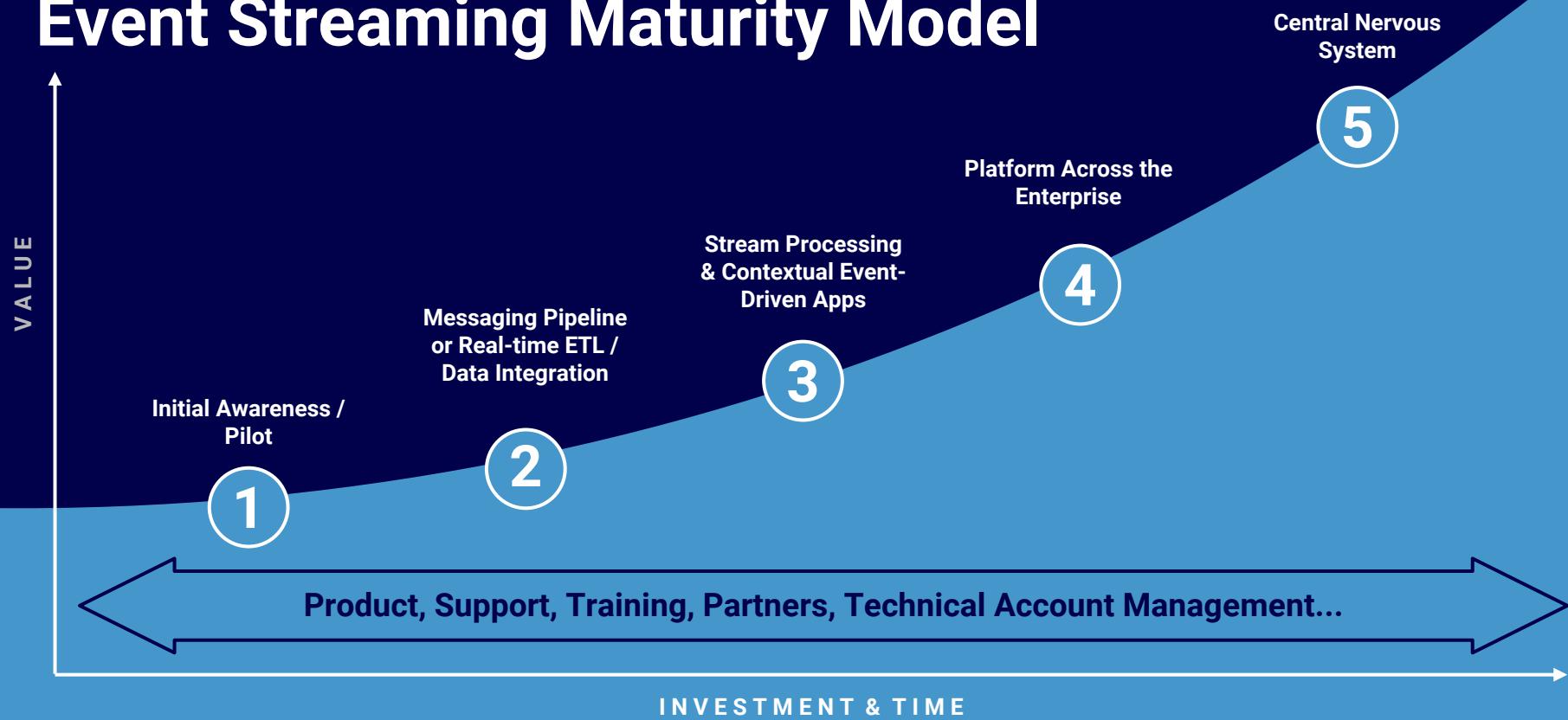




# Event Streaming Maturity Model



# About Confluent

**Jay Kreps**CEO and  
Co-Founder**Neha Narkhede**CTO and  
Co-Founder**Jun Rao**

Co-Founder

**Todd Barnett**Chief Revenue  
Officer**Cheryl Dalrymple**Chief People  
Officer**Giancarlo Lionetti**Chief Marketing  
Officer

