confluent EMA

EVENT-DRIVEN BUSINESSES

How to handle the flow of event data

Event-driven business models power data-driven organizations

As data-driven strategies evolve, event-based business models influence organizations more. The models are built around the availability of real-time information on customers, payments, and supply chains. They help customers pay for the value they use—no more, no less. Suppliers can provide just-in-time inventories to retailers and even take over distribution.

The rise in streaming data use cases helps make these business models a reality, and lowers costs by minimizing exposure to risk and incidents of fraud. Innovated payment models built with shared resources, cross-sell/up-sell revenues, and customer sentiment insights all improve operating margins and establish competitive advantage.

+2x
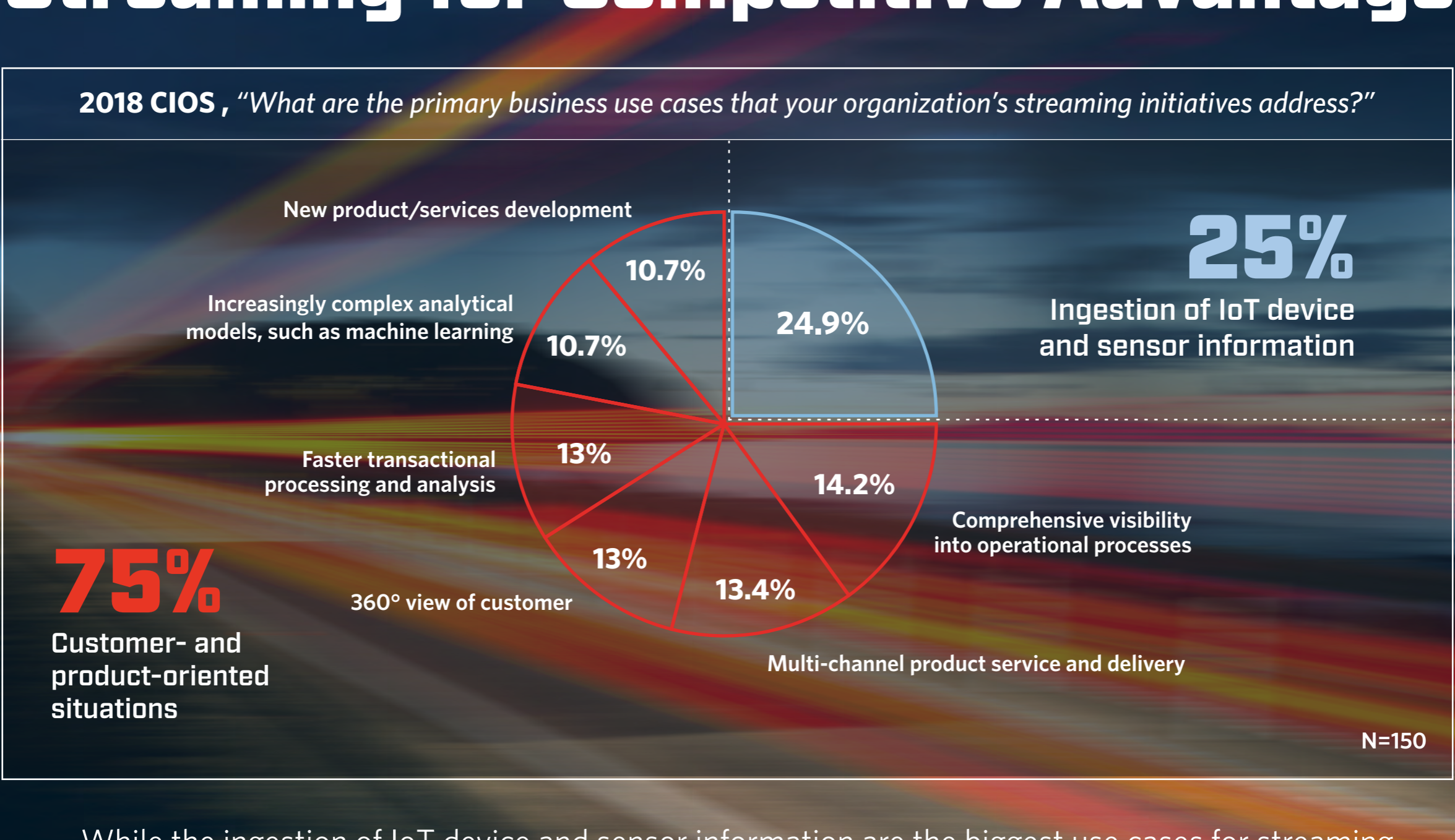**Doubling of real-time processing requirements since 2016**
Increasing the need for speed. 2018 EMA research shows that CIOs and other technology leaders have seen the requirement for true real-time processing use cases more than double since 2016.

