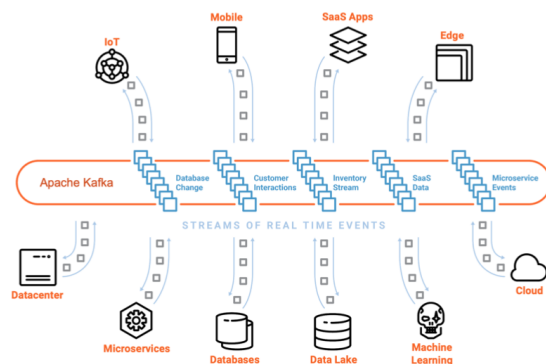# What is Apache kafka?

- Apache Kafka is an open-source distributed event streaming platform that is designed for building real-time data pipelines and streaming applications.

- Kafka provides a highly scalable, fault-tolerant, and distributed publish-subscribe messaging system.

- It was originally developed by LinkedIn and later open-sourced as part of the Apache Software Foundation.

Apache Kafka®: the De-facto Standard for Real-Time Event Streaming

- Global-scale
- Real-time
- Persistent Storage
- Stream Processing

Motivation

Thousands of Companies Worldwide trust Kafka for their Journey towards "**Event-driven**"

https://kafka.apache.org/powered-by

Motivation

Over 70% of Fortune 500's Already Trust Kafka for Mission Critical Apps

Travel
6 of top 10

Global banks
7 of top 10

Insurance
8 of top 10

Telecom
9 of top 10

Real-time Fraud Detection

- Act in real-time
- Detect fraud
- Minimize risk
- Improve customer experience

More Use-cases

- Real-time e-Commerce

- Customer 360

- Core Banking

- Health Care

- Online Gaming

- Government

- Financial Services

Apache kafka provides the ideal microservices development solution.

- Complete de-coupling of microservices producers and consumers

- Durability and Redundant messages

- Replayability for message re-processing

- Message Format validation

- Scalability and performance predictability

- Easily and quickly add new services w/o additional overhead

- Centralized security control over all sent messages

- Enriched data feeds

Key features of Apache Kafka include:

- Distributed and Scalable

- High Throughput & Fault Tolerance

- Publish-Subscribe Model

- Retention of Data

- Streaming and Event Processing

- Connectors

- Exactly-Once Semantics

- Community and Ecosystem

RabbitMQ vs. Kafka