

CONFLUENT CHRONICLES

THE DATA STREAMING REVOLUTION

Issue #1
**RISE OF
THE KAFKA HEROES**



Located in the heart of Mountain View, the trailblazing shoe retail titan, NewLimits, is no stranger to success. However, confronted by growing demands from customers for real-time experiences and internal stakeholders for up-to-date data, management is forced to acknowledge the need for transformation. Yet, the 'how' remains a mystery—hopefully one that our intrepid heroes, Ada and Jax, can solve with the aid of Apache Kafka®.

Renowned for its use by over 80% of Fortune 100 companies, Apache Kafka is hailed as the defacto standard in the realm of data streaming. As an open-source distributed technology, it's leveraged by countless businesses to power their streaming data pipelines and real-time applications.

That's where Confluent steps in, transforming Kafka with a robust array of enterprise-grade features that fosters developer productivity, ensures efficient operation at scale, and addresses all architectural prerequisites for production. Businesses deploying Confluent experience a 60% reduction in Kafka costs and accelerate their streaming use cases into production by over half a year, all the while significantly diminishing operational risks and burdens.

Ada and Jax must fast-track the implementation and scaling of solutions. *But wouldn't it be simpler if a guide were to illuminate the path ahead?*

CORPORATE
HEADQUARTERS
OF NEWLIMITS.

I CAN'T
BELIEVE THE
NIGHTLY BATCH
JOB FAILED
AGAIN
LAST WEEK.

YOU UP FOR A
COFFEE BREAK?
I CAN'T KEEP
LOOKING AT THIS.
MY TREAT.

DON'T THEY
SEE THIS HOMEMADE
ETL TOOL IS JUST
A DISASTER? ADDING
POINT-TO-POINT
INTEGRATIONS
DOESN'T HELP
EITHER.

ADA?
I SAID MY TREAT.
FREE CAFFEINE.
YOUR FAVORITE.
THIS IS THE PART
WHERE YOU AGREE
AND INSIST WE
ALSO GET
A PASTRY.

ADA?
YOU OKAY?

NO,
JAX!
I'M
NOT
OKAY
!!!!!!

SORRY, JAX.
I'M JUST FREAKING
OUT A LITTLE BIT.
I'M STILL SIFTING
THROUGH ALL THE
DATA THAT GOT LOST.

