CONFLUENT

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15. May 2025

Lift & Shift to Kafka Cloud

Confluent Professional Services Plan

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Preparing for the future

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FREE (public)

Phase 1: Cloud Migration Readiness
- Analysis & Discovery (Dependencies)
- Preparation, Prerequisites & Enablement

Phase 2: Migration to CC
- Migration Path and Strategy
- Best Practices and Acceleration
- Post-Migration Validation

Phase 3: Expansion & Optimization
&
Maximizing Investment
Besides technical migration challenges to be addressed by Professional services, we have other initiatives

Session 1: Confluent Cloud Deep Dive
Confluent Cloud concepts and features. Tour of the typical workflow for provisioning clusters, topics, connectors, and ksqlDB. Best practices and recommendations on the following topics: Networking, Security, and Operations

Session 2: Producers and Consumers for Confluent Cloud
Best practices for developing and running producer and consumer clients including client architecture and configurations

Session 3: Connectors in Confluent Cloud
Overview of the foundational concepts of Connectors and how they work, as well as configuration parameters, monitoring, and error handling. Deploy fully managed and self managed connectors with Confluent Cloud

Session 4: Stream Processing
Learn how you can use stream processing to enable real-time stream processing. Overview of how it works. Key use cases and examples.

Session 5: Confluent Cloud Monitoring and Metrics API
Best practices for monitoring Confluent Cloud. Overview of monitoring within the Confluent Cloud UI and the available metrics. Leverage the Metrics API within your own observability framework. Overview of the key metrics we recommend to monitor

Sign up for individual sessions or the entire series

Registration (AMER)   Registration (EMEA)   Registration (APAC)

2. Thematic Workshop (Customer Specific)

Available on demand agreed with Account team if one subject/feature would be very interesting across the Org

3. Other free resources recap

Vaudoise Engagement Model

Analysis & Discovery	Preparation	Data Migration	Workload Migration	Post-Migration Validation

Migration Assessment & Planning
E.g. Architecture Review, Roadmap, Risk & Migration Planning, …

Migration Execution
E.g. Data/Schema/Application Migration & Hands-On Support

Stabilization & Post-Migration Health Review
E.g. Post-Migration Go-Live Support, Health Check, Post-Migration Checklist

Lift & Shift to Kafka Cloud: **Migration Assurance Services**

A Future Beyond the Migration

Business Value Planning	Event Storming	New Use Case Onboarding	Cost/Architecture/Compliance Review	Support Escalation & Case Review
Regular Reviews, PS Roadmap, Pipeline Planning	Use-Case Discovery, Event Mapping, Idealization	E.g. Event Hub vs. Managed Kafka?	Cost Tuning, Security & DR Drills, Health Checks	Case Management & Pro-Active Escalations

Accelerating Your Value Realization: **Business Value Services**

Executive Alignment   Customer Success

Enterprise Enablement

Foundational Training	Onboarding Plan	Thematic / Best-Practices Workshops	Expert Office Hours	Lessons Learned	Innovation Sprints/Hackathons

⭐ Kafka Summit   ⭐ Product Release Enablement   ⭐ Learn Meetups & Events   ⭐ Product Management Engagement

Your Path to Self-Sufficiency: **Continuous Enablement Services**

Vaudoise Engagement Packages

#	Package	Typical Activity Examples	Resident Solutions Architect (RSA)	Resident Field Engineer (RSE)	Engagement Manager (EM)
1	Migration Assessment & Planning	Architecture Review, Roadmap, Risk & Migration planning	60h	60h	12h
2	Migration Execution (±6 months**)	Data/Achema/Application Migration, Cutover, Support	90h	160h	16h
3	Business Reviews & Planning	Quarterly/BI-annual reviews, PS Roadmap, Pipeline planning	48h	16h	24h
4	Architecture Reviews & Health Checks	Periodic best-practice checks, remediation	80h	80h	4h
5	Event Storming Workshops	Use case discovery, event mapping, ideation	40h	24h	8h
6	Implementation of New Use Cases	Solution design/dev, PoCs, integration	140h	220h	24h
7	Enablement & Training	Onboarding, platforms, best-practice workshops	32h	32h	4h
8	Cost/Optimization/Compliance Reviews	Cost tuning, security, DR drills, …	36h	48h	8h
9	Innovation Sprints/Hackathons	Prototyping, innovation workshops	34h	24h	8h
10	Support Escalation & Case Review	Case management, proactive escalations	16h	16h	4h
		Totals	576 Hours	704 Hours	112* Hours

