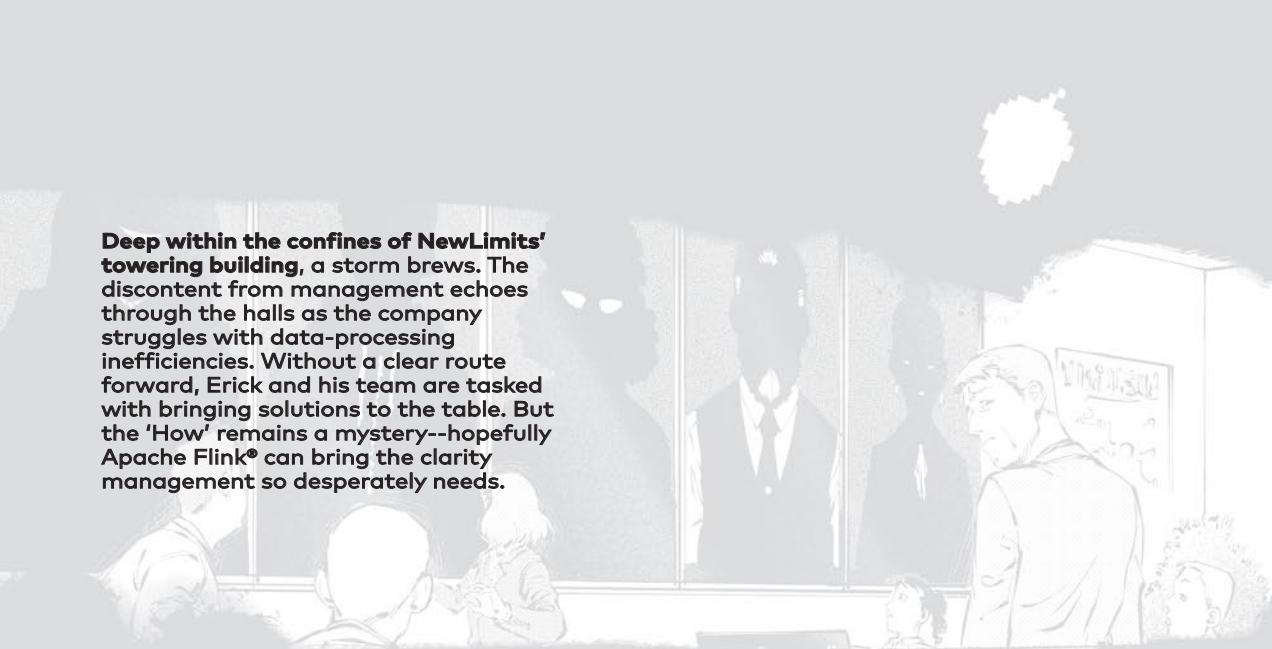


CONFLUENT CHRONICLES

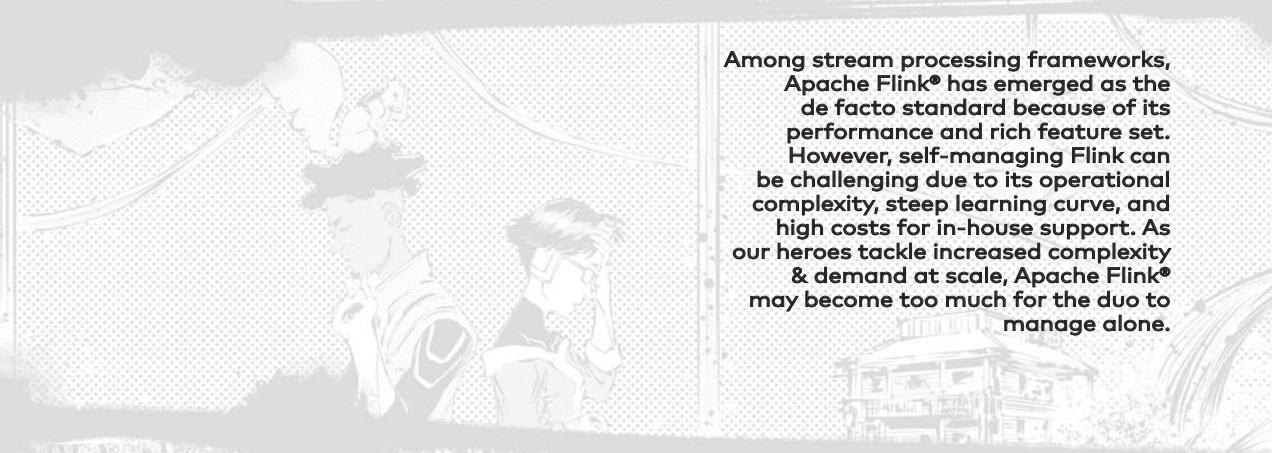
THE DATA STREAMING REVOLUTION

Issue #2

THE FORCE OF KAFKA
+ FLINK AWAKENS



Deep within the confines of NewLimits' towering building, a storm brews. The discontent from management echoes through the halls as the company struggles with data-processing inefficiencies. Without a clear route forward, Erick and his team are tasked with bringing solutions to the table. But the 'How' remains a mystery--hopefully Apache Flink® can bring the clarity management so desperately needs.



Among stream processing frameworks, Apache Flink® has emerged as the de facto standard because of its performance and rich feature set. However, self-managing Flink can be challenging due to its operational complexity, steep learning curve, and high costs for in-house support. As our heroes tackle increased complexity & demand at scale, Apache Flink® may become too much for the duo to manage alone.



There's where Confluent steps in. Easily build high-quality, reusable data streams with the industry's only cloud-native, serverless Apache Flink® service, allowing users to focus on their business logic, and not on operations. Users can now experience Apache Kafka® and Flink as a unified, enterprise-grade platform to connect and process data in real-time wherever it is needed.

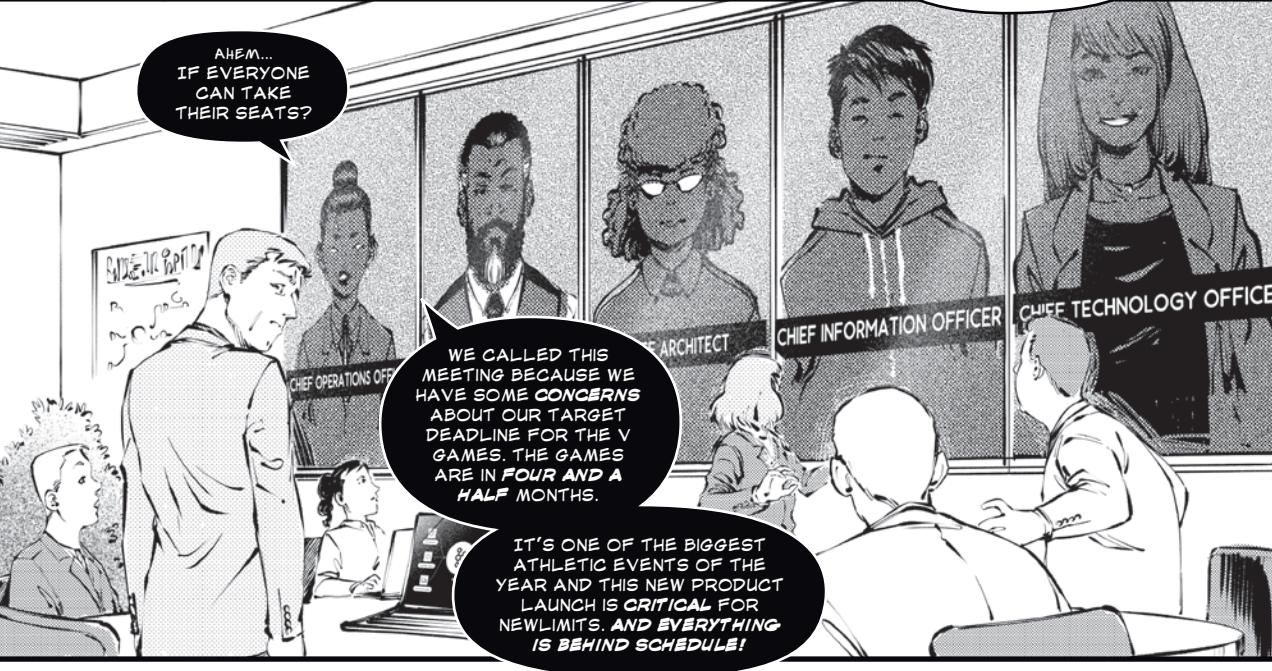
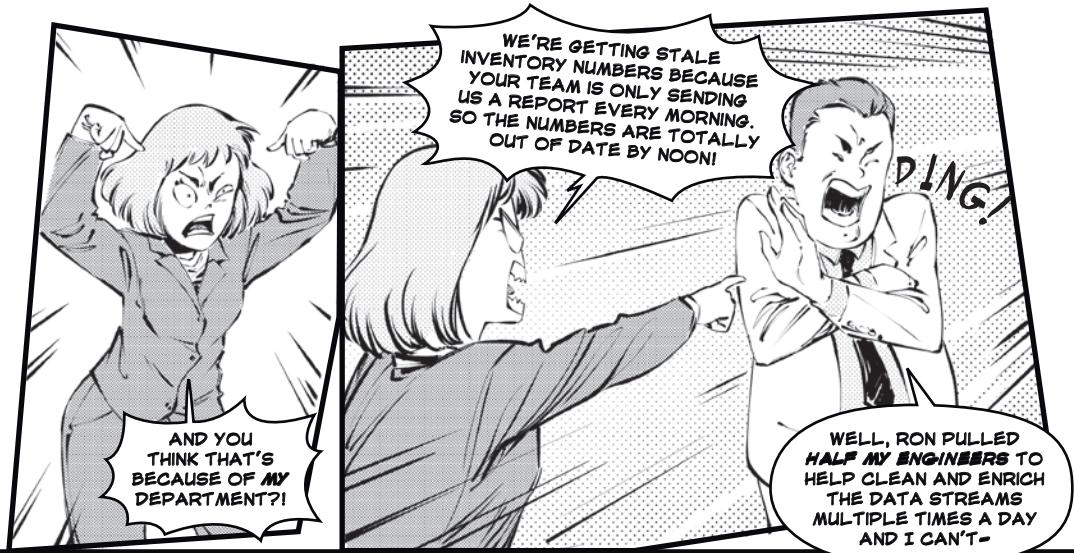