Founded by the original  
creators of **Apache Kafka®**

Founded  
**September 2014**

Technology developed  
while **at LinkedIn**

Active **Apache Kafka**  
Contributors

**BENCHMARK****Data collective** Index  
Ventures**SEQUOIA** 

# Agenda

## Event Streaming Customer Use Case

### Confluent Platform

- a. Mission-Critical Reliability
- b. Complete Event Streaming Platform
- c. Freedom of Choice

### Confluent Cloud

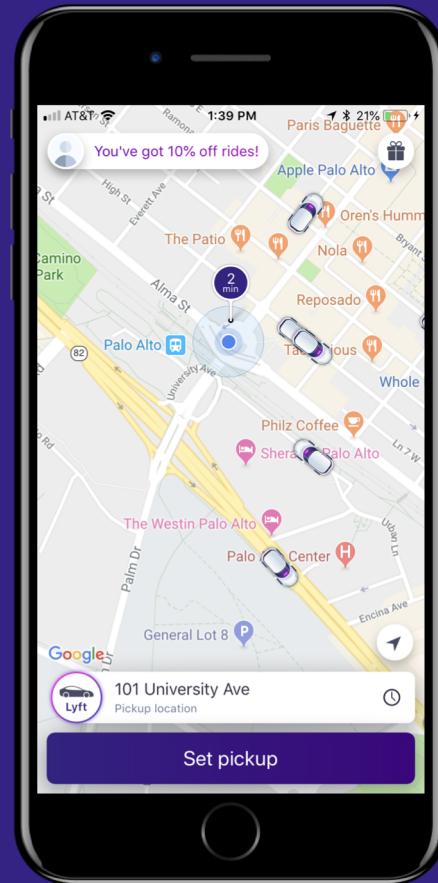
### Customer Success

# Customers expect rich digital experiences



When will my driver get here?

- Only Event Streaming Platforms can answer a question like this
- You need real-time data combined with stored data



# Contextual, Event-Driven Apps in the Enterprise



“We look at events as running our business. Business people within our organization want to be able to react to events—and oftentimes it's a combination of events.”

—Chris D'Agostino, VP of Streaming Data

01

Real-Time  
Fraud Notifications

02

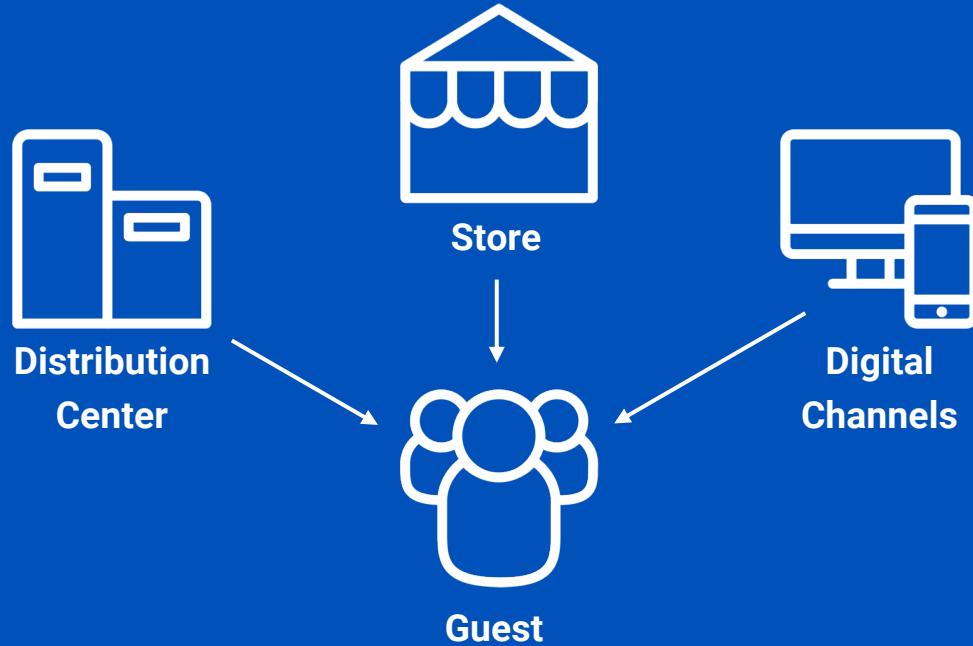
Real-Time  
“Second Look”