Additional Notes & Limitations

- Year 1: "Migration & Enablement Focus" / Year 2-5: "Business & Architecture Reviews", "Event Storming", "New Use Cases", "Optimization", "Innovation Sprints"
- The package, role, and year splits are indicative—real-world demand, scope changes, or unforeseen challenges may require hour adjustments.
- *16 hours of EM time is reserved for contingency/flex needs.
- **±6 months average migration time and depending on many factors and can be verified after Assessment and Planning
- No detailed per-activity event frequency or hour-by-hour splits are available; annual distributions should be rebalanced based on customer demand and project load.

Migration Assurance Services Summary
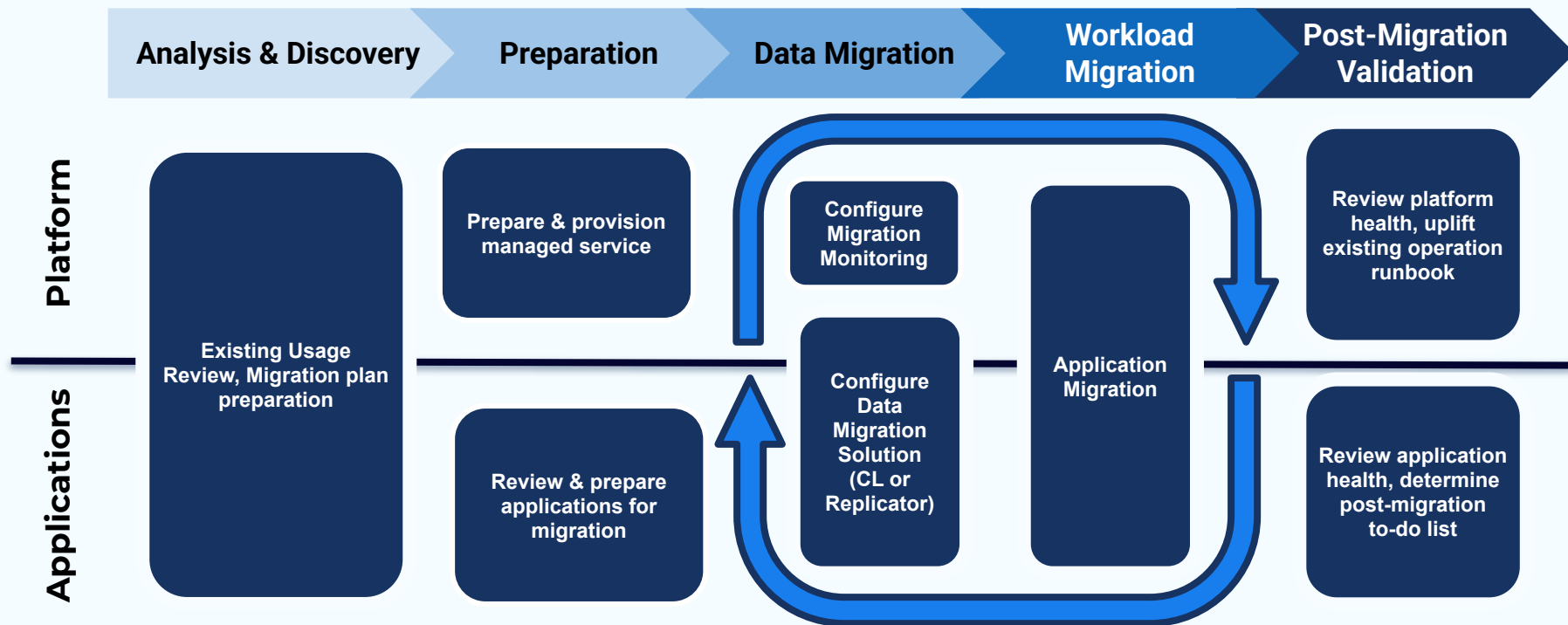
Migration Assurance Services

A Data In Motion Blueprint Offering
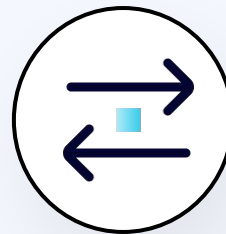
Migrations are not primarily about clusters

Teams

A migration is a process involving **multiple participating teams** with their **own timelines** and **commitments** to the business.