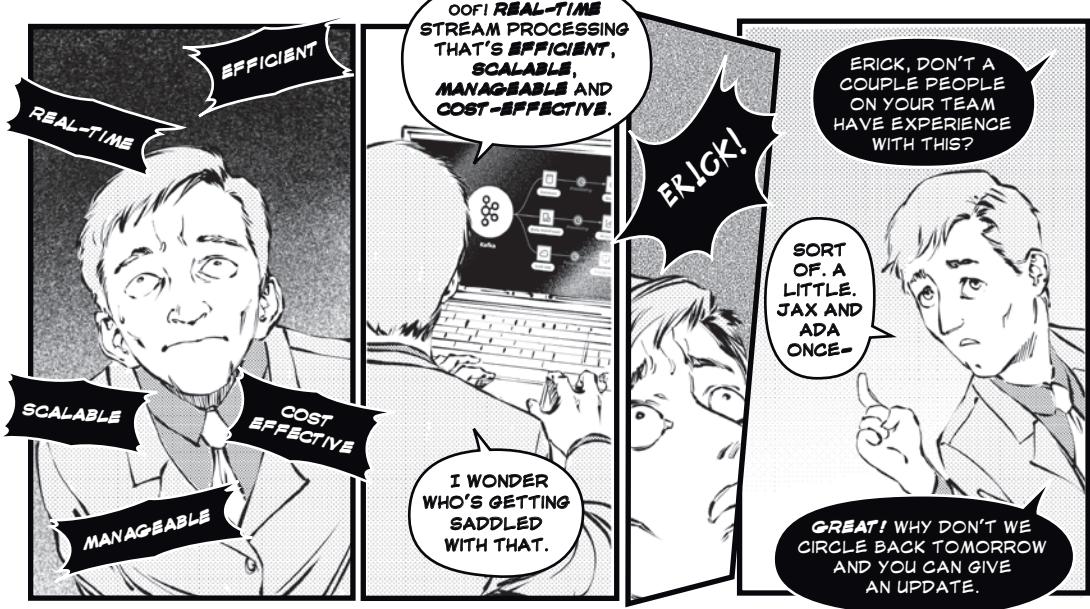
With just four and a half months before the V Games, Ada and Jax must face the daunting task of implementing a new tool for stream processing. Can our intrepid heroes make drastic changes to surmount the challenge before the V Games kicks off? Perhaps a furry friend may help them find the solution.

NEW CORPORATE
HEADQUARTERS OF NEWLIMITS.

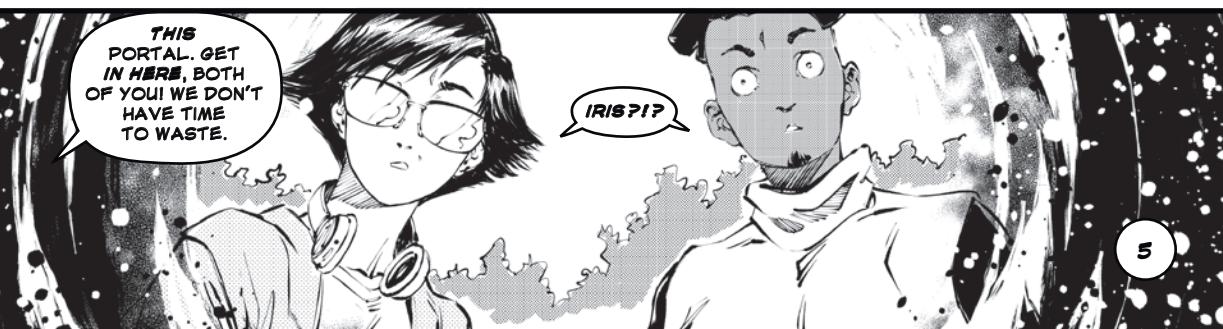
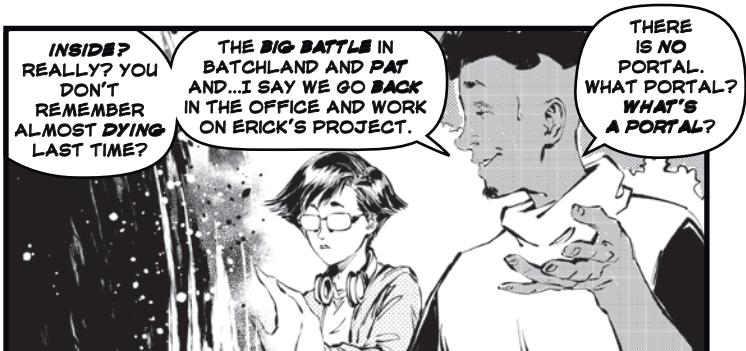
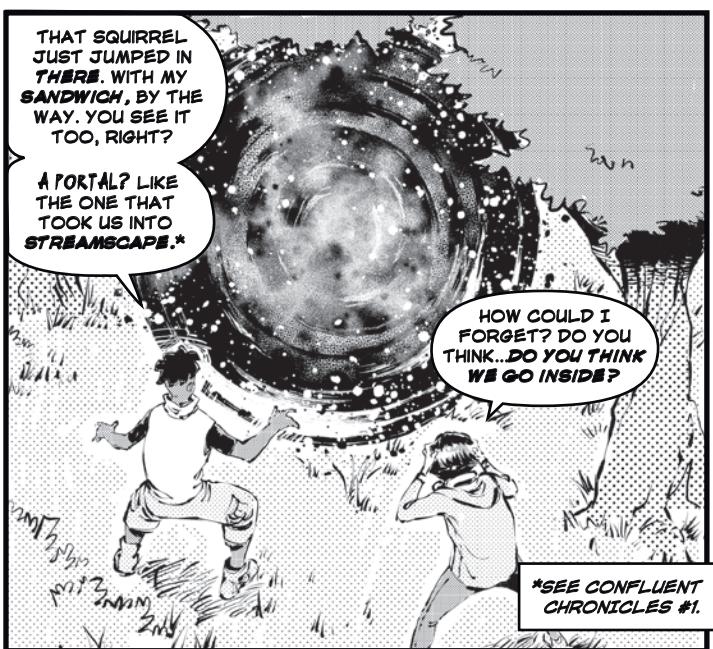
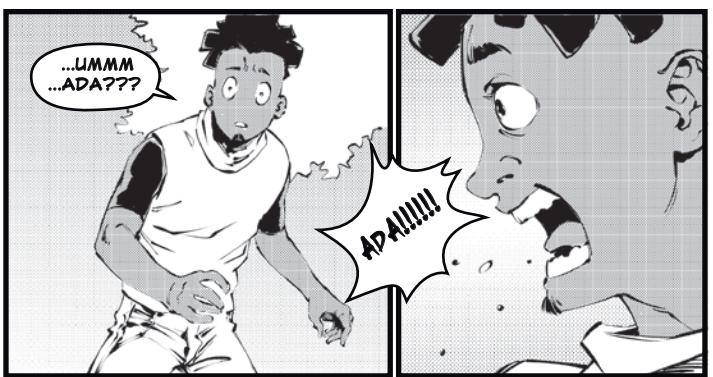
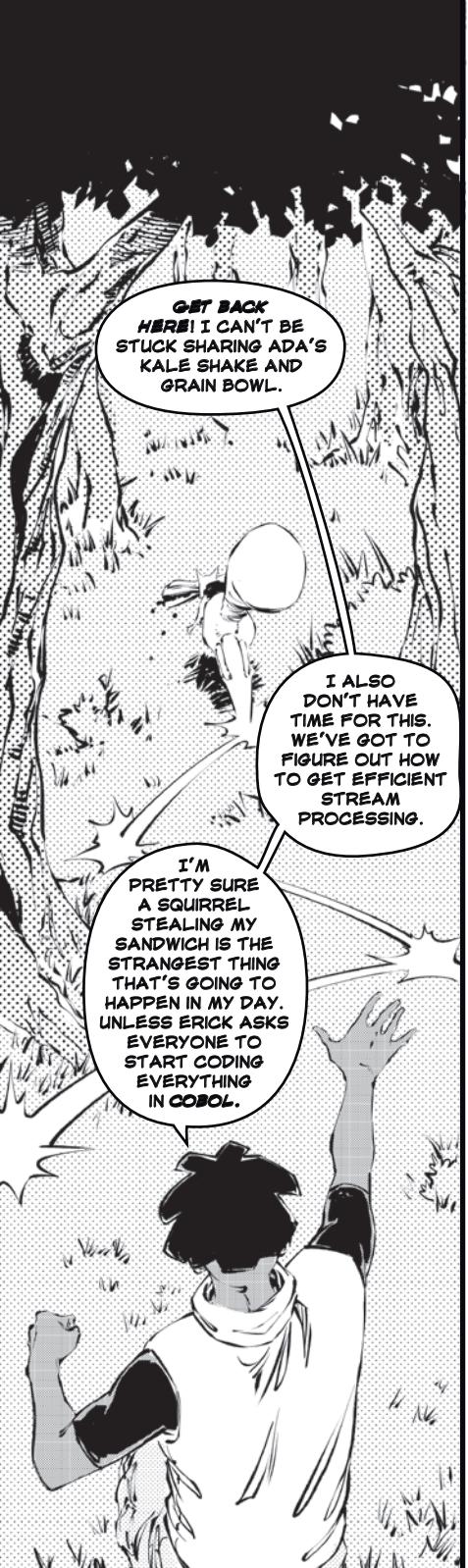
AFTER A YEAR OF
UNPRECEDENTED
GROWTH, THINGS HAVE
NEVER BEEN-