03

Automated  
Transaction Analysis



# Streamlining the supply chain and modernizing legacy infrastructure



# Confluent is Enabling Event-driven Transformation across Industries



## Banking & Capital Markets

- Customer 360
- Fraud detection
- Mainframe offload
- Trade data capture



## Retail

- Inventory management
- Product catalog
- A/B testing
- Customized experiences



## Healthcare & Pharma

- Patient monitoring
- Prescription control
- Lab alerts
- Medication tracking



## Automotive & Transportation

- Connected car
- Fleet management
- Manufacturing data processing



## Telecommunications

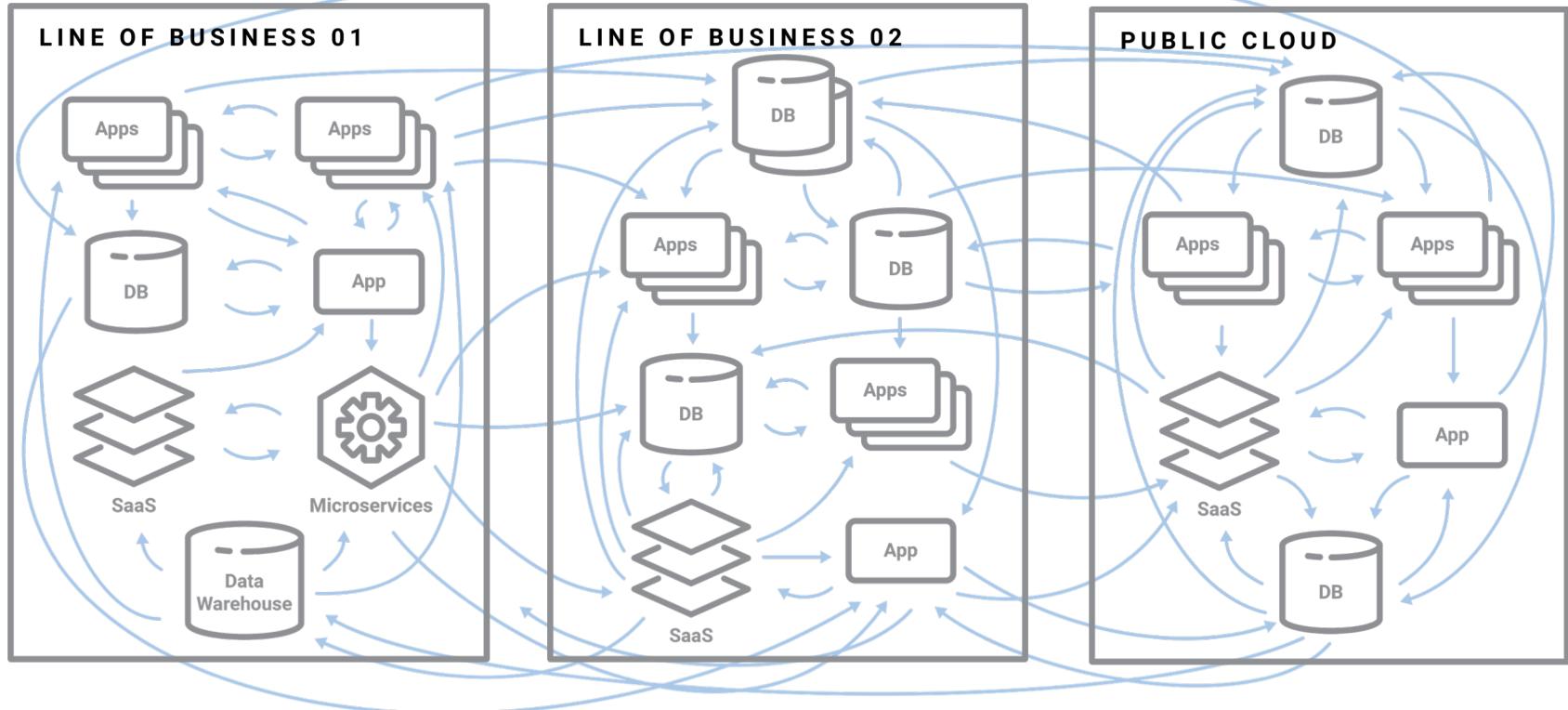
- Personalized ads
- Customer 360
- Network integrity