Applications

Teams are **responsible** for operating multiple applications that likely have **uptime requirements** and internal **state** that must remain consistent across the move.

Data

Data must continue to be **accessible** to the applications that need it throughout the migration process. This requires a fine level of **choreography**.

Organizational Enablement

Confluent Developer: Tutorials, Demos, Podcasts, Blogs, Videos
- [Developer Resources](#)
- [Confluent YouTube Channel](#)
- [Confluent Blog](#)
- [Confluent Webinars](#)

CC Documentation
- [CC Documentation](#)
- [Supported Versions and Interoperability](#)

Reactive Break/Fix Support
- [Support Portal Login](#)
- [Subscribing to Updates and Announcements](#)

Training - Level Up Your Skills
- [Formal Training](#)

Customer Success Team
- CSTA Office Hours
- CSM Touch Points

Solutions & Use Case Hub
- [Streaming Applications](#)
- [Solutions / Architecture Hub](#)

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Migration Overview

Migrate to Confluent Cloud involves moving the underlying Kafka Platform, Kafka client & Streaming Applications.

Depending on the situation, some Kafka Clients could transition into managed world and some Kafka Clients might remain as self-managed. One of the key decision is driven by whether private network is required or not.
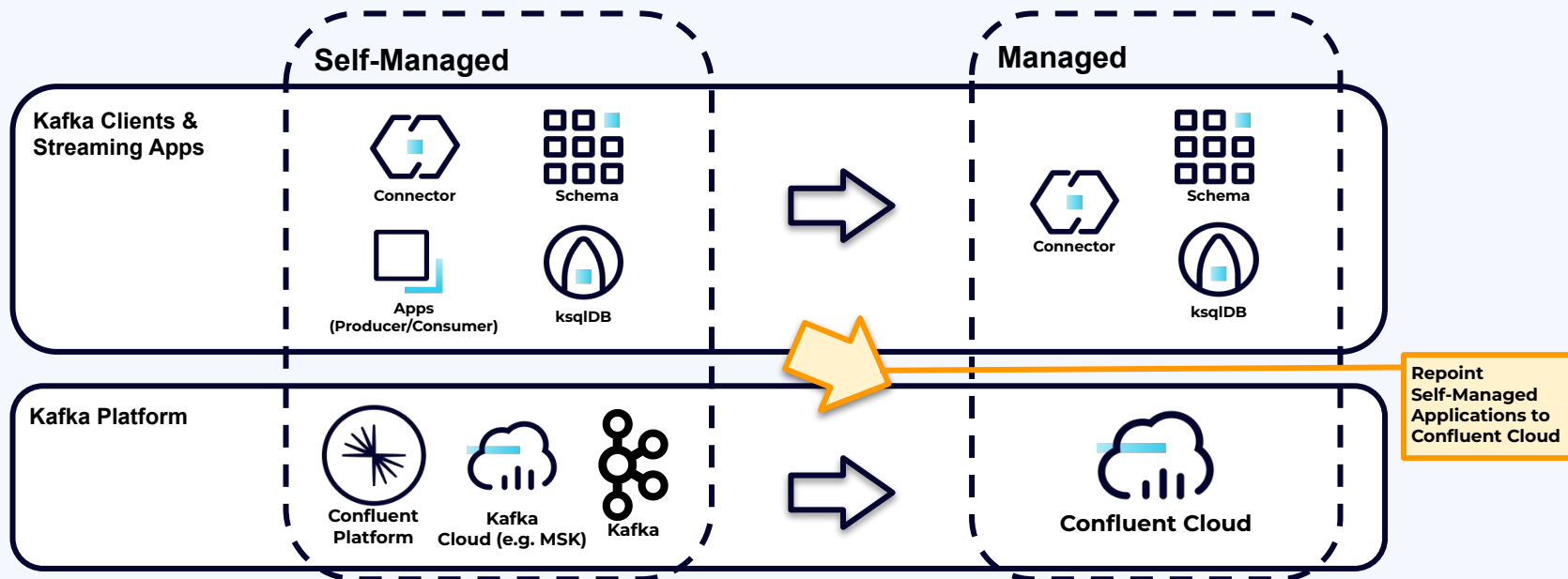
Your migration journey

