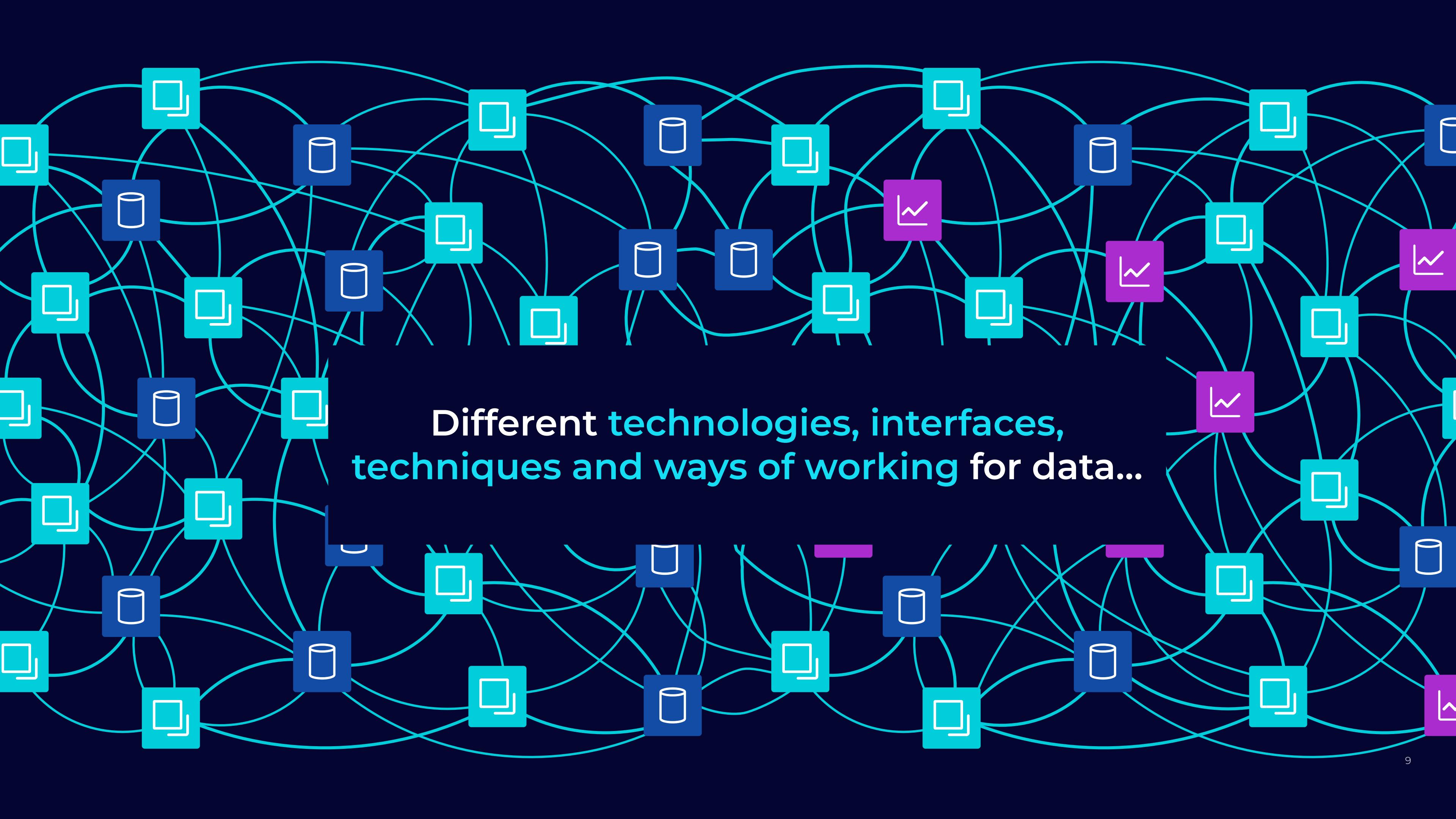


OPERATIONAL ESTATE



ANALYTICAL ESTATE





A complex network diagram is overlaid on the background. It consists of numerous nodes, primarily represented by blue and cyan squares containing white icons. These icons include various symbols such as databases (cylinders), servers (square with a vertical bar), and line graphs. The nodes are interconnected by a dense web of light blue curved lines, forming a global network pattern.

Different **technologies**, **interfaces**,
techniques and ways of working for data...

What is the smartest brain without a Central Nervous System?