## Travel & Leisure

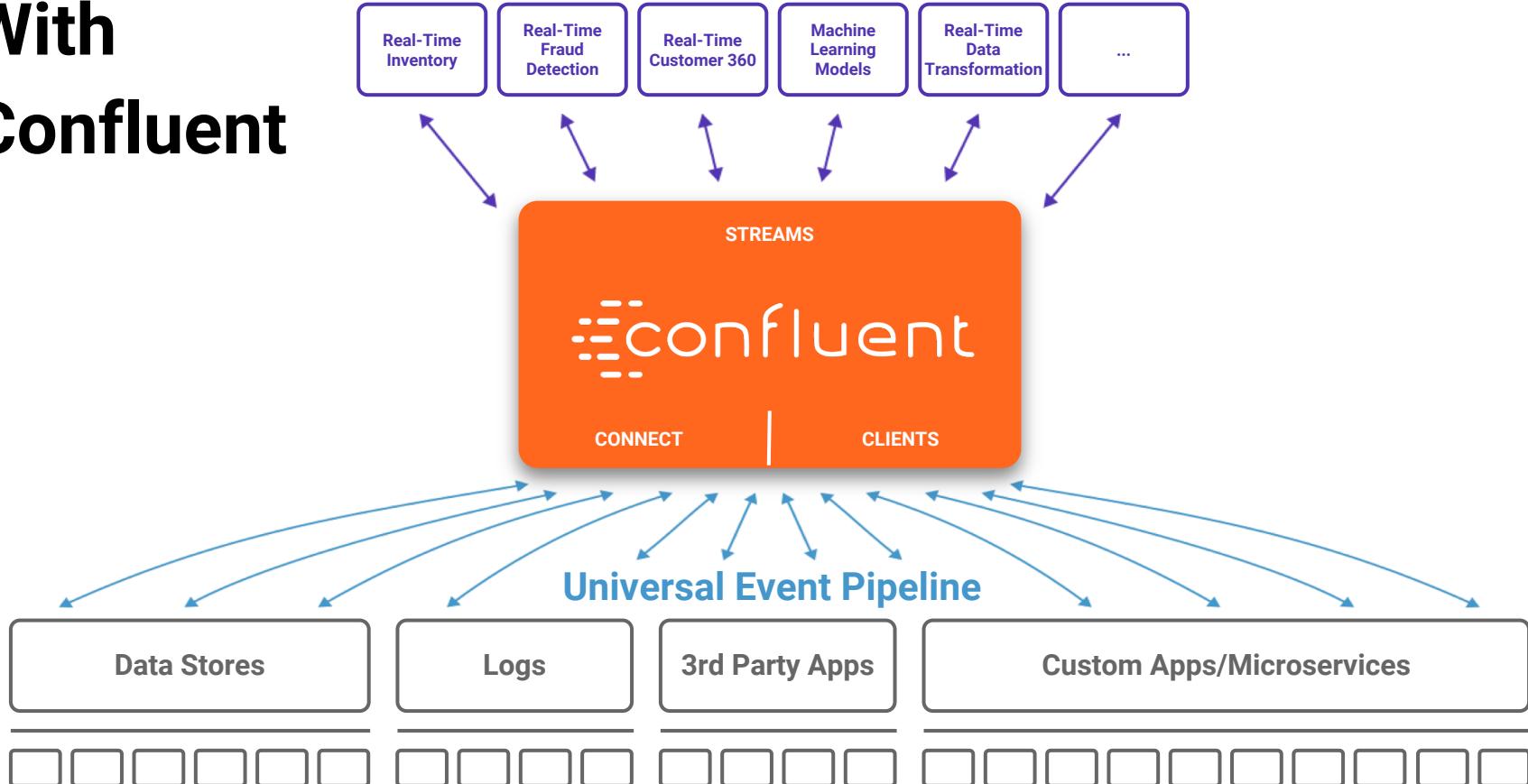
- Visitor segmentation
- Booking systems
- Pricing services
- Fraud detection

