



# Confluent IR Newsletter

March 2024

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## Intro

In this edition, get up to speed with our announcements from Kafka Summit London 2024, including GA of Flink, unveiling of Tableflow, and innovation updates across Confluent's Data Streaming Platform. As always, check out some new data streaming insights, as well as customer highlights.

Please do not hesitate to reach out with questions.

The Confluent IR Team

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## Kafka Summit London 2024 Highlights

### Confluent Cloud for Apache Flink Is Now Generally Available

Confluent announces the general availability of Confluent Cloud for Apache Flink across all three major clouds at KSL 2024. This means that customers can now experience Apache Kafka and Flink as a unified, enterprise-grade platform to connect and process data in real time, wherever customers need it. Take a look at the announcement [here](#), and learn more about Flink [here](#).

### Confluent Unveils Tableflow to Unite Analytics and Operations with Data Streaming

Tableflow, a new feature on Confluent Cloud, turns topics and schemas into Iceberg tables in one click to feed any data warehouse, data lake, or analytics engine for real-time or batch processing use cases. Tableflow works together with the existing

capabilities of Confluent's data streaming platform, including Stream Governance features and stream processing with Apache Flink, to unify the operational and analytical landscape. Check out the announcement [here](#), and learn more about Tableflow [here](#).

## Q1'24 Innovation Updates

Confluent announced exciting new Confluent Cloud capabilities making it easier for customers to stream, connect, govern, and process data for more seamless experiences and timely insights while keeping their data safe. Stream enhancements include enterprise clusters delivering more cost savings on more clouds. Connect improvements include new security, usability, and pricing enhancements to a portfolio of 80+ fully managed connectors. Governance developments increase availability and reliability. Learn more about the Q1'24 bundle [here](#).

## Data Streaming Platforms, Gen AI, and Apache Flink Reigned Supreme at Kafka Summit London

As presenters took the keynote stage at this year's Kafka Summit in London, an undercurrent of excitement was "streaming" through the room. With over 3,500 people in attendance, both in person and online, the Apache Kafka community came out in force to celebrate Kafka milestones, connect with industry experts and peers, and learn about the latest news and developments in the world of data streaming. [Read more](#).

## Product Demos from the KSL Keynote

Check out some product demos from KSL, that will put our product experts in the shoes of our users. See in action: [Connect](#), [Govern](#), [Process \(Flink\)](#), and [Tableflow](#).

## Confluent's Data Streaming Startup Challenge

Five months ago, Confluent announced the Data Streaming Startup Challenge, a global competition that brought together innovative tech entrepreneurs from around the world and across industries. The Data Streaming Startup Challenge

sought groundbreaking solutions that would redefine industries and push the boundaries of new use cases by harnessing the power of Apache Kafka and data streaming through Confluent Cloud. The Data Streaming Startup Challenge shined a light on the game-changing applications early stage startups are building. We received nearly 100 applications from 22 countries for the 2024 Data Streaming Startup Challenge, and the winner goes to... [Click here to find out.](#)

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## **Data Streaming Insights**

### **Data Streaming Platforms: Unlocking AI Potential for Enterprise Organizations**

While AI has been possible for quite some time (there have been models for decades), widespread adoption in everyday business operations hinges upon reaching a critical tipping point with data. This means having all your enterprise data in real-time, high-quality, and trustworthy to effectively operationalize AI models. Most organizations today possess enough data all on their own. It's accessing and using it that creates an issue, and the great majority of AI use cases depend on real-time data. Learn why data streaming is the key to unlocking the potential of AI and ML to gain insights, streamline operations, and elevate customer experiences. [Read More.](#)

### **4 Steps for Building Event-Driven GenAI Applications**

LLM-driven applications usually have four steps—data augmentation, inference, workflows, and post-processing. Using an event-driven approach for each makes development and operations much more manageable. [Read more.](#)

### **IoT Data Streaming for Building Private Wireless Networks**

IoT data is a valuable asset for wireless companies, enabling them to improve network performance, enhance customer experiences, reduce costs, and explore new business opportunities. As the IoT ecosystem continues to grow, wireless companies that effectively harness and analyze this data will be better positioned to

thrive in a highly competitive industry. Learn how Confluent enables IoT data streaming. [Read more.](#)

## Real-Time Data Streaming for Smart Warehouses

In the bustling world of retail, the concept of a smart warehouse is a game-changer. Picture this: automated systems seamlessly managing inventory counts and fulfillment orders, monitoring shelf weights, and orchestrating robot fleets for lightning-fast retrievals. Successfully implementing data streaming for smart warehouses brings significant day-to-day benefits to retailers operating on a global scale that have a unique blend of e-commerce and brick-and-mortar stores. [Read more.](#)

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## Customer Highlights

### Customer Stories: Why Confluent is Loved by Developers, Trusted By Enterprises

Hear from technical practitioners and leaders whose organizations moved from open-source Apache Kafka to Confluent and discover why enterprises rely on Confluent to implement streaming use cases quickly, reliably, and cost-effectively. [Watch here.](#)

### Curve Opens Up a World of Payment Options with Real-Time, Event-Driven Data Transactions

As a fintech startup, Curve was built on a monolithic architecture, but in order to expand, scale, and compete in a fast-moving market, and continually bring customers the next great feature, the engineering team switched to real-time, event-driven data transactions powered by Confluent. [Read More.](#)

### Confluent Helps Power a Diverse and Scalable Online Shopping Experience for OTTO

As one of Germany's largest online marketplace, where customers can buy anything from electronics, fashion, furniture, sportswear and more, and as a result of moving from an e-commerce provider to offering a full-fledged e-commerce platform, OTTO's technical systems were pushed to the limit. With significant scaling requirements and huge volumes of data, OTTO needed a flexible architecture that could integrate seamlessly with its existing technology. Learn why OTTO chose Confluent to meet their needs now and in the future. [Read more.](#)

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## Recent Events

### Jay and Rohan's Fireside Chat at the Morgan Stanley TMT Conference

At the Morgan Stanley TMT Conference, Jay discussed multiple topics including where Confluent is in the data in motion journey, the analogy of real-time streaming market to prior relational / non-relational databases, what Confluent is doing to enable customers expand to the next use case, the role of stream processing as it relates to enabling GenAI, and more. Additionally, Rohan elaborated on Confluent's rate and pace of margin improvement, financial metrics to call out as result of the GTM change, drivers to the FY'24 outlook, and more. [Click here for transcript.](#)

### Jay's Fireside Chat at the Citizens JMP Technology Conference

Jay recently spoke at the Citizens JMP Technology Conference, and discussed his background, Kafka's origin story at LinkedIn, where Confluent is headed, the importance of Confluent's consumption transformation, and more. [Click here for transcript](#)

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