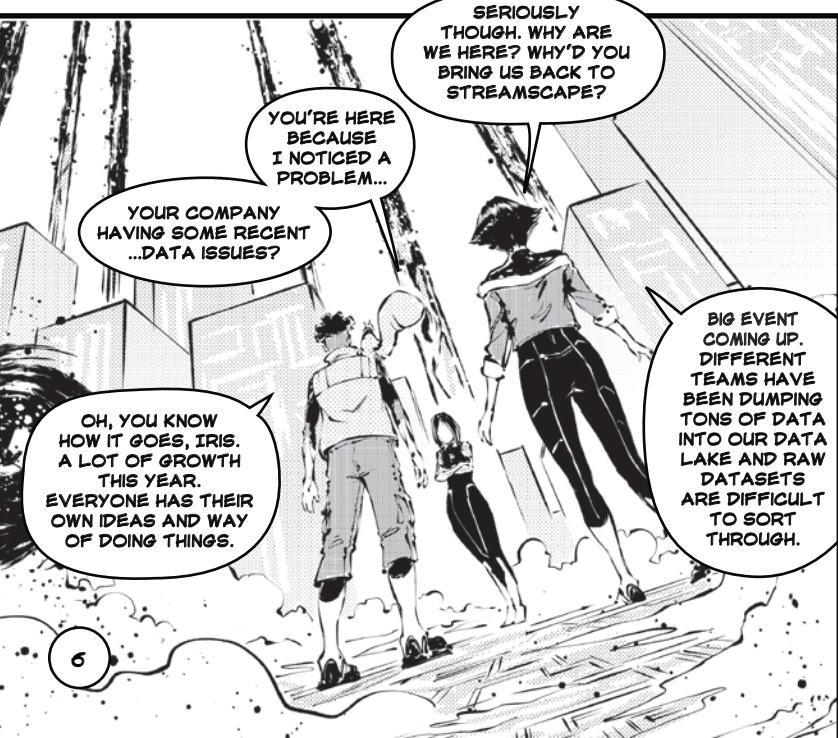
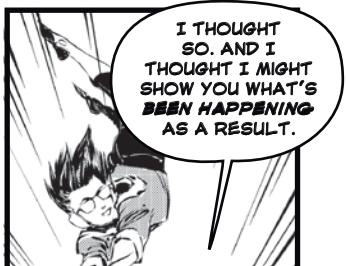
ALL
THIS
DATA
IS FROM
YESTERDAY.
WE'RE
RUNNING ON
COMPLETELY
OUTDATED
DATA!!