# Without Confluent



## Contextual Event-Driven Applications

With  
Confluent



## Confluent Platform

### Operations and Security

Security plugins | Role-Based Access Control

Control Center | Replicator | Auto Data Balancer | Operator

### Development & Stream Processing

Connectors

Clients | REST Proxy  
MQTT Proxy | Schema Registry

KSQL

### Apache Kafka

Connect

Continuous Commit Log

Streams

**Mission-critical  
Reliability**

**Complete Event  
Streaming Platform**

Self-Managed Software

Datacenter

Public Cloud

Fully-Managed Service

Confluent Cloud

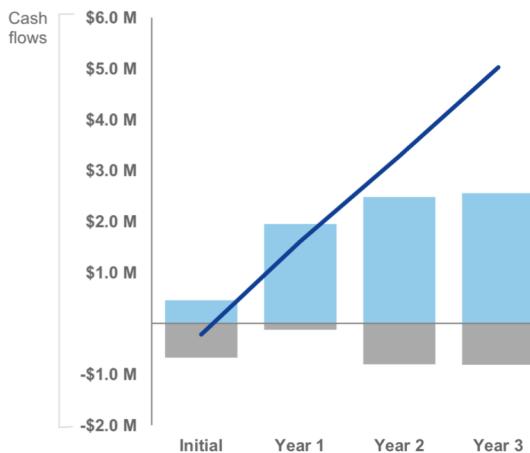
**Freedom of  
Choice**

# Confluent Delivers Real Economic Benefits

—Forrester

## Cash Flow Chart (Risk-Adjusted)

- Total costs
- Total benefits
- Cumulative net benefits



Study assumes a three-year contract with gold-level support and 100 nodes.



Expected **ROI of 201%**



Faster application development leading to **\$3.82M in business acceleration**



Increased operational efficiency leading to **\$2.37M reduction in management costs**



*"We would need to triple our team and upskill our talent if we adopted Kafka without the support of Confluent."*

—Chief Architect, large US travel company

# Two Ways to Deploy Confluent

Self-Managed Software

## Confluent Platform

The Enterprise Distribution of  
Apache Kafka



Deploy on any platform, on-prem or cloud



Fully-Managed Service

## Confluent Cloud

Apache Kafka Re-engineered  
for the Cloud



Available on the leading public clouds



# Why Confluent Platform



## Mission-critical reliability

- Deepest Kafka expertise in the industry
- High performance and availability at massive scale
- Enterprise-grade security
- Uptime guarantees (Confluent Cloud)



## Complete event streaming platform

- Broad open source ecosystem
- Complete set of pre-built connectors
- Smart stream processing with KSQL
- Multi-language client support
- Continuous Kafka innovation and focus



## Freedom of choice

- Self-managed software or fully-managed service
- Hybrid cloud and multi-cloud deployment

# Confluent Cloud

# Confluent Cloud | Full feature set

## Scale

Unlimited throughput,  
unlimited retention

## Durability

Multi-AZ with 3  
availability zones  
(option)

## Support

24x7 Gold SVPC peering  
(option)

## Cloud

AWS and GCP

## Availability

99.95% uptime SLA

## Connection

VPC peering (option)

## Terms

1 year commitment;  
flexible payment options

The screenshot shows the Confluent Cloud Enterprise interface. At the top, there's a navigation bar with the Confluent logo, 'Cloud Enterprise', and a dropdown for 'Production' with 'Cooper Pawsworth' selected. Below the header, the title 'Environment overview' is displayed above two tabs: 'CLUSTERS' (which is active) and 'SCHEMA REGISTRY'. A search bar and a button to 'Show past 15 mins of activity' are also present. On the right, a '+ Add cluster' button is visible.

The main content area displays three clusters:

- cluster-name\_01**: Status: Running. Cloud Provider: Amazon AWS / Region: US-West1 (Oregon) / Availability: Single Zone. Read metrics: Provisioned 300 MB/s, Peak usage 200 MB/s, Average 123 MB/s. Write metrics: Provisioned 1 MB/s, Peak usage 0.9 MB/s, Average 0.45 MB/s. Storage metrics: Provisioned 50 GB, Current usage 34.11 GB, % available 15.23%.
- cluster-name\_02**: Status: Running. Cloud Provider: Amazon AWS / Region: US-West1 (Oregon) / Availability: Single Zone. Read metrics: Provisioned 300 MB/s, Peak usage 202.123 MB/s, Average 2.091 MB/s. Write metrics: Provisioned 1 MB/s, Peak usage 0.888 MB/s, Average 0.751 MB/s. Storage metrics: Provisioned 50 GB, Current usage 40.239 GB, % available 19.522%.
- cluster-name\_03**: Status: Running. Cloud Provider: Amazon AWS / Region: US-West1 (Oregon) / Availability: Multi Zone. This cluster entry is currently empty.