SOME OF THE
SALES FIGURES ARE
SCREWED UP AND THE
WAREHOUSES ARE ALL
LOOKING AT DIFFERENT
NUMBERS FOR THE
INVENTORY AND--

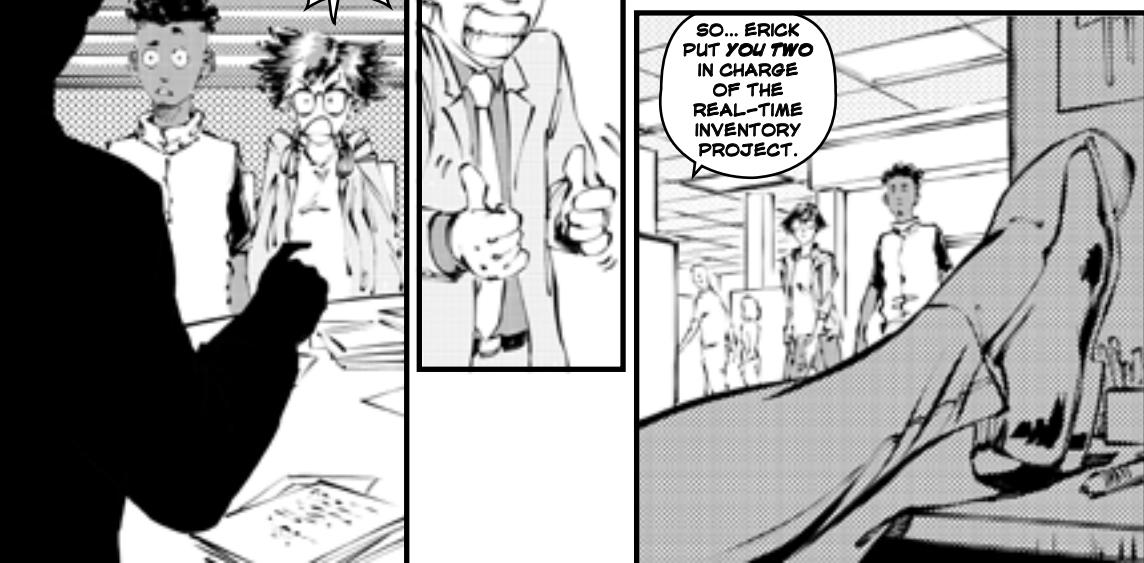
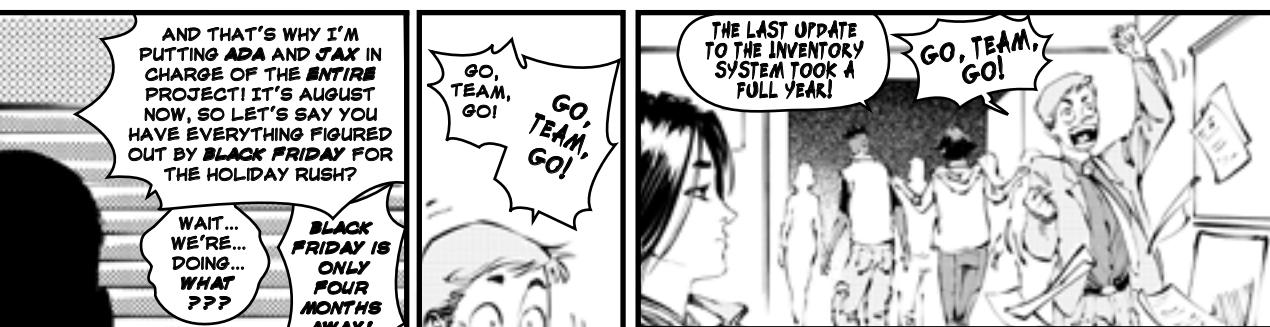
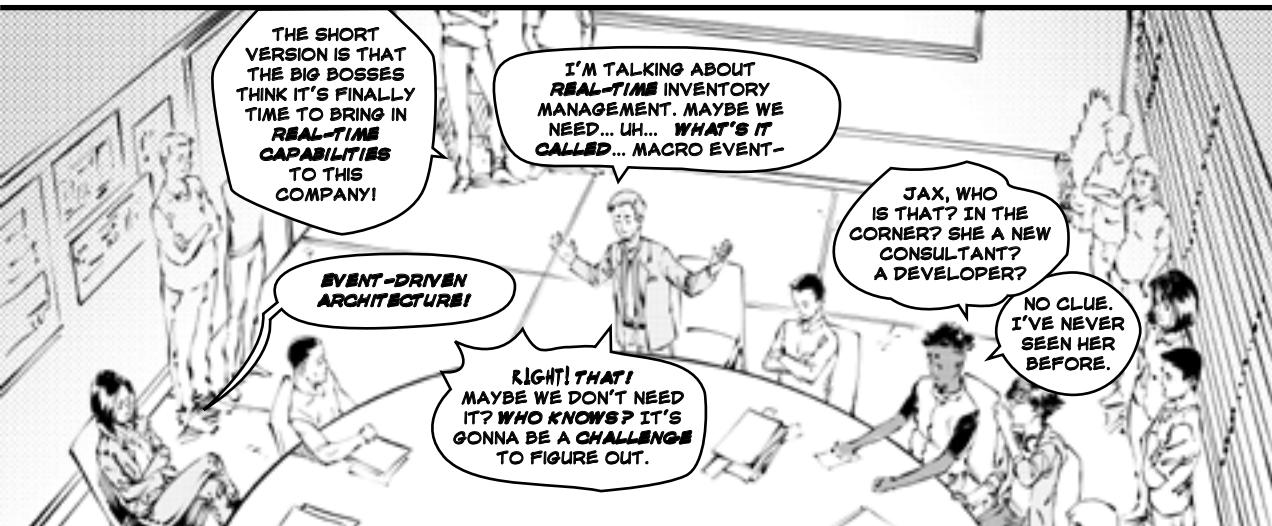
I FEEL
LIKE I'M JUST
WAITING FOR
ERICK TO COME
IN HERE AND
FIRE US.