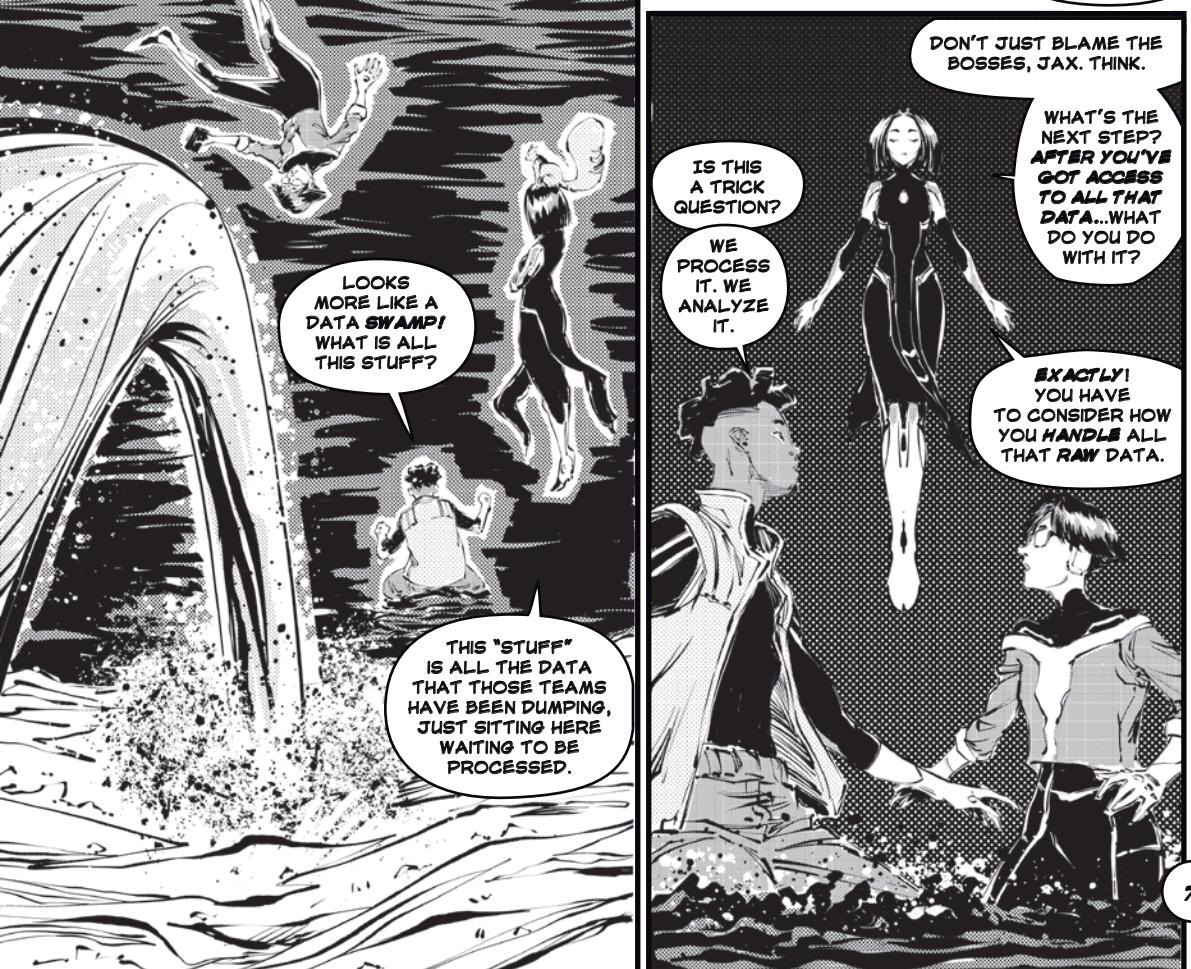
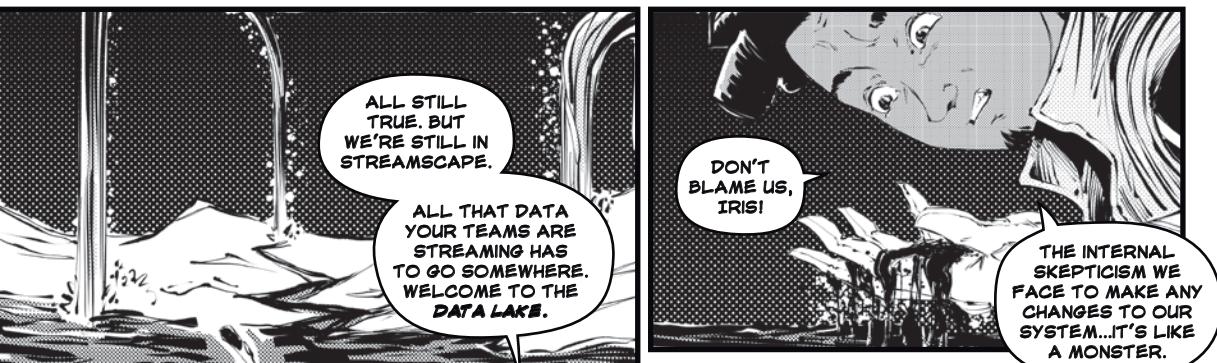
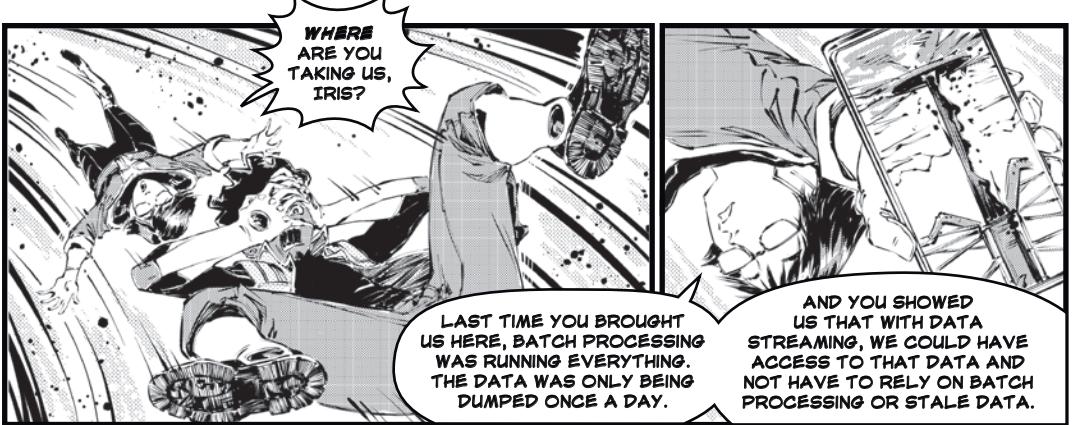


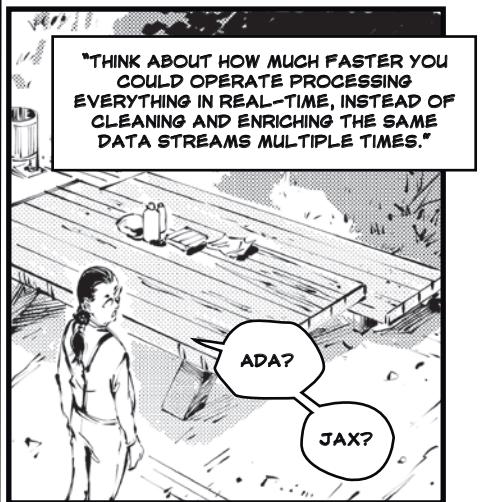
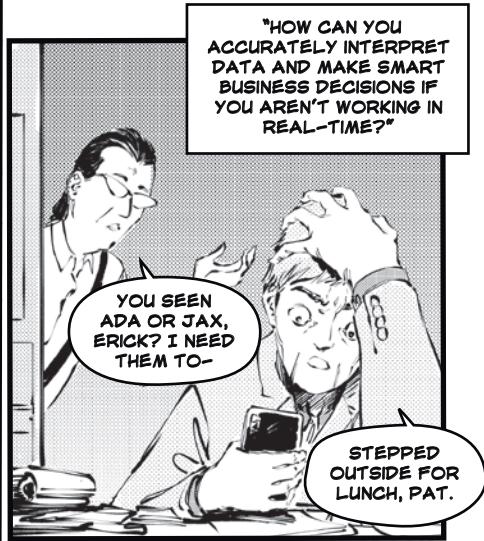
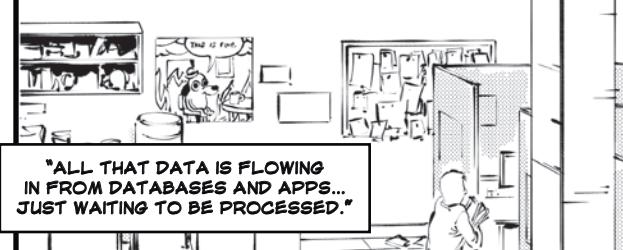