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Analysis & Discovery

Preparation

Data Migration

Workload Migration

Post-Migration Validation

Determine your migration approach

Workload Transition only (No Data Migration)

- Existing data will be retained in existing cluster until expired

Benefit

- Suitable for simple solution
- Cheaper migration cost
  - Saving on migration effort
  - Saving on data transfer cost

With Data Migration

- Existing data will be migrated into Confluent Cloud as part of migration

Benefit

- Suitable for complex solution that require to historical data in the cloud or involves multi-phases processing
- Retain and co-locate historical data in the same place to make

Determine your migration approach

When data migration is not required, the initiative will typically focus on **transitioning** the application(s) to leverage managed service directly.

Analysis & Discovery

Preparation

Data Migration

Workload Migration

Post-Migration Validation

With Data Migration

Without Data Migration
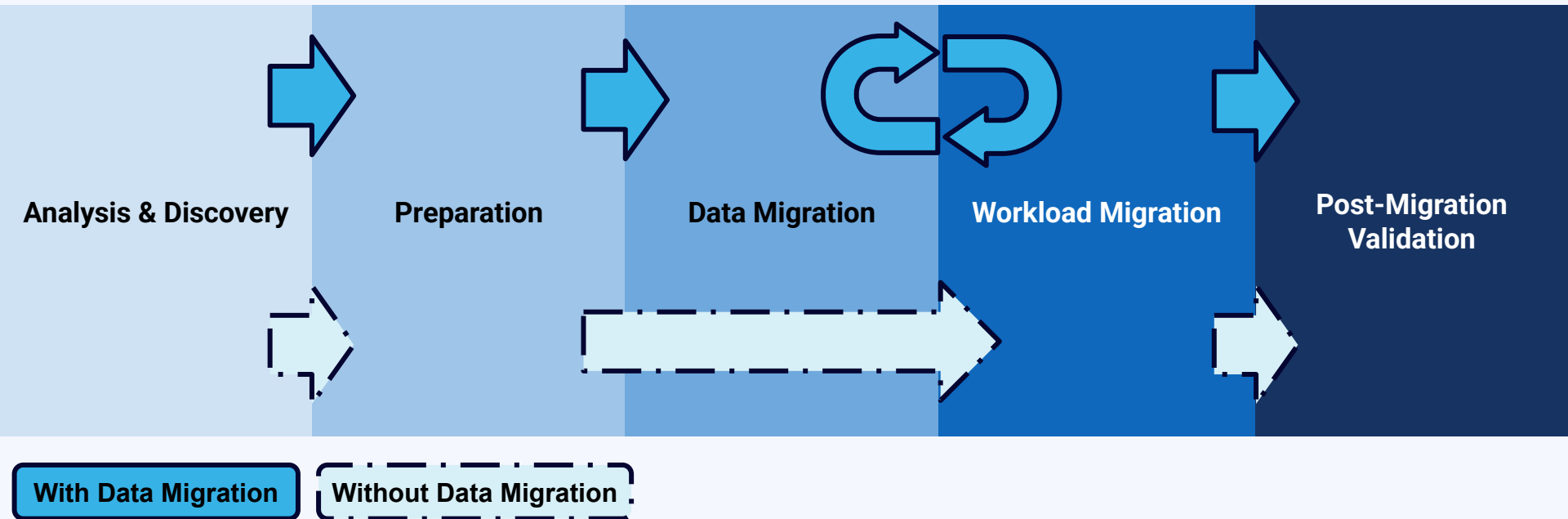
Analysis & Discovery

Inventory existing Kafka resources including Kafka Topics, components configurations, ACL, credential, Schema, Connectors, etc...

Identify and engage involved projects/teams to review existing application flows, configurations

Review existing workload patterns, identify peak and spike to determine optimal configuration as per migration need

Prepare Migration Plan

Preparation

Platform Preparation

Prepare Confluent Cloud Environment
(Automation is recommended)

Establish essential platform monitoring to support daily management & operation need.

Prepare self-managed components to support use cases that requires to operate on private network connectivity.

Application Preparation

Prepared required network connectivity, certification change required by the applications

Review and optimise the solution toward "responsible consumption", ranging from simple configuration optimisation to design/implementation optimisation to achieve the same with less.