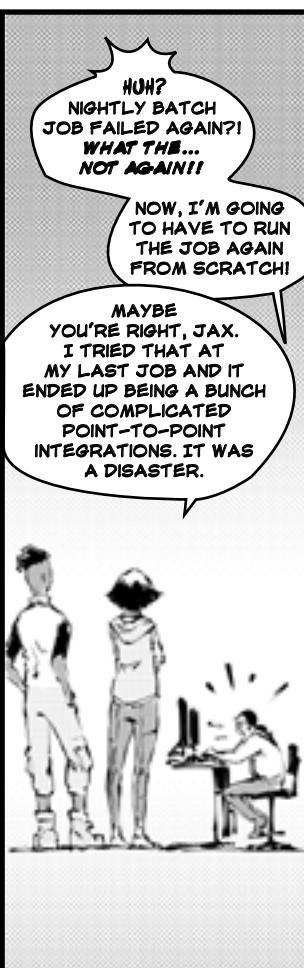
UM...ADA?
JAX? I NEED
TO SEE YOU
BOTH RIGHT
NOW. KIND OF
URGENT.

BE
RIGHT
THERE,
ERICK.



JUST A FEW MOMENTS LATER...







MOMENTS LATER

UHHH... WHERE ARE WE EXACTLY? AND WHAT ARE WE WEARING?!

WHEREVER IT IS, I KNOW IT ISN'T MOUNTAIN VIEW.

WE'RE IN A PLACE KNOWN AS BATCHLAND.

BATCHLAND? RIGHT... I MEAN... IT KINDA LOOKS COOL AND ALL... BUT... WHEN YOU SAID TO FOLLOW YOU... YOU SORT OF HINTED THAT YOU COULD HELP US WITH OUR PROJECT.

YOU KNOW? THE REAL-TIME INVENTORY PROJECT? OPTIMIZE EFFICIENCY AND SEAMLESS CUSTOMER EXPERIENCES? ...ALL OF THAT STUFF ERICK LOVES.

REMIND HER ABOUT THE BLACK FRIDAY DEADLINE.

WE DON'T HAVE TIME TO WAIT! ERICK WANTS US TO FIGURE EVERYTHING OUT BEFORE BLACK FRIDAY HITS.

THAT MEANS WE HAVE TO START WITH A PROOF-OF CONCEPT AND MIGRATE THE REST OF OUR SYSTEMS-

SHHHHH! WE'RE WAITING!

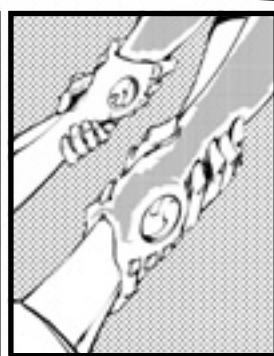
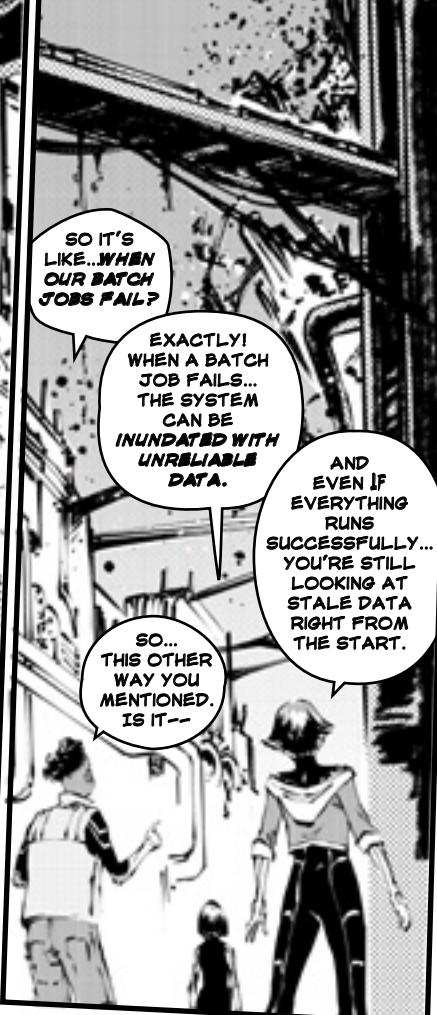
WHOAH! WHAT IS THAT?

THIS IS A DATA DUMP. IT'S THE DAILY DATA TRANSFER HERE IN BATCHLAND. ALL THESE ISLANDS... ALL THE SYSTEMS IN HERE... IT'S ALL RUN BY BATCH PROCESSING.