# Confluent Cloud | Enterprise grade security



## 01 Control access to cluster and resources

- SASL
- Dedicated VPC, cluster, storage
- VPC peering for private endpoint



## 02 Protect users, applications and access to data

- ACL Support in Kafka (coming soon)
- GDPR ready
- SOC-2 Type II Compliant
- HIPAA ready

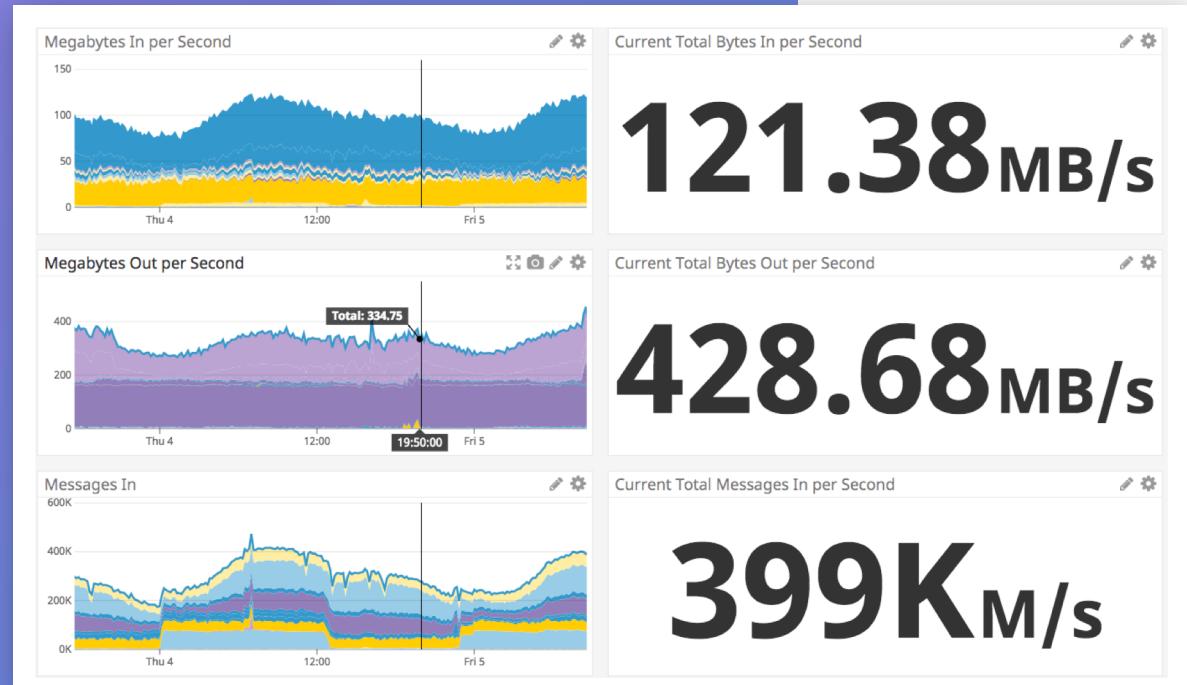


## 03 Secure data against unwanted access (Encryption)

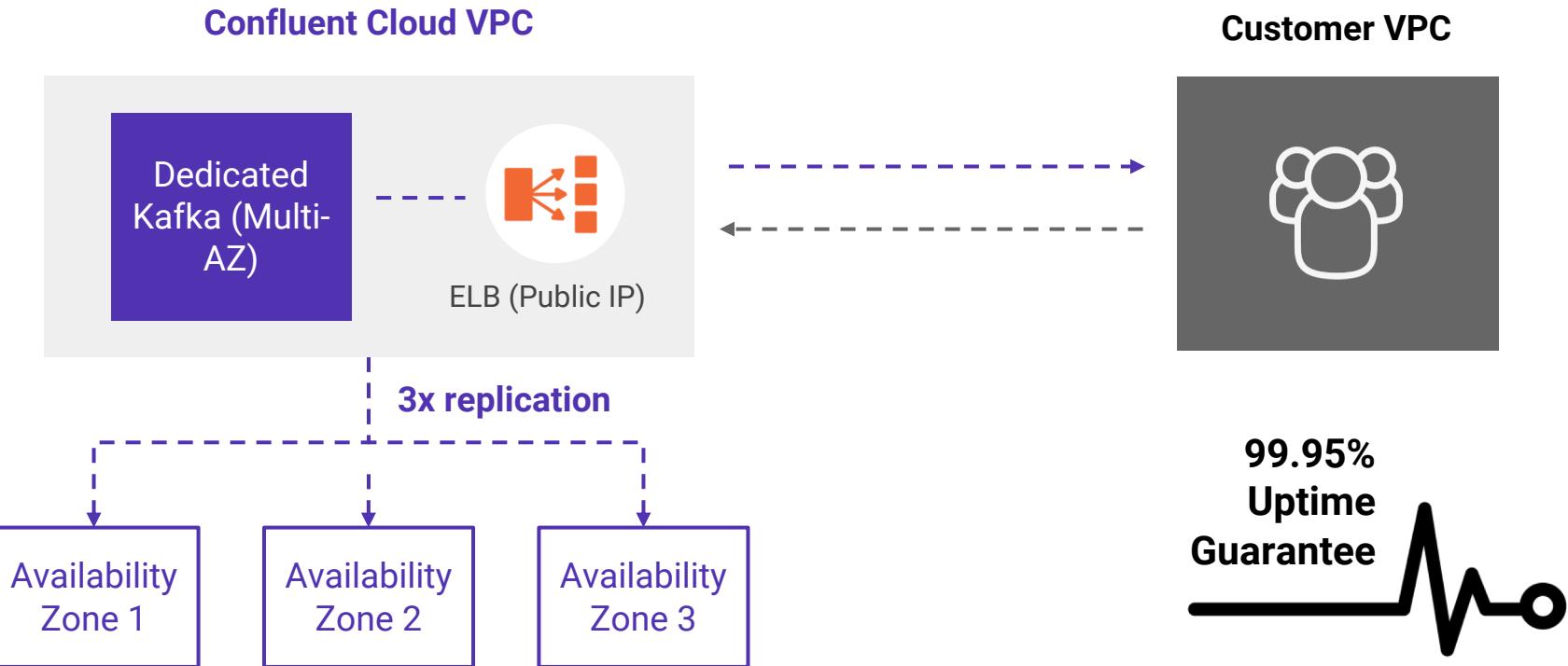
- Data at rest encryption
- Over the wire encryption  
(TLS Support)

# Confluent Cloud | High performance

- **Sub-25 ms** latencies\* at massive scale
- **3 days** or less to get up and running
- **Unlimited** throughput and fanout
- **Infinite** retention



# Confluent Cloud | High availability



# Kafka Expertise, and Why it Matters?

## Complexity

- Streaming systems are distributed
  - Many components with complex interactions
  - Challenging to optimize and troubleshoot

Downtime risk

## Non-trivial capacity planning

- Streaming systems are stateful
  - Capacity planning is non-trivial
  - Retention, memory, compute and n/w need sizing

Data loss

Latency

## Large surface area to cover

- They require many APIs, metrics, systems, and configs
  - Difficult to secure and monitor
  - Time-consuming, difficult to learn and manage

Security risk

Time to market

Slow to launch

# Confluent Cloud, What does Fully-managed Mean?

Most Kafka as a Service offerings are partially-managed

## Infrastructure management (commodity)

- Upgrades (latest stable version of Kafka)
- Patching
- Maintenance

Infra-as-a-Service

## Kafka-specific management

- Sizing (retention, latency, throughput, storage, etc.)
- Data balancing for optimal performance
- Performance tuning for real-time and latency requirements
- Fixing Kafka bugs
- Uptime monitoring and proactive remediation of issues
- Recovery support from data corruption

Platform-as-a-Service

Harness full power of Kafka

Mission-critical reliability

## Scaling

- Scaling the cluster as needed
- Data balancing the cluster as nodes are added
- Support for any Kafka issue with less than 60 minute response time

Future-proof

Evolve as you need

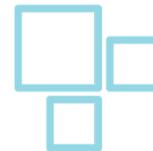
# Customer Success

# Operate at Enterprise Scale

## with a Subscription to Confluent

### Annual subscription model

- Simple licensing based on number of instances in Kafka clusters
- Scales by service level



### Access to commercial features

- Control Center
- Replicator
- Auto Data Balancer
- K8s Operator
- Connectors
- more...