Data Migration

Prepare & configure replication solution.
While Cluster Link (CL) is preferred, replicator can be considered when CL solution is not feasible.

Establish data migration monitoring solution and verify data migration status by determining replication lag

Workload Migration

Reconfigure Kafka clients.

For applications that have been operating on older versions of Kafka Client package (**< 2.7**), consider upgrading to a more recent Kafka client.

Progressively migrate and repoint applications to Confluent Cloud according to the designed migration order.

Thoroughly test the end-to-end solution to assure the functionality and performance remains within expectation.

Define and configure appropriate credentials and access rules to grant just enough access for the application.

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Post-Migration Validation

Review the post-migration status, ensure solutions and platform remain operating at healthy state.

Review and revise existing runbook to reflect the change as part of the solution is a managed solution.

Define post migration follow up plan to ensure any resolved risks, issues are being captured and actions accordingly

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Success with Confluent Professional Services

Trusted Partnership Throughout Your Entire Journey

It's about a Partnership!

- Accelerate time-to-value

- Improve adoption and productivity

- Reduce and mitigate risk

Our Customer Success team helps you with your project, your enablement and adoption and operational support crucial to your success

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Project Focused Initiatives

Enterprise Alignment

Enterprise Enablement
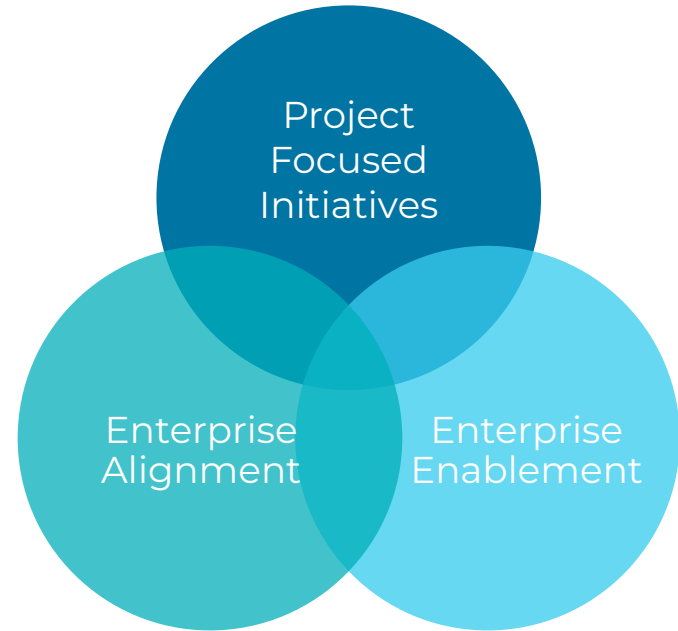
Benefits of working with Confluent Professional Services

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1

Experience

Most accomplished Kafka and Confluent Engineers and Strategists in the world

2
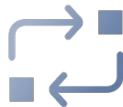
Quality & Confidence

Prescription through fully supported **experience based, best practices**

3

Accountability

Full **alignment and partnership with Product** Development and Leadership

4

Scale

Access to and coordination with an expansive, **enabled services partner ecosystem**

Accelerating Data in Motion capability and value realization

We are addressing

Evangelisation / The Value of Event streaming | Introducing event streaming and Confluent platform require a mind of change and a transition to a new way of working and understanding data operations

Skills and Experience | Continuous Enablement

Use Case Onboarding / Architecture | Showcase the need of sharing data across many different teams / Design with having the long term goal in mind

Security Aspects | Guide you to implement the right level of security with the right approach for your business

Deployment Strategy | Determine a strategy for system deployment and evaluate incurred costs and requirements

Monitoring Health | Plan a strategy and implementation of observability

Streaming Data Management strategy | Platform adoption can be empowered with realistic sub projects, so that using the streaming platform becomes the reality and not just an exotic dream

Complexity of the Project / Dev-Ops | The business context and the expected business value do both influence implementation details on many levels at any time

Professional Services Engagement Journey

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We build and hand-over	Build together	We coach, you build
We design and build Based on Use Cases	We design and help build	We advise on design, and support your resources during the build
Cost effective with Confluent Partners, Long-term success	Skills and knowledge transfer Best Practices Advisory	Better suited for experienced internal team
We lead all streams of DEV, SIT/UAT, Training & Documentation	You own the DEV, SIT, UAT, Training & Documentation	You own the build, DEV, SIT/UAT, Training & Documentation

Confluent Deployed Model

20% Client / 80% Confluent

Collaborative Model

50% Client / 50% Confluent

Enablement Model

80% Client / 20% Confluent

Self-Sufficiency

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What does the Project Team contribute

Solution Architect

Solution Architect: Senior resource with expertise across Development and Operations, helping outline the platform and application architecture and validate adherence to the agreed upon architecture and Confluent best practices according to defined project/roadmap objectives.