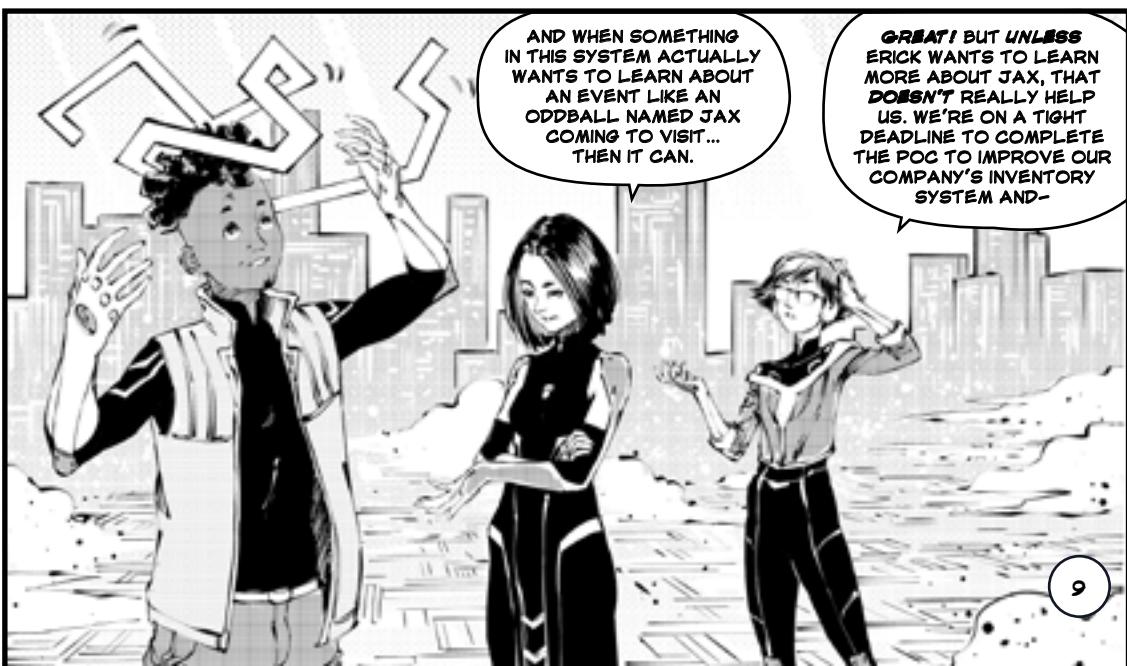
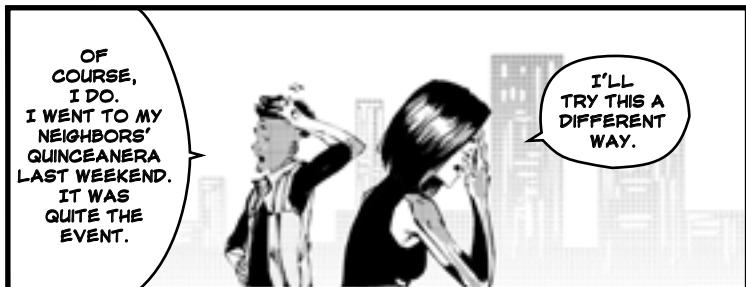
IT LOOKS KIND OF... UGLY. AND SLOW? AND INEFFICIENT?

WELL, JAX, INEFFICIENT PROCESSING IS UGLY AND SLOW.

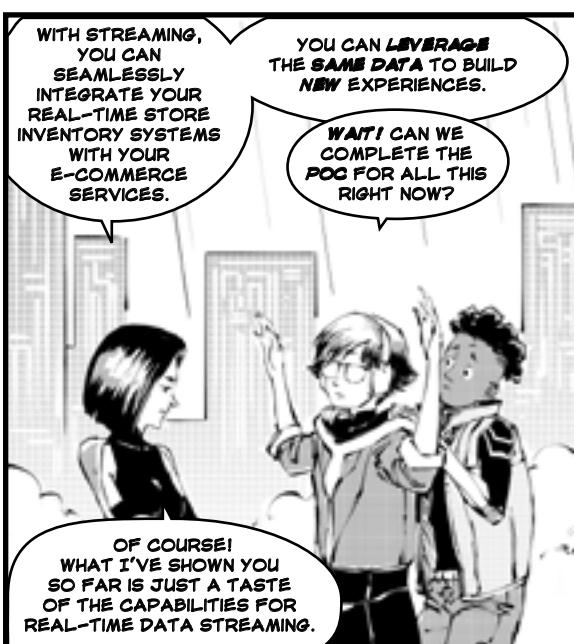
BUT I COULD HAVE SWORN I HEARD YOU BOTH SAY IT'S NOT WORTH THE EFFORT TO CHANGE FROM BATCH PROCESSING.