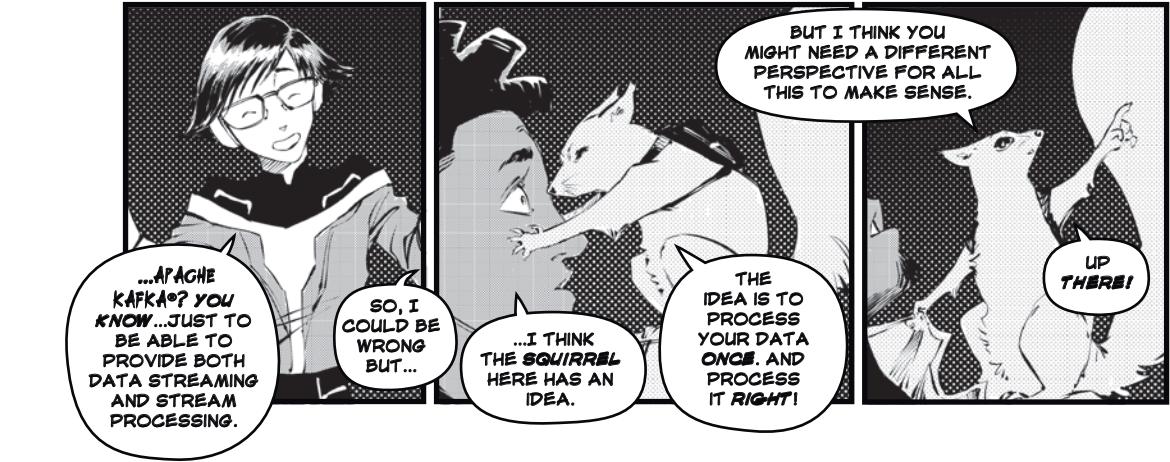


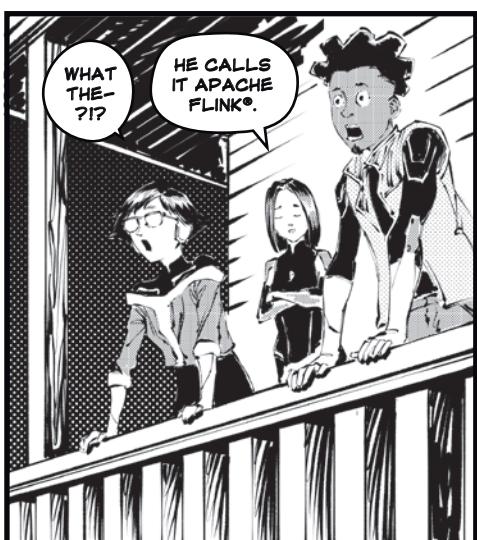
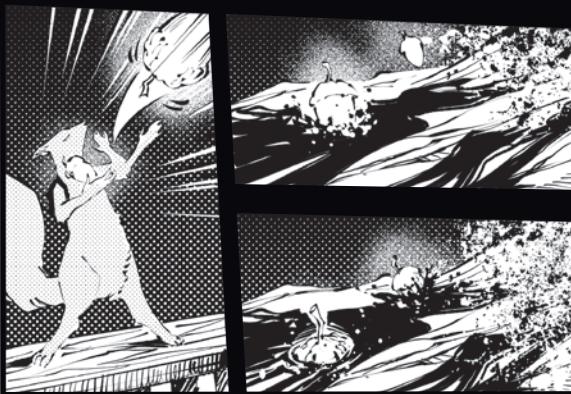
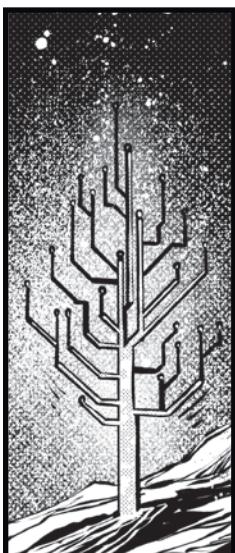
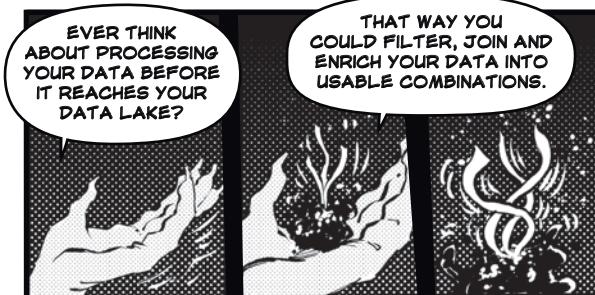
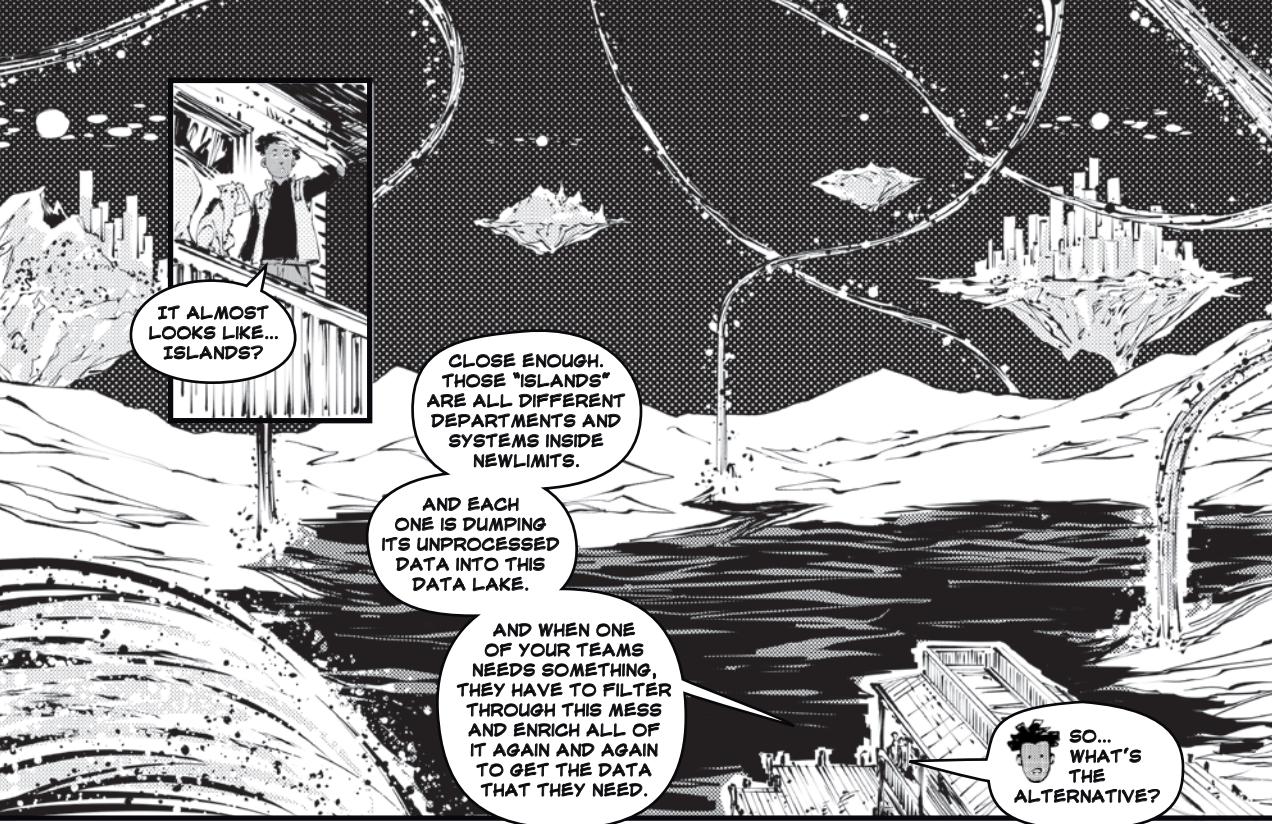


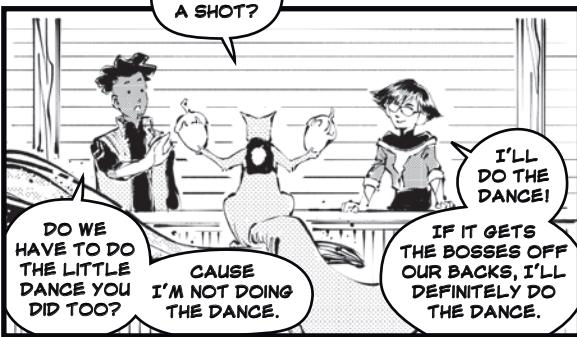
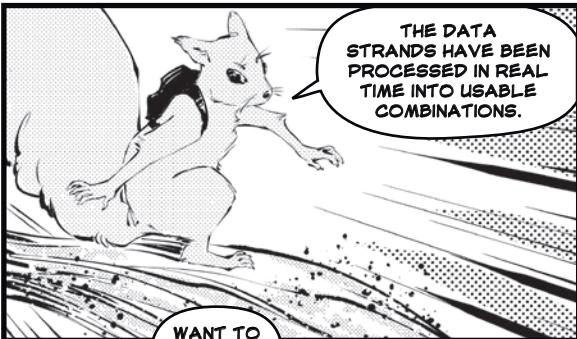