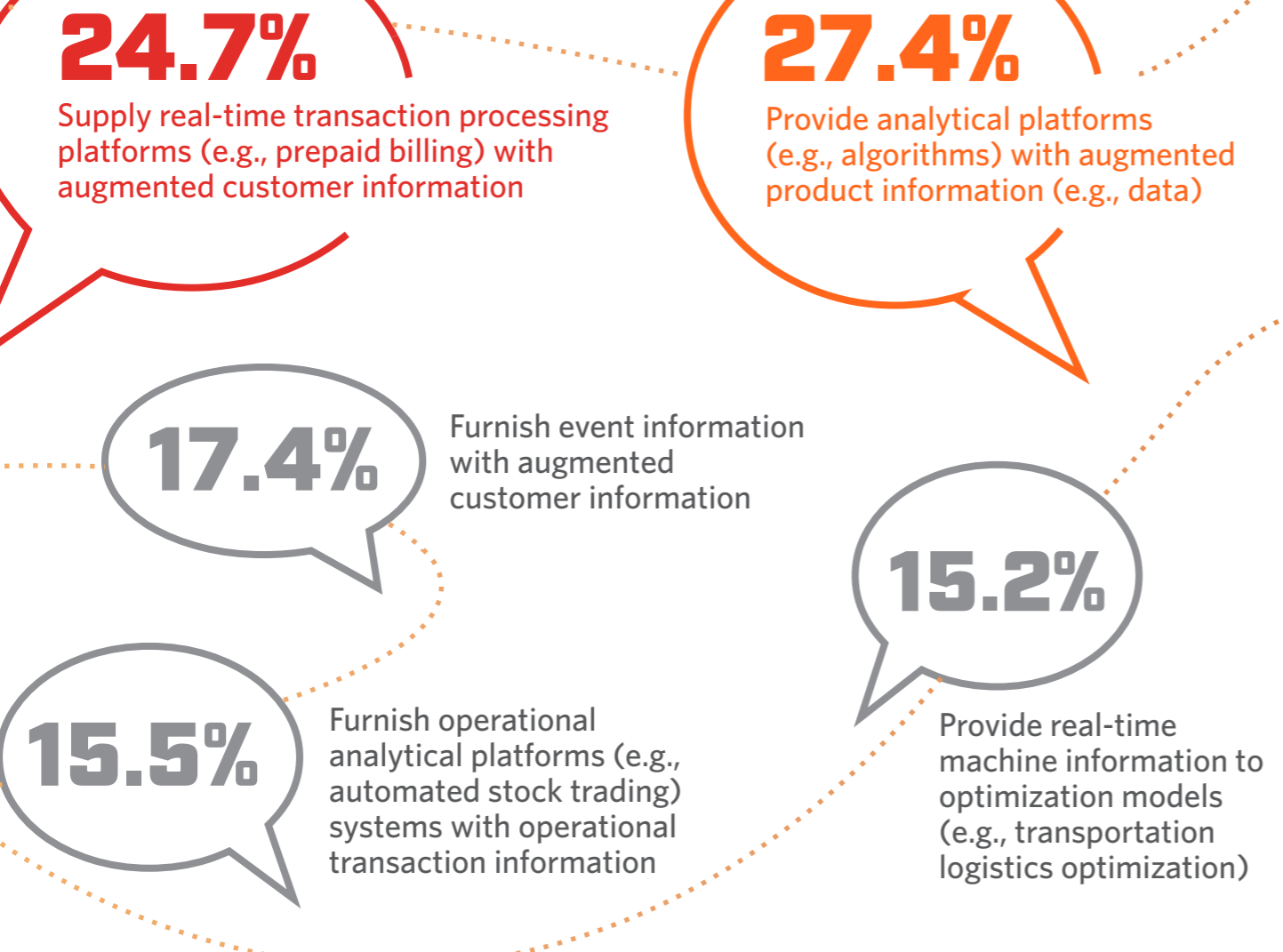**56%**
Increase in data-driven strategies since 2016
Data-driven strategies are increasingly more important. Recent EMA research shows a 56% increase since 2016 in the number of organizations that identify data-driven strategies as vital to their business.