Sample Activities:
Architecture and Design, Infrastructure and Sizing, Security Setup, Topic and Partition Strategy, Disaster Recovery, General Data strategy, Technical Lead

Field Engineer

Field Engineer: Provides hands-on enablement and assurance working directly with customer development and operations teams in order to accelerate customer delivery time and accelerate customer self sufficiency. May include activities such as coaching/guidance, paired programming, code review, configuration review, debugging, analysis, knowledge asset creation, knowledge transfer.

Sample Activities: Peer programming, code review, configuration review, debugging, analysis, knowledge asset creation, knowledge transfer.

Engagement Manager

Engagement Manager: The Engagement Manager will assist in defining and refining customer implementation roadmap, working with customer to unblock advisory and assurance activity impediments, contributes implementation and planning expertise to customer management
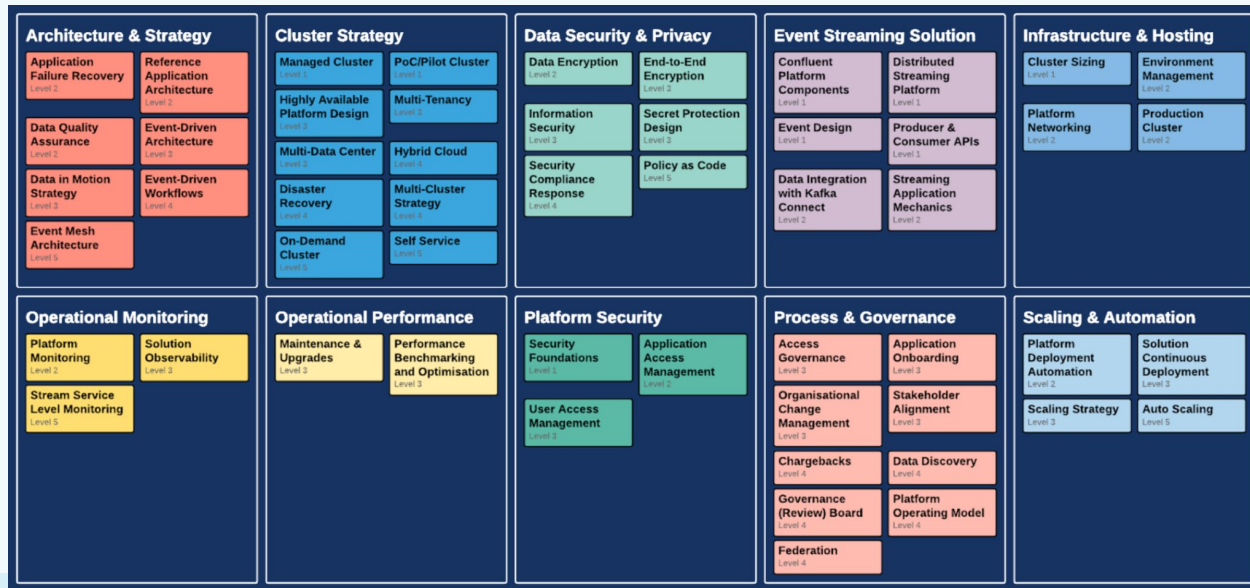
Sample Activities:
Coordination activities, Single Point of contact for all Delivery activities, Steering Board member (QBR), Accountable for Delivery Quality, Support Sales with Status meetings and report, etc.