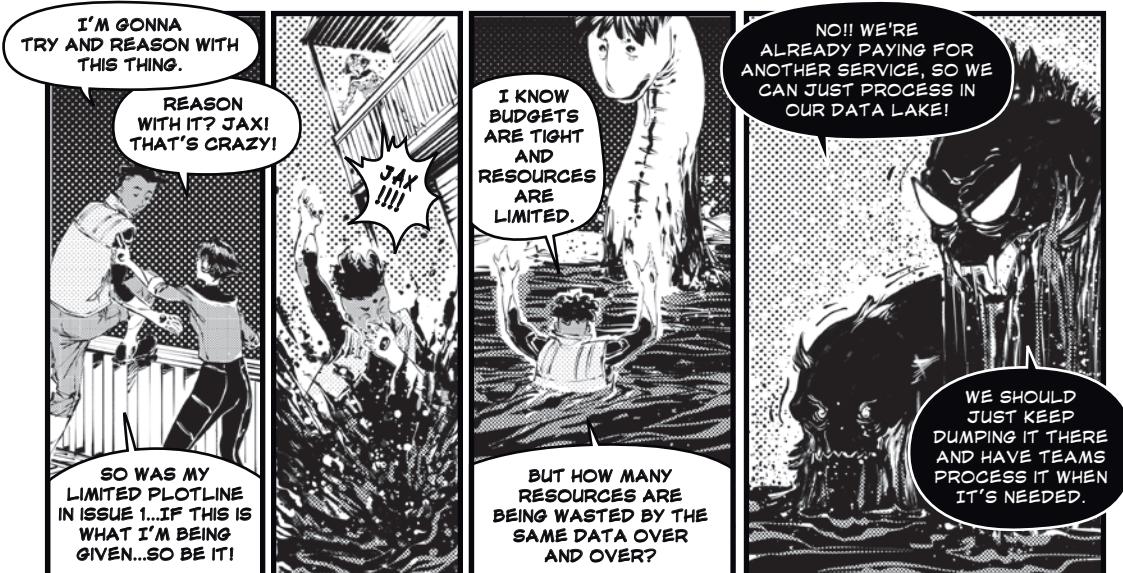


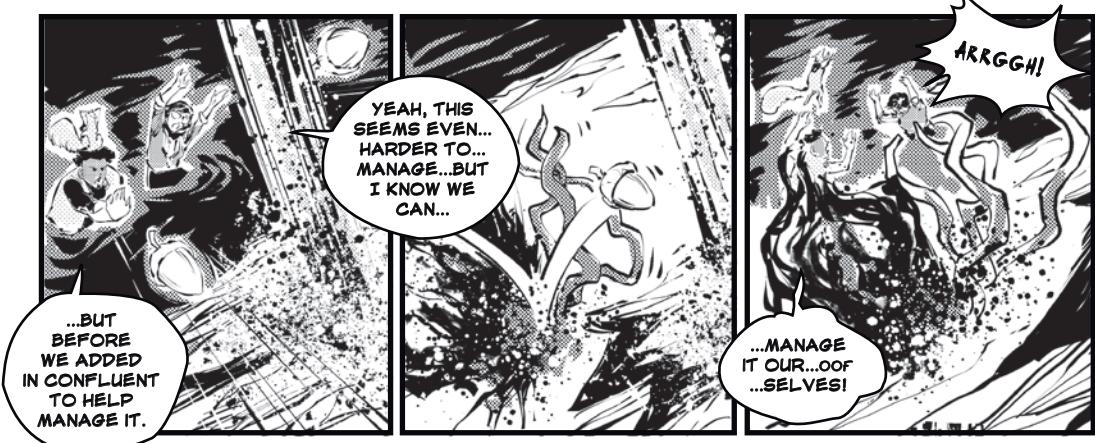












NEWLIMITS HAS GROWN TOO MUCH TO ADD IN REAL-TIME ANALYTICS AT THIS STAGE! IT'S TOO LATE!

THERE'S TOO MUCH DATA! AND APACHE FLINK® LACKS PRE-BUILT INTEGRATIONS WITH DATA GOVERNANCE TOOLS AND IT'S EVEN MORE COMPLEX THAN... THAN... THAN APACHE KAFKA®!

WE DON'T HAVE THE RESOURCES!
WE DON'T HAVE THE CAPABILITIES TO MANAGE BOTH!

AND TRYING TO FORCE ALL THESE CHANGES IS A WASTE OF MONEY.

MORE RAW DATASETS ARE FLOODING IN FROM APPS AND DATABASES! AND WE DON'T HAVE A TEAM TO MANAGE ALL THIS. OR THE TIME TO FIGURE IT OUT.

LET'S TRY ERICK'S APPROACH. IRIS...WE'VE GOT A SMALL PROJECT FOR YOU!!! HELP!!

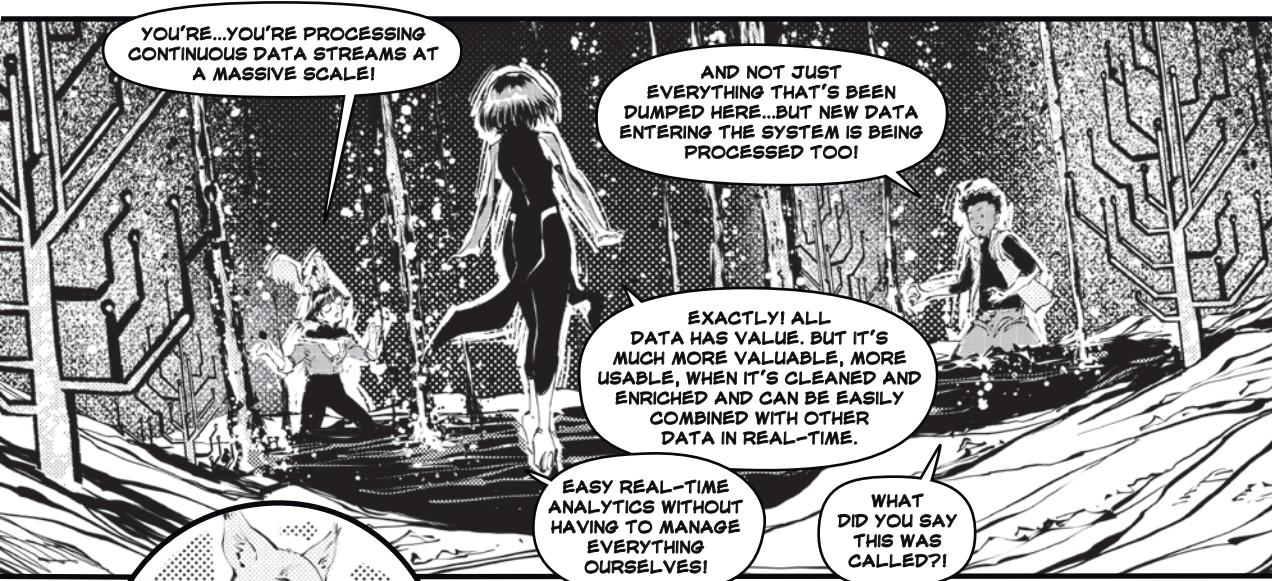
YOU KNOW, I DO UNDERSTAND THE HYDRA'S CONCERNs.

YOU CALL THAT HELPING, IRIS?!

I'M JUST SAYING REAL-TIME STREAMS CAN QUICKLY GROW OUT OF CONTROL. AND IN A COMPANY LIKE NEWLIMITS WITH TWENTY DEPARTMENTS, IT'S HARD TO ORGANIZE ALL THAT CHAOS.

OR...IT USED TO BE HARD... I'VE BEEN WORKING ON A LITTLE SOMETHING.

CONFLUENT CAN NOW SUPPORT APACHE FLINK® AND KAFKA® TOGETHER.



VALIANT EFFORT.
BUT IT LOOKS LIKE ALL
20 DEPARTMENTS ARE STILL
FLOODING YOUR SYSTEM WITH
MORE DATA!

HAH!

THERE MUST BE
10,000 TOPICS! WHO
ON YOUR TEAM IS
GOING TO MANAGE
ALL THAT?

WITH
CONFLUENT'S
STREAM
GOVERNANCE
SUITE... WE
ALL CAN

I SAW THIS DATA PORTAL
LYING AROUND, LOOKS LIKE IT'S
PART OF CONFLUENT'S DATA
GOVERNANCE SUITE. PRETTY
EASY TO USE TOO.