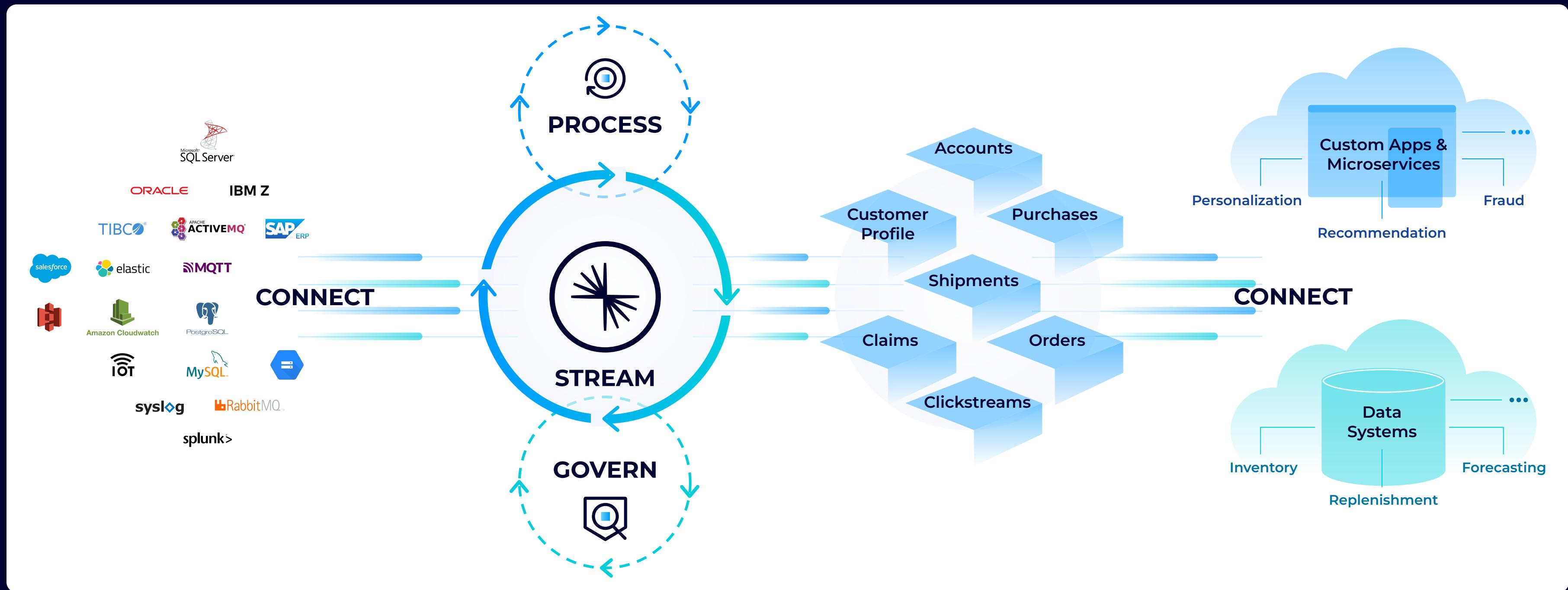
Putting it all together - Confluent Data Streaming Platform