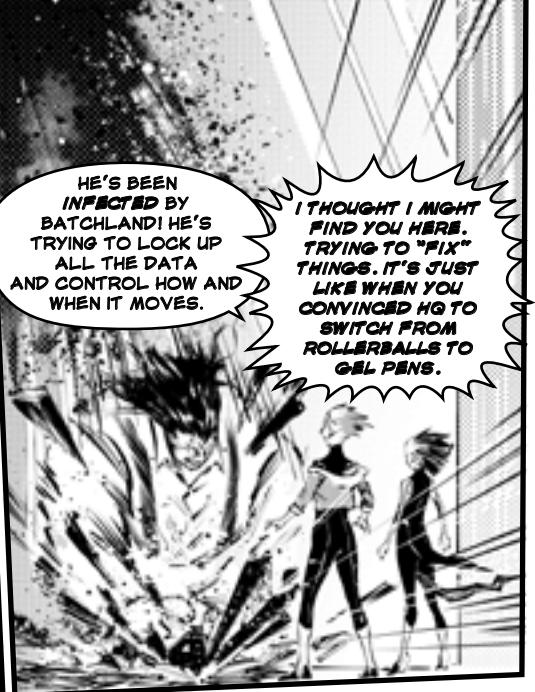














I THOUGHT IT WOULD'VE TAKEN HIM MORE TIME TO PROCESS.

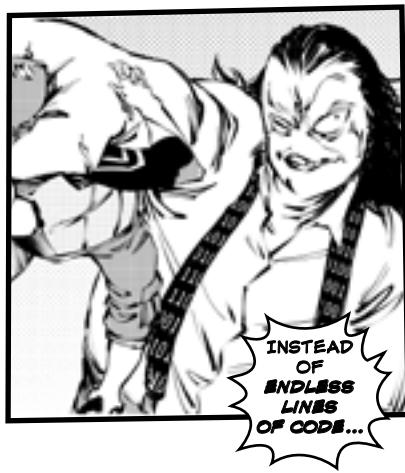
I THINK JAX MIGHT NEED YOUR HELP.

OH, I'VE GOT THIS!



...HOW ABOUT JUST THESE FIVE DIGITS?!!

KAFKA!!!





IT LOOKS LIKE
THEY'RE TRYING
TO BUILD OUT THE
POC TO JUSTIFY
SWITCHING TO AN
EVENT-DRIVEN
ARCHITECTURE!

THIS OUGHT TO
PUT AN END TO
THEIR LITTLE
EXPERIMENT.
HAHAHA!

BATCH
SCRIPT!

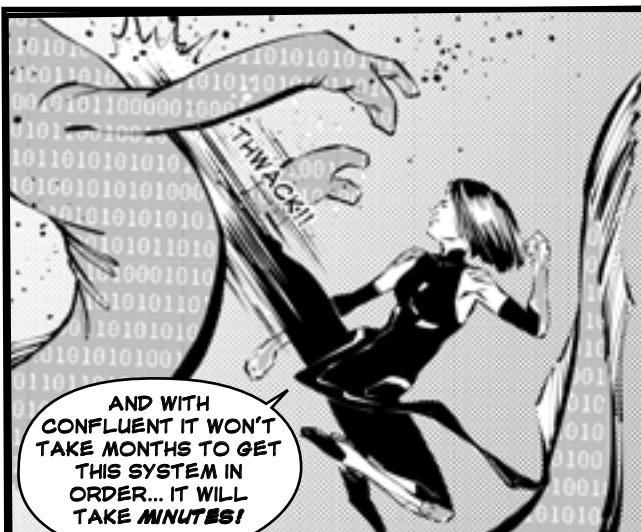
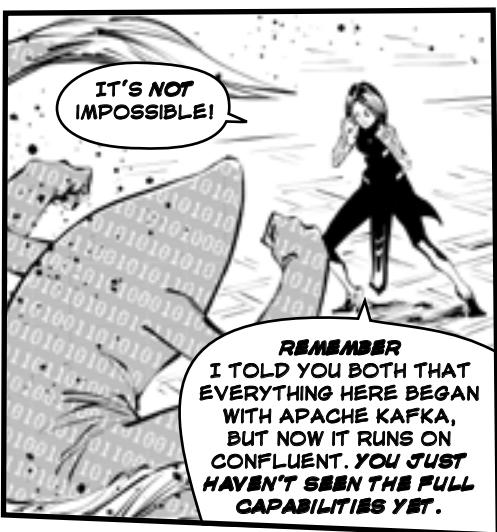
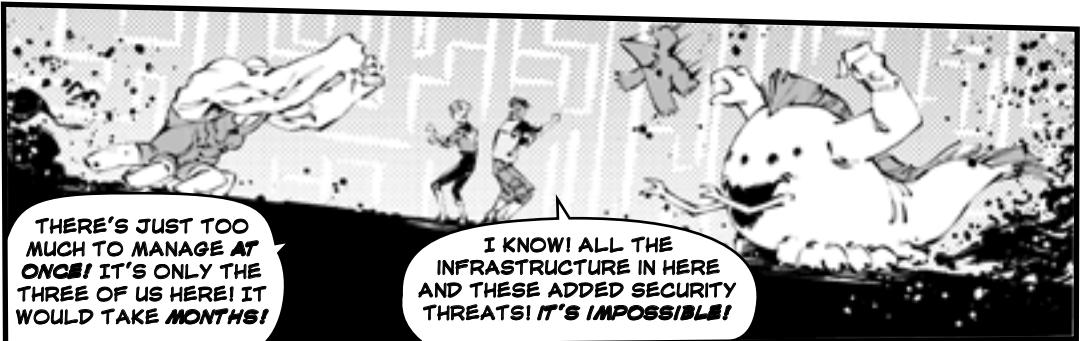
BATES
NUMBER!