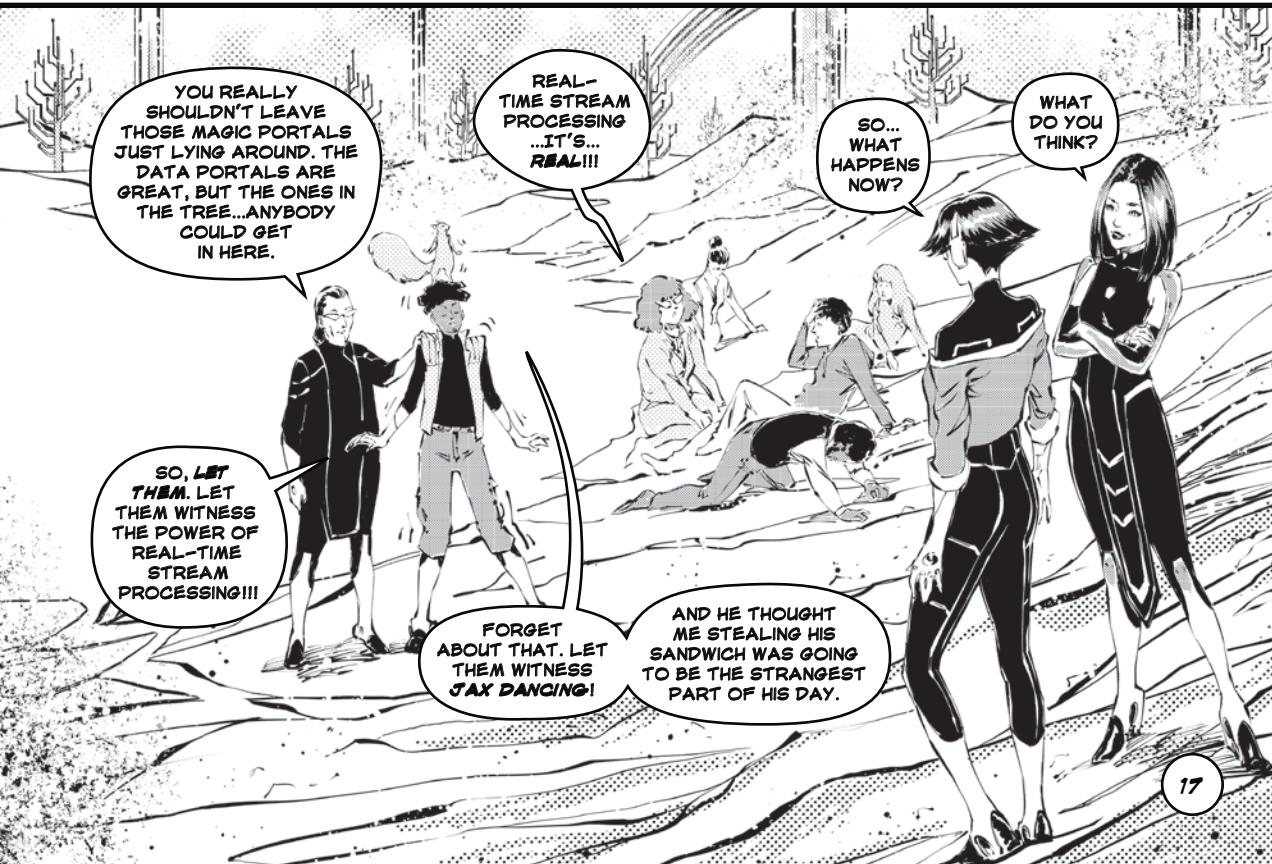
PAT!!
THE ENTIRE
PLATFORM IS
CLOUD-NATIVE
... SERVERLESS...
AND ANY TEAM
CAN REQUEST
ACCESS TO
TOPICS.

AND SEE
INFORMATION
ABOUT THE
STREAMS—
THE OWNER,
METADATA, THE
SCHEMA.

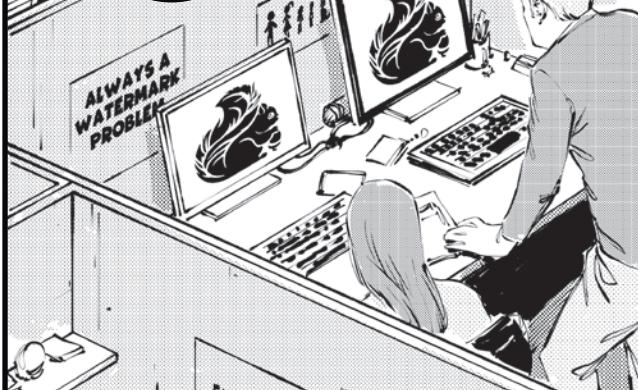
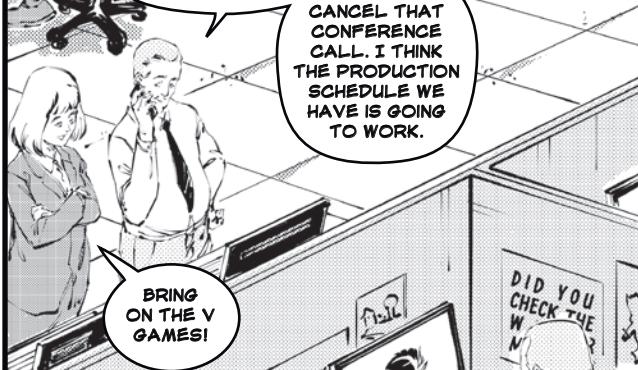
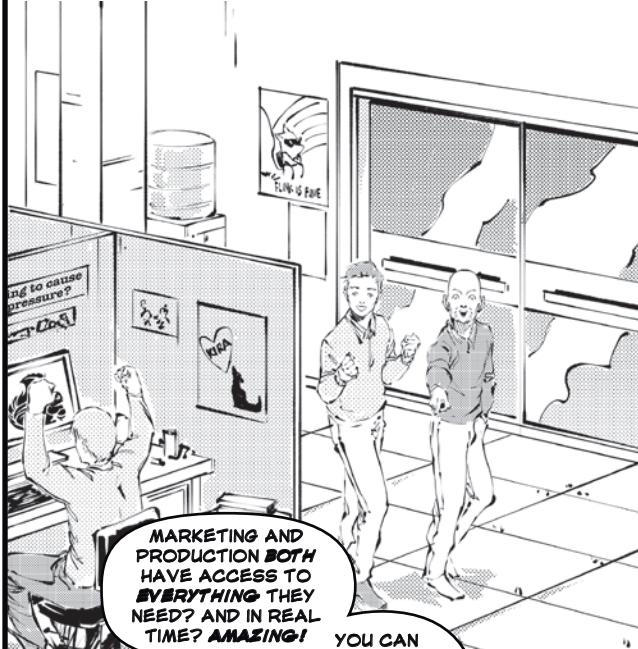
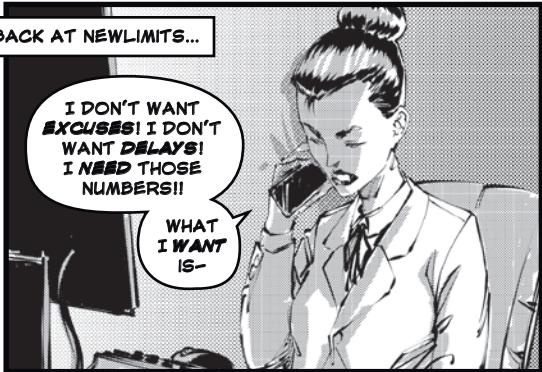
OR EVEN
ENCRYPT
SENSITIVE
DATA BEFORE
SHARING.