From Data Mess

To Data Products

To Instant Value Everywhere





Data product strategy amplifies ROI of use cases

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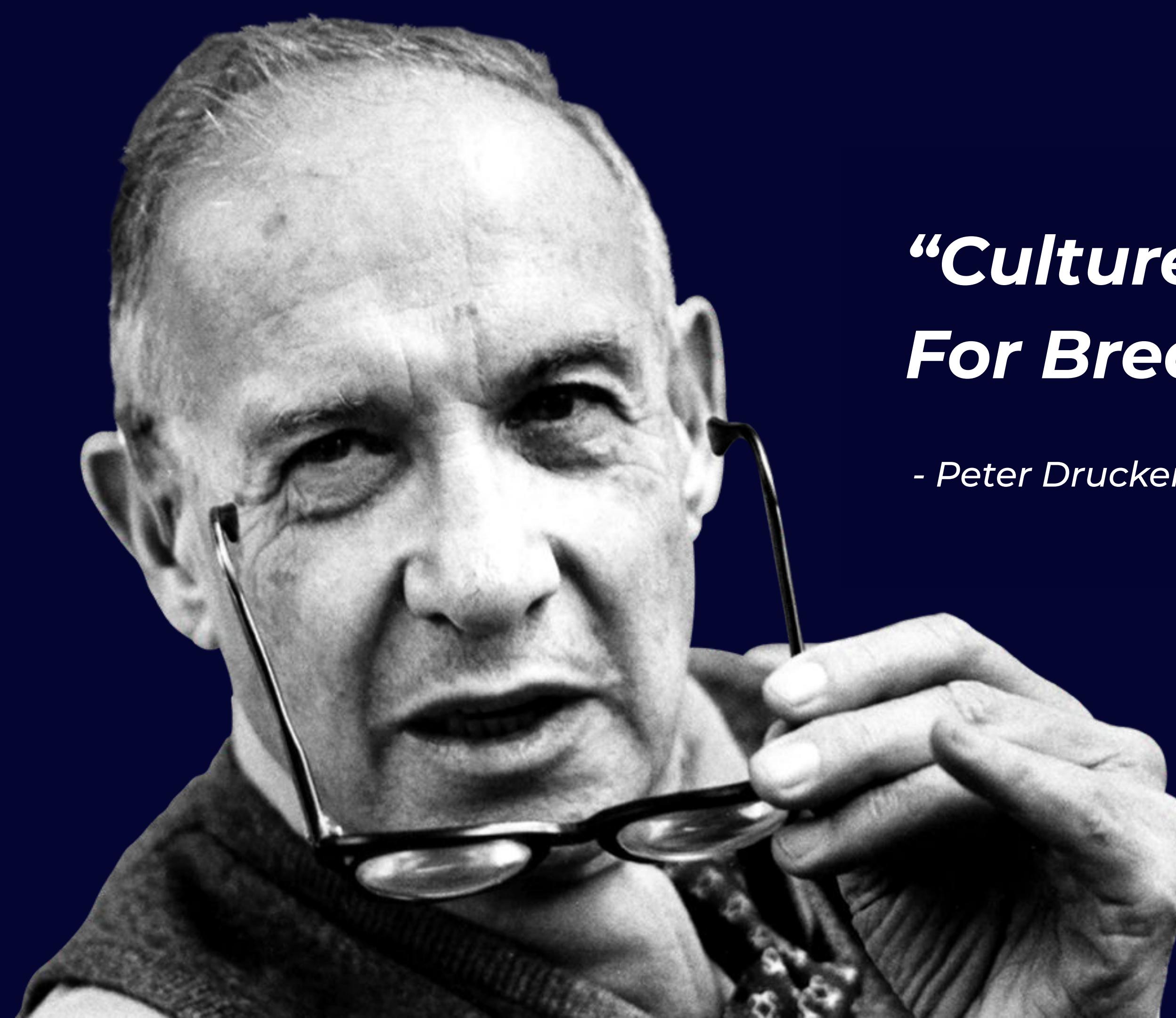
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Text Message

**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



How can we help

ACTIVATION

Build your Data
Streaming Strategy

FOUNDATION

Create the
foundational platform

UNIFICATION

Become a Data
Streaming Organisation



OFFERINGS



Activation
Develop your
north star...

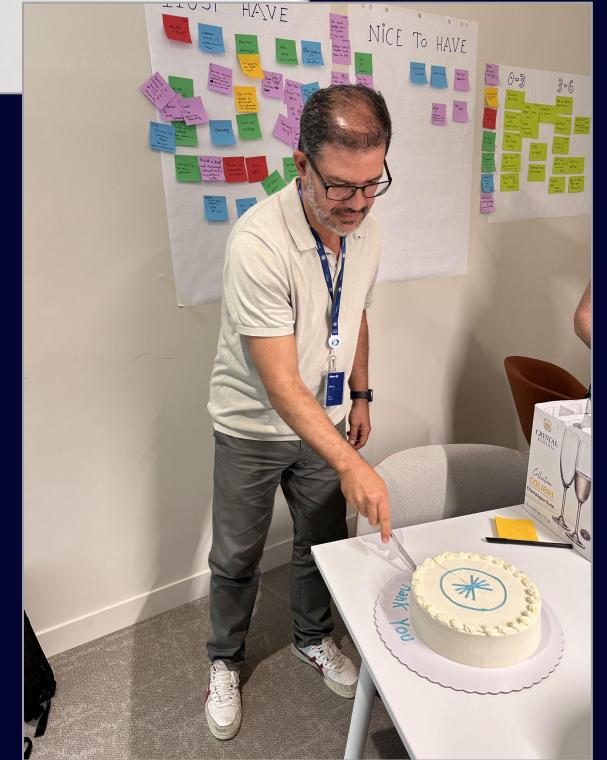


OFFERINGS



Foundation

Get rapid results through **Event Storming**



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Unification

Scale to the **Data Streaming Organization**

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



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

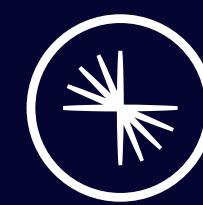
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Interested in Learning More?
Download the DSO Whitepaper



DOWNLOAD HERE





CONFLUENT