Streaming for Competitive Advantage

2018 CIOS , *"What are the primary business use cases that your organization's streaming initiatives address?"*

New product/services development — 10.7%
Increasingly complex analytical models, such as machine learning — 10.7%
Faster transactional processing and analysis — 13%
360° view of customer — 13%
24.9%
14.2%
13.4%

25%
Ingestion of IoT device and sensor information

Comprehensive visibility into operational processes

Multi-channel product service and delivery

75%
Customer- and product-oriented situations

N=150

While the ingestion of IoT device and sensor information are the biggest use cases for streaming implementations, CIOs see over 3 of 4 streaming use cases come from customer- and product-oriented situations that create and sustain competitive advantage over organizations without streaming initiatives.

2018 CIOs, *"What are the primary drivers for adopting a real-time processing use case as part of your company's big data program?"*

24.7%
Supply real-time transaction processing platforms (e.g., prepaid billing) with augmented customer information

27.4%
Provide analytical platforms (e.g., algorithms) with augmented product information (e.g., data)

17.4%
Furnish event information with augmented customer information

15.2%
Provide real-time machine information to optimization models (e.g., transportation logistics optimization)

15.5%
Furnish operational analytical platforms (e.g., automated stock trading) systems with operational transaction information

Technology Enablers for Real-Time Streaming

Streaming isn't one size fits all. CIOs see multiple operational and analytical drivers for streaming integration, from transaction processing to analytics to machine learning.

The top two focus on the distribution of customer and product information across the organization.
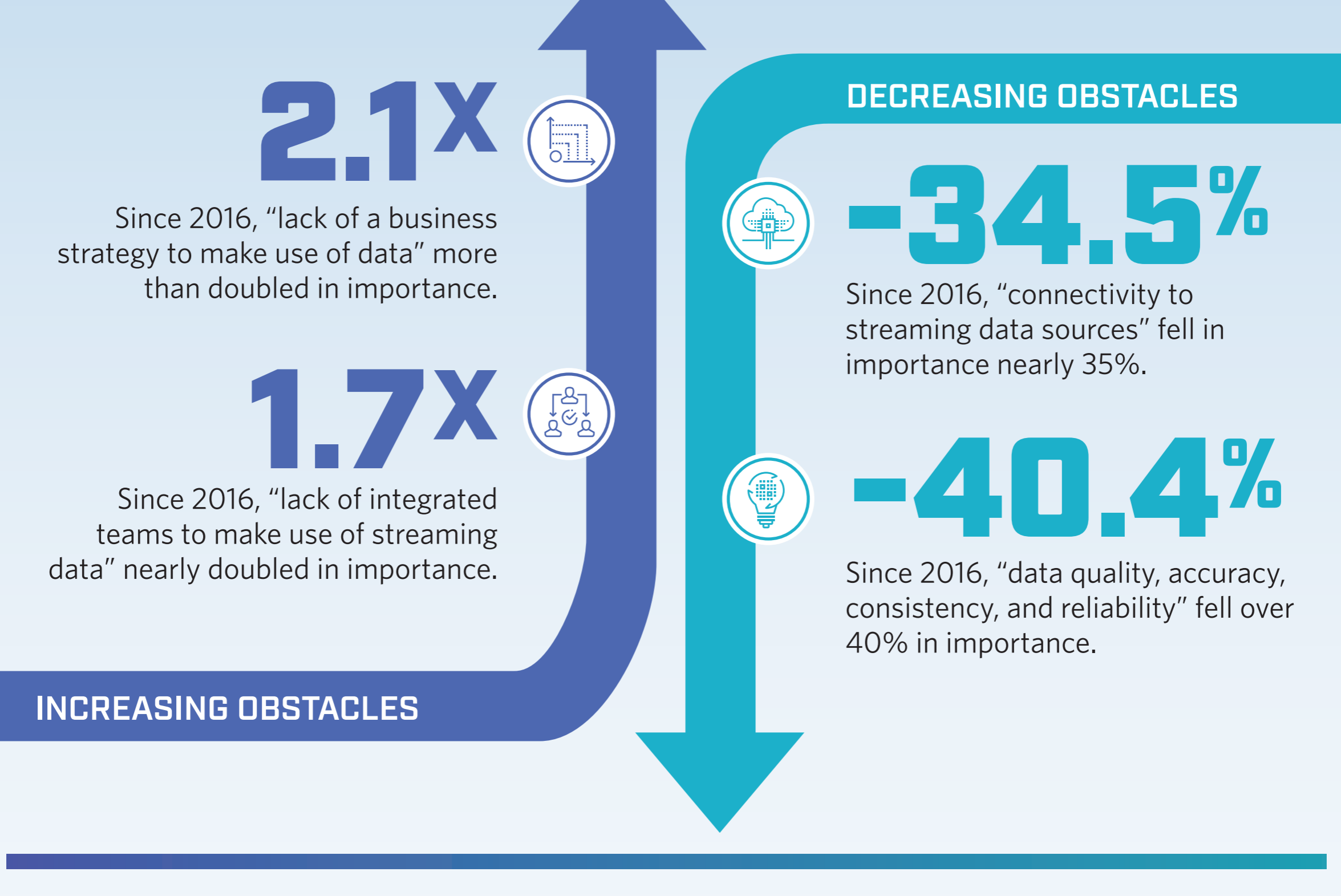
Streaming as a Strategic Decision