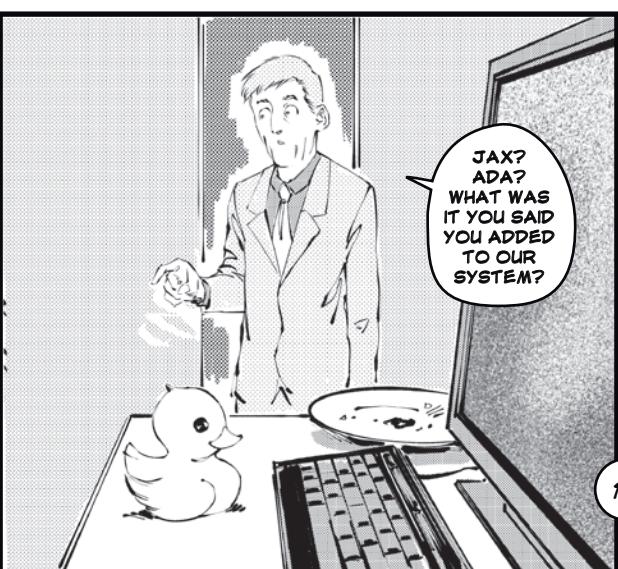
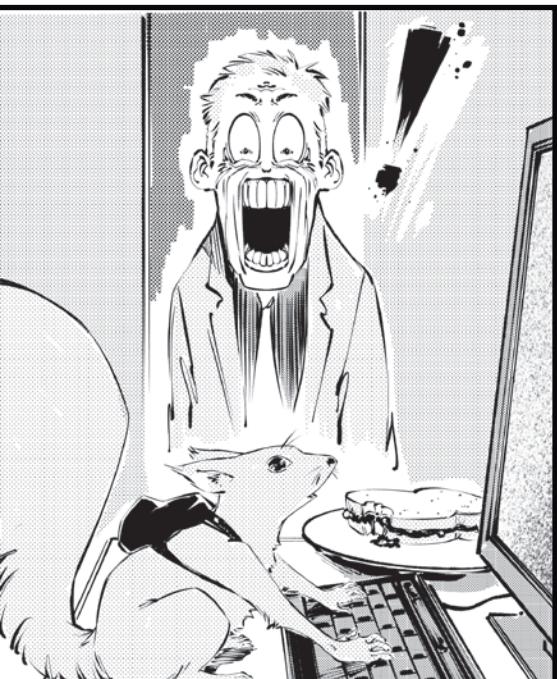
IT'S BRINGING
SCALE AND ORDER
TO THE CHAOS.

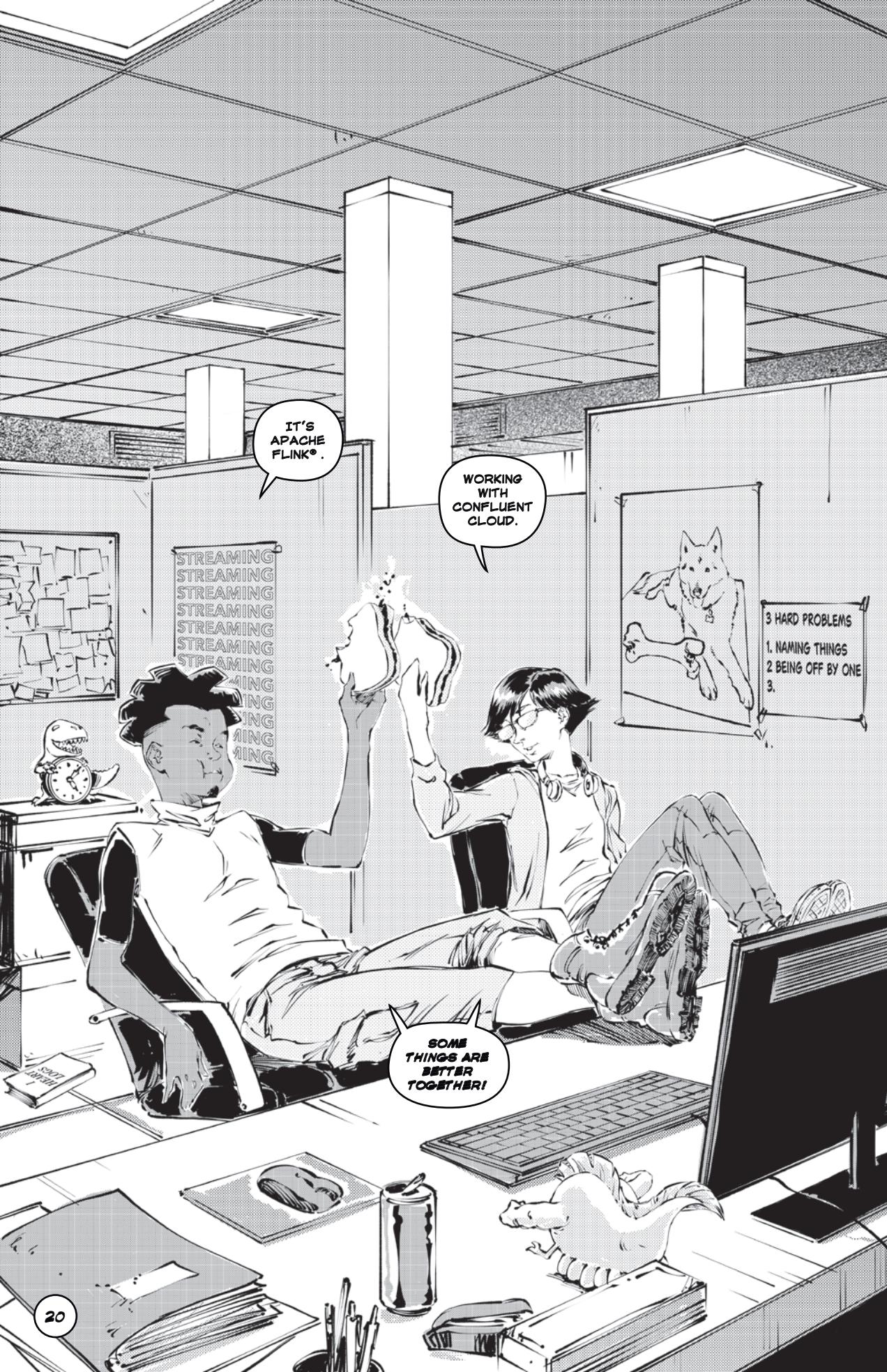
JUST REMEMBER
TO ALWAYS CHECK
THE WATERMARKS.
ONE OTHER THING...

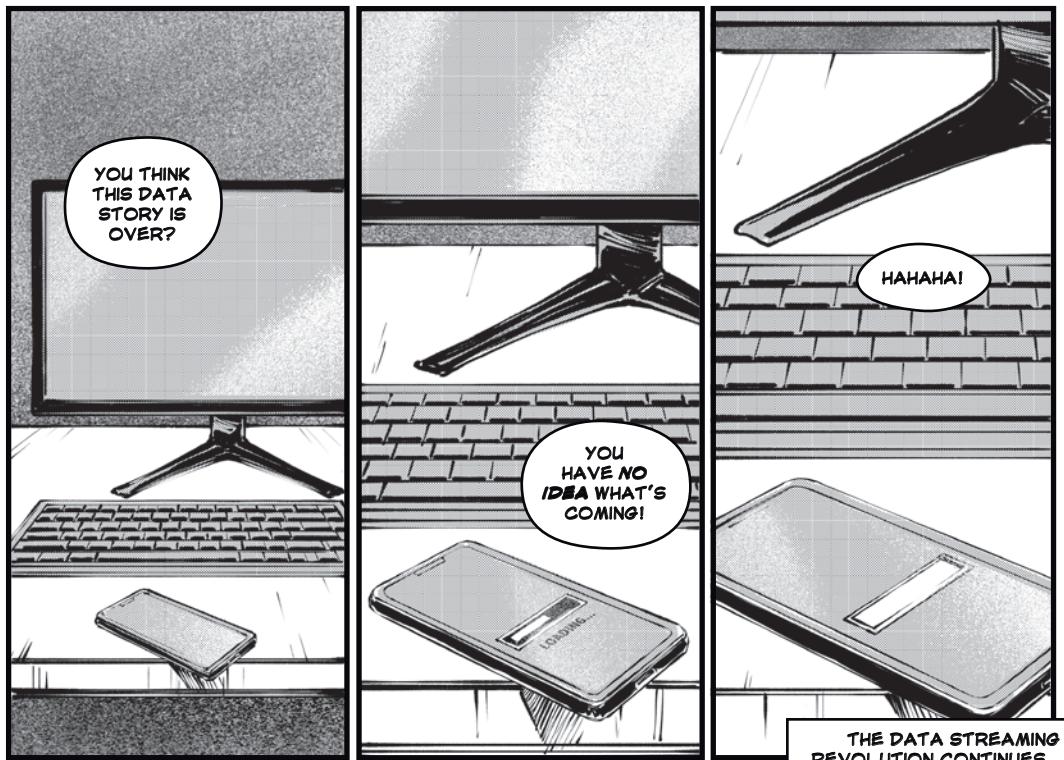


BACK AT NEWLIMITS...









THE DATA STREAMING REVOLUTION CONTINUES...



Get started with Confluent Cloud for free.

Have the power of Apache Kafka® and Apache Flink® at your finger tips and unlock a world of endless possibilities.

Special thanks to:

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