The Adoption Framework

Adoption Framework

The Adoption Framework is a collection of topics, organized by theme, that are necessary along the maturation & implementation of data in motion

Architecture & Strategy

Application Failure Recovery — Level 2	Reference Application Architecture — Level 2
Data Quality Assurance — Level 2	Event-Driven Architecture — Level 3
Data in Motion Strategy — Level 3	Event-Driven Workflows — Level 4
Event Mesh Architecture — Level 5	

Cluster Strategy

Managed Cluster — Level 1	PoC/Pilot Cluster — Level 1
Highly Available Platform Design — Level 2	Multi-Tenancy — Level 2
Multi-Data Center — Level 3	Hybrid Cloud — Level 4
Disaster Recovery — Level 4	Multi-Cluster Strategy — Level 4
On-Demand Cluster — Level 5	Self Service — Level 5

Data Security & Privacy

Data Encryption — Level 2	End-to-End Encryption — Level 3
Information Security — Level 3	Secret Protection Design — Level 3
Security Compliance Response — Level 4	Policy as Code — Level 5

Event Streaming Solution

Confluent Platform Components — Level 1	Distributed Streaming Platform — Level 1
Event Design — Level 1	Producer & Consumer APIs — Level 1
Data Integration with Kafka Connect — Level 2	Streaming Application Mechanics — Level 2

Infrastructure & Hosting

Cluster Sizing — Level 1	Environment Management — Level 2
Platform Networking — Level 2	Production Cluster — Level 2

Operational Monitoring

Platform Monitoring — Level 2	Solution Observability — Level 3
Stream Service Level Monitoring — Level 5	

Operational Performance

Maintenance & Upgrades — Level 3	Performance Benchmarking and Optimisation — Level 3

Platform Security

Security Foundations — Level 1	Application Access Management — Level 2
User Access Management — Level 3	

Process & Governance

Access Governance — Level 3	Application Onboarding — Level 3
Organisational Change Management — Level 3	Stakeholder Alignment — Level 3
Chargebacks — Level 4	Data Discovery — Level 4
Governance (Review) Board — Level 4	Platform Operating Model — Level 4
Federation — Level 4	

Scaling & Automation

Platform Deployment Automation — Level 2	Solution Continuous Deployment — Level 3
Scaling Strategy — Level 3	Auto Scaling — Level 5

Project Scheduling Guidelines

Engagement Type / Video Conferencing

Fully remote & Microsoft Teams (preferred) / Zoom

Resource shall be available on Teams during scheduled days and working hours.

Work Hours

Standard working hours are between 9:00 AM and 6:00 PM CET, Monday to Friday (excluding public holidays) up to a maximum of forty (40) hours per week unless agreed un in advance.

Off Hour Service Delivery is subject to special scheduling and rate increases.

Documentation

Daily summaries will be sent out by the Solutions Architect or Consulting Engineer either at the end of each day or first thing the following morning.

Technical documentation will be uploaded to the customer's SharePoint or online documentation systems as needed.

Scheduling

Professional Services engagement days will be scheduled with the Practice/Engagement Manager and will be delivered as per the agreed schedule.

The lead time for resource scheduling is approximately 2 to 4 weeks, though efforts will be made to expedite this process when possible.

Please provide at least 10 business days' notice for cancellations of scheduled engagements; otherwise, the days may be subject to forfeit.

Online / Offline Work

Engagements are booked for full 8 hours days but the expectation is that not all 8 hours will be interactive.

E.g 4 hour workshops with the remaining balance of the day used solely for offline engagement activities such environment preparation, reviews, documentation and researching recommendations based on scope of engagement

Education

Training & Certification

Education Drives Understanding and Adoption

Formal training is the foundation for building your team's Apache Kafka® knowledge and expertise in the field of data streaming. As technology evolves and becomes more complex, education is critical in:

Accelerating Development Time

By training project members with practical, hands-on experience

Improving Efficiency

Improving efficiency of applications through expanded usage and adoption

When aligned to the right environment

On-Prem or Hybrid Customers

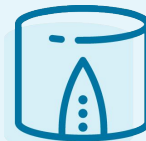**Apache Kafka® Administration by Confluent**

Confluent Advanced Skills for Optimizing Apache Kafka®

Confluent Cloud Customers
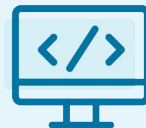
Confluent Developer Skills for Building Apache Kafka®