To support real-time applications, organizations must adopt a complete streaming strategy rather than only reacting to point needs for event streaming.

Organizations adopt strategic streaming: Leading organizations use strategic implementations of streaming technologies. In 2018 EMA research, 8 of 10 technology leaders are adopting streaming strategies.

8 in 10
technology leaders are adopting streaming strategies.

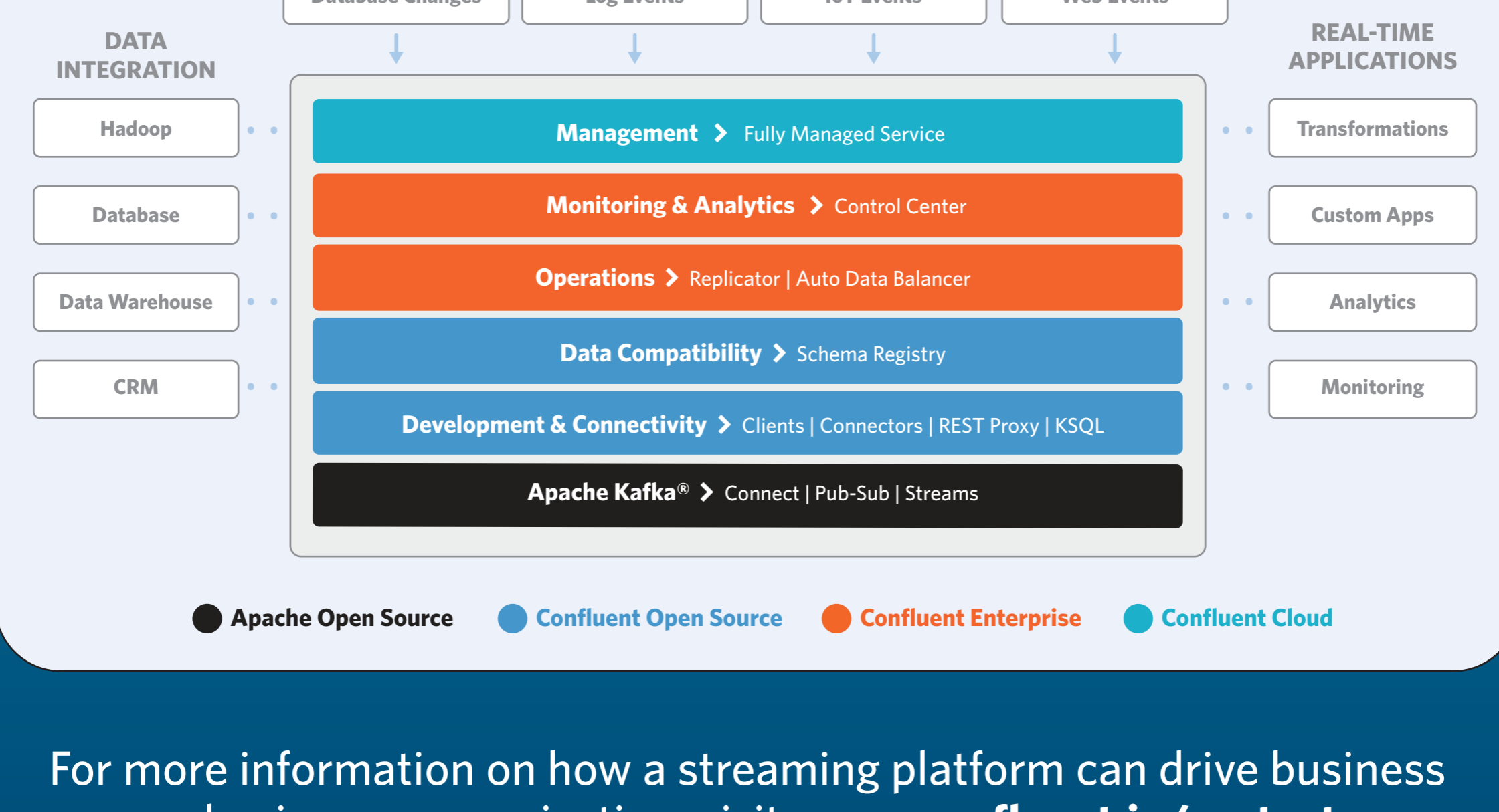## Overcoming Roadblocks to Streaming

The obstacles to implementation include technology constraints and business hurdles. CIOs recently saw a shift from technology hurdles to cultural and strategic ones. Since 2016, when streaming frameworks such as Apache Kafka® went mainstream, the focus is less on technical challenges like connectivity and data quality and more on cultural and business strategy roadblocks.

2.1x
Since 2016, "lack of a business strategy to make use of data" more than doubled in importance.

1.7x
Since 2016, "lack of integrated teams to make use of streaming data" nearly doubled in importance.

INCREASING OBSTACLES

DECREASING OBSTACLES

-34.5%
Since 2016, "connectivity to streaming data sources" fell in importance nearly 35%.

-40.4%
Since 2016, "data quality, accuracy, consistency, and reliability" fell over 40% in importance.

Confluent: Streaming Platforms

Data streaming platforms like Apache Kafka and its enterprise-grade counterpart, Confluent Platform, enable organizations to deploy real-time streaming applications by acting as the connective tissue of the modern data-driven company.

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Confluent takes that framework and makes it a reality for enterprise production environments. With Confluent Platform, organizations have the enterprise features to streamline deployment and secure their streaming operations. With professional services, training, and 24x7 support, Confluent has resources for organizations to be successful with real-time streaming initiatives. This enables organizations to focus on the key business and implementation strategies and less on the minutia of deployment and support.

DATA INTEGRATION	Database Changes	Log Events	IoT Events	Web Events	REAL-TIME APPLICATIONS
Hadoop					Transformations
Database	Management > Fully Managed Service				Custom Apps
Data Warehouse	Monitoring & Analytics > Control Center				Analytics
CRM	Operations > Replicator | Auto Data Balancer				Monitoring
	Data Compatibility > Schema Registry				
	Development & Connectivity > Clients | Connectors | REST Proxy | KSQL				
	Apache Kafka® > Connect | Pub-Sub | Streams				

● Apache Open Source   ● Confluent Open Source   ● Confluent Enterprise   ● Confluent Cloud

For more information on how a streaming platform can drive business value in your organization, visit: **www.confluent.io/contact**