### Development and production support

- Across all components: Kafka brokers, zookeeper and community licensed features (clients, connectors, KSQL, REST Proxy, etc)
- Kafka experts still rely on Confluent due to the experience of supporting 1000's of clusters, vs a single companies deployment.

# Confluent Platform Support

Assistance throughout deployment from the world's foremost Apache Kafka experts

## Rapid, Industry-leading Support Available 24/7

- 30-60 minute response time based on subscription level
- Emergency patches not yet included in Apache Kafka
- Expert support engineers

## Designed with Security in Mind

- All communication via our support portal is encrypted
- Controls to limit access to only essential personnel
- All diagnostic data deleted on a rolling basis

## Support throughout the Deployment Lifecycle

- Engagement early in the development process to ensure best practices used
- Break/fix support for issues in production environments

## Access to an Extensive Knowledge Base

- Operations guides
- Troubleshooting guides
- Guidance on best practices and avoiding known issues
- Tips for architecting and tuning deployment

# Professional Services - Engagement Offerings

## On Premises Engagements

**NEW**

### Streaming Assessment

Assessment and recommendations to increase the value of data in your organisation

### **Health Check**

Assess your current Kafka deployment health and overall capabilities



### **Application Architecture**

Assess your architecture for a new application or use case

**NEW**

### Confluent Platform Deployment

Deploy a cluster to your pre-prod environment according to Confluent best practices



### **AWS Cloud Deployment**

Have an expert work with your team to deploy Kafka on AWS

**NEW**

### Streaming Application Design

Expert guidance on creating a Kafka Streams application using Kafka Streams Java API and KSQL

# Professional Services - Engagement Offerings

## Remote or Bundled Engagements



### Multi Data Center

Enable the deployment of Kafka across multiple data centers



### Version Upgrade

Ensure success when you upgrade to a newer version of Kafka or Confluent

**NEW**

### Designing for Multi Tenancy

Ensure your Kafka cluster is designed inline with multi-tenancy best practices



### Office Hours

Address specific topics that may be blocking your project



### Security Design

Analyze your security requirements and learn best practices

**NEW**

### On-Prem to Confluent Cloud Migration

Plan and migrate your cluster to Confluent Cloud

# Kafka Training Offered by the Creators of Apache Kafka



## Developer training

- Writing consumers and producers
- Using Kafka Connect, Kafka Streams, and The Schema Registry
- Best practices for production systems



## Operations training

- Cluster operations
- Viewing and interpreting cluster metrics
- Recovering from failures
- Performance tuning



## Stream Processing training

- Installing KSQL containerized and natively
- Transforming and aggregating data streams with KSQL
- Writing Kafka Streams App using DSL and Processor API

# Complete Portfolio of Products and Services Built Around Kafka



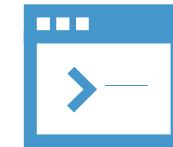
Confluent  
Platform



Confluent  
Cloud



Professional  
Services



Kafka  
Training



Enterprise  
Support

\*Software, services and support across the entire adoption lifecycle

A **confluent community catalyst** is a person who invests relentlessly in the Apache Kafka® and/or Confluent communities.



Nominate yourself or a peer at  
**CONFLUENT.IO/NOMINATE**



The recognition  
of your peers



Direct interaction  
with Apache Kafka  
contributors as well as  
the Confluent founders  
at special events



Special swag



Access to the  
private MVP  
Slack channel



Massive  
bragging rights



## Confluent Community Slack Channel

Over 10,000 Kafkateers are collaborating every single day on the Confluent Community Slack channel!

[cnfl.io/community-slack](https://cnfl.io/community-slack)



## Confluent Community Catalyst Program

Nominate yourself or a peer at  
[confluent.io/nominate](https://confluent.io/nominate)



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Get frequent updates from key names in Apache Kafka® on best practices, product updates & more!

[cnfl.io/read](https://cnfl.io/read)