Confluent Stream Processing Using ksqlDB & Apache Kafka® Streams

Learn more at confluent.io/training/

Delivered based on employees' needs and skill sets

Level 0 Intro*			
Confluent Fundamentals for Apache Kafka®	Learn about Apache Kafka® and the Confluent platform, including an overview of Kafka's core concepts.		
Administrator Track Courses		**Developer Track Courses**	
Level 1 Courses			
Apache Kafka® Administration by Confluent	Learn to build and manage Kafka clusters using industry best practices developed by the world's foremost Kafka experts.	**Confluent Developer Skills for Building Apache Kafka®**	Learn how to build an application that can publish data to, and subscribe to data from, a Kafka cluster.
Level 2 Courses			
Confluent Advanced Skills for Optimizing Apache Kafka®	Learn how to monitor, troubleshoot, and tune a real-time event streaming platform built with Kafka.	**Confluent Stream Processing Using ksqlDB & Apache Kafka® Streams**	Learn how to use Confluent ksqlDB to transform, enrich, filter, and aggregate streams of real-time data using a SQL-like language.

Confluent Fundamentals for Apache Kafka® is a prerequisite for both Level 1 Courses, Confluent Stream Processing using ksqlDB and Apache Kafka® Streams, and many Professional Services engagements

And in a manner best suited to your organization

Free Self Paced | Digital Self-paced training to allow customers to train at their own pace. See [website](#) for current courses

Private | Live training with delivery tailored to customer's business needs. Ideal for training a large number of employees at once (minimum class: 10, maximum: 15)

Public | Train live alongside your community peers. Ideal for customers with smaller numbers of users to be trained at a time. See [website](#) for availability

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Education Offering Snapshot

Instructor - Led Training

Remote Private 3 Day Training (Up to 10 Students)
$16,000 *

Private 3 Day Training - Additional Student
$1,600 *

Public 3 Day Training - Single Student
$2,000 *(Credit Card Only)*

Confluent Certification

Confluent Certifications available for both Developer and Administrator
$150 *(Credit Card Only)*

Free Self Paced Training

Access to our self-paced content organized into learning paths aligned to a role or technology

*US List Pricing, Onsite pricing available for additional fees

Self Paced Training: Curriculum

Learning Paths Available:

Developer

- Installing Confluent Platform
- Kafka Fundamentals
- Build Event Streaming Pipeline
- CP Implementation Design Decisions
- Stream Processing
- Create Event Streaming App with ksqlDB using CP
- Write Source Connectors
- Certification Bootcamp for Developers
- Client Authentication
- Encrypt Data in Motion

Administrator

- Install CP
- Common Admin Commands/Tasks
- Kafka Fundamentals
- Manage Kafka topics
- CP Implementation Design Decisions
- Encrypt Config with Confluent Secret Protection
- Config Broker Listeners
- Encrypt DIM with SSL/TLS
- Authentication: LDAP
- Implement Mutual TLS
- Manage Access RBAC
- Automate Deployment with Ansible / Kubernetes
- Scale Clusters
- Deploy Schema Registry
- Ensure QoS
- Tuning Brokers & Clients
- Deploy Brokers
- Scale CP Clusters
- Event Driven Design

Confluent Cloud

- Intro to Confluent Cloud
- Create an Event Streaming App with ksqlDB
- Confluent Cloud Security

Security

- Intro to Secure CP
- Intro to Secure CC
- Secure Schema Registry
- Secrets Management
- Manage access with RBAC
- Authentication: LDAP
- Authentication: Kerberos

As of 06.09.2022. See website for current courses

As demand for Apache Kafka® grows, distinguish yourself with a Certification

Accreditation is your stepping stone to the advanced **Confluent Certifications.**

Learn more at Confluent.io/Certification

Passed the exam?

Brag a little by sharing your digital badge!

Confluent Fundamentals Accreditation

- Designed to validate professionals' basic knowledge of event streaming & **jumpstart your Confluent learning journey**

- Unproctored

- 23 Multiple Choice Questions

- FREE!

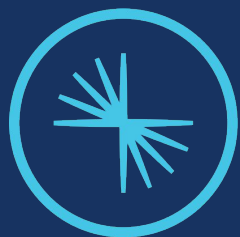ACCREDITED
CONFLUENT FUNDAMENTALS
APACHE KAFKA

Confluent Certification

- Designed to validate professionals with a minimum of 6 months of Confluent experience. **Additional benefits including exclusive invites & appreciation events**

- Remotely Unproctored

- 40 to 60 Multiple Choice Questions

- Free Study Resources

CONFLUENT CERTIFIED ADMINISTRATOR
APACHE KAFKA

CONFLUENT CERTIFIED DEVELOPER
APACHE KAFKA

Thank You