



Confluent Launches Build with Confluent, the Fastest Path for System Integrators to Tap into the \$60B Data Streaming Market

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New SI partner program helps speed up development of real-time solutions customers demand, from GenAI bots to fraud detection

MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Jun. 11, 2024-- [Confluent Inc.](#) (NASDAQ:CFLT), the data streaming pioneer, today announced [Build with Confluent](#), a new partner program that helps system integrators (SIs) speed up the development of data streaming use cases and quickly get them in front of the right audiences. It includes specialized software bundles for developing joint solutions faster, support from data streaming experts to certify offerings, and access to Confluent's Go-To-Market (GTM) teams to amplify their offering in the market. Build with Confluent makes it faster and easier than ever to monetize real-time solutions built on Confluent's data streaming platform.

An overwhelming majority of IT leaders (86%) stated data streaming is a priority investment in 2024, according to the latest [Data Streaming report](#). The ability to power customer experiences and applications with real-time data is a clear necessity for business success. Data streaming is used across every major industry for countless use cases that are vital to a business. However, SIs have struggled to build comprehensive streaming offerings due to lack of proper resources and technical know-how, holding them back from capitalizing on the growing data streaming market.

"We're sharing tens of millions of hours of collective data streaming expertise with partners to help them deliver the real-time use case offerings that transform customers' businesses," said Paul Mac Farland, SVP of Partner and Innovation Ecosystem, Confluent. "Through Build with Confluent, we'll treat their solutions as if they were built by our own team, helping them succeed in solving customers' data challenges and becoming leaders in their space."

Bring Data Streaming Use Cases to Market Faster

Confluent is driven to be a strategic partner in overcoming customers' business challenges. As part of the reimagined [Accelerate with Confluent](#) program, partners can deepen their collaborations to expand their businesses, open more opportunities for growth, and reach new audiences. They can build native integrations with [Connect with Confluent](#), seamlessly help their customers transition away from traditional messaging systems and Apache Kafka® with Confluent's [Migration Accelerator](#), and quickly develop streaming use case offerings with [Build with Confluent](#). Now, any partner can work hand-in-hand with Confluent to meet the high customer demand for real-time customer experiences and applications.

A wide range of use cases have been built through early access to the program, including a GenAI bot for airline customer support, fraud detection against AI-powered voice phishing, automated limit increases for credit card users, and real-time telemetry analysis for freight optimization. This is only the start with more coming to market as SIs combine their industry expertise with the power of Confluent's leading data streaming platform. Partners can take advantage of Build with Confluent's transformative program benefits, including:

- **Specialized Software Bundles** - This library of quickly deployable software helps partners jump start their solutions. With access to packaged code for the most common data streaming use cases, partners have a strong foundation for developing specialized offerings. They no longer need to start from scratch, freeing up more time and resources to focus on customer success.
- **Build with Confluent Certification** - Through this certification program, Confluent's industry-leading experts will help fine-tune partners' solutions and verify that they are built for success. Partners will earn a badge demonstrating their solution has been validated by Confluent experts, maximizes the potential of the Confluent platform, and addresses customers' business needs.
- **Access to Sales and Marketing Resources** - By tapping into Confluent's world class GTM teams, partners can speed up the process of discovering their next customer. Confluent's sales and marketing teams will help ensure their solutions reach the right audiences, maximizing visibility and recognition in the market.

Hear from Confluent's Partners

Confluent is excited to launch Build with Confluent alongside [Data Reply GmbH](#), [Data Reply S.R.L.](#), [GFT Technologies](#), [GoodLabs Studio](#), [is-land Systems Inc.](#), [iLink Digital](#), [KPMG](#), [MFEC Public Company Limited](#), [Ness Digital Engineering](#), [Onibex](#), [Persistent](#), [Platformatory](#), [Psyncopate](#), [Quantyca S.p.A.](#), and [Synthesis Software Technologies \(Pty\) Ltd.](#) They showcase the endless ways data streaming can transform businesses.

"We launched the Haystack Vishing AI Penetration Test to help banks combat a new fraud threat powered by AI voice deepfakes," said Thomas Lo, Co-founder, GoodLabs Studio. "Through our Build with Confluent offering, we leverage Confluent Cloud and Flink to rigorously test and evaluate the resilience of banks' voice biometrics protection, ensuring banks can swiftly take additional steps to validate customers' authenticity. Together, we can help banks protect their customers from today's most sophisticated attacks."

"IoT data is notoriously hard to wrangle as high volumes of data rush in from various systems, machines, and devices," said Alex Piermatteo, Associate Partner, Data Reply. "Our comprehensive telemetry platform offering, developed through Build with Confluent, enables real time monitoring for IoT devices with long-term storage for data analysis, processing, and exploration. This can surface game-changing insights for organizations

across the manufacturing and automotive industries.”

“For retailers to stay one step ahead of their customers’ needs, it’s imperative for them to know exactly where their inventory stands at all times,” said Punsiri Amatyakul, Executive Consultant, MFEC Public Company Limited. “The Build with Confluent program helped us quickly develop a solution offering that integrates retailers’ inventory data from all places to power a real-time visualization dashboard. Now teams are better equipped to make vital business decisions across online sites, in-person storefronts, and third-party sellers based on the latest data trends.”

Become a Confluent Partner Today!

Confluent’s partner programs go beyond conventional partnership models by placing a strong emphasis on collaboration. At its core, data streaming is about bringing together data from all parts of a business and partners play a pivotal role in making that possible. [Join Confluent’s vibrant partner ecosystem](#), across system integrators, cloud partners, and technology partners.

Additional Resources

- [Read the blog](#) for more details on the Build with Confluent partner program
- Learn more about Confluent’s [partner programs](#)
- See how Confluent is helping its [customers transform their businesses](#)

About Confluent

Confluent is the data streaming platform that is pioneering a fundamentally new category of data infrastructure that sets data in motion. Confluent’s cloud-native offering is the foundational platform for data in motion—designed to be the intelligent connective tissue enabling real-time data, from multiple sources, to constantly stream across the organization. With Confluent, organizations can meet the new business imperative of delivering rich, digital front-end customer experiences and transitioning to sophisticated, real-time, software-driven backend operations. To learn more, please visit www.confluent.io.

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