BATCH
UP!

BATCH
JOB!

NOW... FILL
THE SYSTEM WITH
BAD DATA!

BATCH
FILE!



CONFLUENT HAS REINVENTED KAFKA FOR MODERN DATA TEAMS EVERYWHERE TO JOIN THE DATA STREAMING REVOLUTION.

BY PROVIDING DEVELOPER TOOLS SUCH AS PRE-BUILT CONNECTORS AND STREAM PROCESSING, YOU CAN QUICKLY ACCESS, JOIN, AND ENRICH ALL YOUR DATA TO BUILD HIGH QUALITY, REUSABLE DATA STREAMS. AND I CAN FOCUS ON PAT AND HIS BATCH GANG!

SO, WE'LL BE ABLE TO DO MORE WITH LESS!?

IF WE SURVIVE THIS BATTLE, ERICK WILL BE ALL OVER THAT!

YOU'LL BE ABLE TO DO MORE. PERIOD!

THE KORA ENGINE POWERING CONFLUENT WILL HELP SCALE YOUR OPERATIONS UP AND DOWN THIRTY TIMES FASTER!

FIRST, WE NEED TO DESCRIBE THE SCHEMAS AND ADD SCHEMA ENFORCEMENT TO BLOCK BAD DATA.

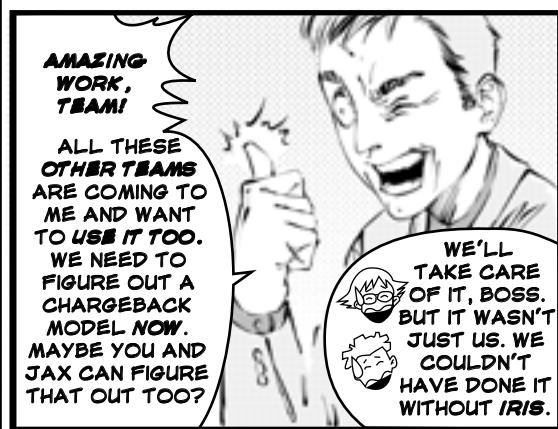
THEN LOOK AT AUDIT LOGS TO IDENTIFY THE VERY MOMENT THEY DUMPED BAD DATA.

AND THEN WE USE RBAC TO PROVIDE ACCESS ONLY TO THE THREE OF US.

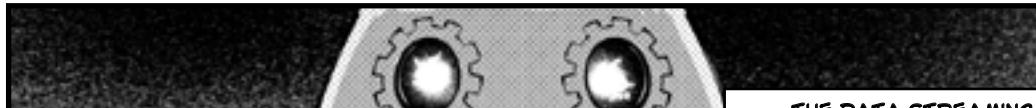
CONFLUENT!!!







LATER THAT NIGHT...



THE DATA STREAMING
REVOLUTION CONTINUES...



Get started with Confluent Cloud for free.

In just a few minutes, you'll have the power of Confluent at your fingertips and unlock a world of endless possibilities.

Special thanks to:

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