



# Confluent IR Newsletter

June 2024

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## Intro

In this edition, read up on a wide array of product developments including Flink, Freight Clusters, and Tableflow. Additionally, explore fresh insights on data streaming, including the latest Data Streaming Report, and read about our customer successes.

As always, please do not hesitate to reach out with questions.

The Confluent IR Team

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## Innovation Highlights

### Kafka Summit Bangalore 2024 Highlights

Confluent's first-ever Kafka Summit in India drew in over 2,500 participants, both in-person and online. Key highlights from the event included announcements on AI Model Inference in Confluent Cloud for Apache Flink, Confluent Platform for Apache Flink, new auto-scaling Freight clusters, and Tableflow. [Read more](#)

For the complete keynote, [watch here](#)

### Flink Developments

With AI Model Inference in Confluent Cloud for Apache Flink, organizations can use simple SQL statements from within Apache Flink to make calls to AI engines,

including OpenAI, Amazon SageMaker, GCP Vertex, and Microsoft Azure. Now enterprises can orchestrate data cleaning and processing tasks on a single platform.

We also revealed that we will add Flink to our on-premise software offering, Confluent Platform. Many organizations are looking for hybrid solutions to protect more sensitive workloads. With Confluent Platform for Apache Flink, customers can easily leverage stream processing for on-prem or private cloud workloads with long-term expert support.

Learn more on the latest Flink developments [here](#)

## Unveiling of Confluent Cloud Freight Clusters



We introduced Freight Clusters, a new cluster type designed for high-throughput, low-latency scenarios like logging and telemetry. These clusters, leveraging Elastic CKUs, offer up to 90% savings on data throughput costs and feature auto scaling capabilities, making them ideal for large, less latency-sensitive datasets. Much like a Freight ship, the data gets to its destination more slowly than air travel, but the marginal cost to move a byte of data is much less. This update highlights how Freight Clusters can optimize data management costs effectively. [Read More](#)

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## Data Streaming Insights

[2024 Data Streaming Report: Powering AI, Data Product Adoption, and More](#)

With more organizations banking on data streaming platforms (DSPs) to successfully and rapidly adapt to today's dynamic business landscape, it comes as no surprise that 86% of respondents cite data streaming as a top strategic or important priority for IT investments in 2024. Take a more in-depth look at how organizations are harnessing the power of data streaming to drive multifaceted benefits—including transforming customer experience and managing and controlling operational costs—to operate at the speed of modern business. [Read the report here](#), where some of the key findings include:

- 90% of respondents say data streaming platforms can lead to more product and service innovation in AI and ML development
- 86% of respondents cite data streaming as a strategic or important priority for IT investments in 2024
- For 91% of respondents, data streaming platforms are critical for achieving data-related goals

## **Confluent's Blueprint: From Data Chaos To Clarity**

This article showcases Confluent's role in enhancing data management through the integration of technologies like Kafka, Flink, and Iceberg. This integration helps businesses transition from disorganized data systems to a more streamlined, efficient setup, improving real-time data processing and decision-making. [Read more](#)

## **Data Streaming Fundamentally Changed The Way Modern Companies Do Business**

Jay emphasizes the transformative impact of data streaming on modern business operations, including how data streaming has revolutionized the way companies handle data, enabling real-time processing and decision-making that significantly enhance operational efficiency and competitiveness. This shift is fundamental, changing the core dynamics of business operations across various industries. [Read more](#)

## **Unveiling The True Cost of Data: Insights from Confluent's CTO**

In a recent discussion, Confluent's CTO, Chad Verbowski, provided insights into the real costs associated with data management. The conversation shed light on hidden expenses impacting organizations and strategies for optimizing data operations. It also highlighted Confluent's innovative solutions aimed at mitigating data costs while enhancing operational efficiency. From streamlining data integration to optimizing real-time data processing, Confluent offers comprehensive tools and expertise for effective data management. [Read more](#)

## **T+1 and Beyond: Transforming Trade Settlement for Modern Markets With Confluent**

T+1 and beyond emphasizes Confluent's pivotal role in adapting to the T+1 settlement cycle, enhancing the speed, integration, and reliability of financial transactions. This shift is essential for meeting new regulatory standards and improving operational efficiencies in financial markets. Additionally, Confluent's data streaming technology, powered by the Kora engine, delivers significant improvements in system elasticity and reliability, crucial for the high-stakes environment of financial trading. [Read more](#)

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## **AI Insights**

### **Jay Kreps appointed to Anthropic's Board of Directors**

Jay's extensive experience in building and scaling highly successful tech companies will play an important role as Anthropic prepares for the next phase of growth. As a member of the Board, Jay will work closely with its existing members Yasmin Razavi from Spark Capital, Dario Amodei, co-founder and CEO of Anthropic, and Daniela Amodei, co-founder and President of Anthropic. [Read more](#)

### **Trustworthy AI: Strengthening Data & People for Effective Solutions**

This blog discusses the importance of building trust in AI systems through robust data management and the involvement of diverse teams. Key aspects include data integrity, inclusive team dynamics, transparency and accountability, continuous

monitoring and feedback and more. These principles are essential for building trust in AI systems among users and stakeholders, ensuring that the technology is used responsibly and ethically. [Read more](#)

## Unlocking Reliability: Confluent's Role in GenAI App Development

Three core problems undermine LLM-only solutions: hallucinations, black-box decision logic and the inability to reliably solve complex reasoning problems. Organizations that want to adopt GenAI need to incorporate formal logic and constraint optimization capabilities in real time — a key requirement that LLMs lack. Learn how Confluent enables a cloud native architecture organizations need to enable real-time decision-making at scale with provenance back-to-source data. [Read more](#)

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## Partner Ecosystem

### Bringing Data Streaming Use Cases to Market Faster

Confluent is driven to be a strategic partner in overcoming customers' business challenges. We have recently announced, [Build with Confluent](#), a strategic program that helps SI's speed up the development of data streaming use cases through specialized software bundles, support from data streaming experts to certify offerings, and access to Confluent's GTM teams to amplify their offering in the market. Additionally, 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](#), and seamlessly help their customers transition away from traditional messaging systems and Apache Kafka with [Confluent's Migration Accelerator](#).

### Winner of 2024 Microsoft OSS on Azure Partner of the Year

Confluent won the OSS on Azure 2024 Microsoft Partner of the Year Award and was honored among a global field of top Microsoft partners for demonstrating excellence

in innovation and implementation of customer solutions based on Microsoft technology. This integration helps customers connect real-time data via Apache Kafka pipelines to fuel business critical analytics and applications built with Azure services. [Read more](#)

## Google Cloud Partner of the Year for the Fifth Time

Confluent has been named the 2024 Google Cloud Partner of the Year for Technology in Data: Smart Analytics. This accolade, marking our fifth such honor, highlights our ongoing commitment to enhancing data connectivity and real-time analytics in collaboration with Google Cloud. This partnership has notably advanced with the integration of Confluent Cloud for Apache Flink across major clouds, including Google Cloud, and our early adoption of Google Cloud's GenAI technologies. [Read more](#)

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## Customer Highlights

### How Streaming Pipelines Drive Better Business Outcomes

Discover why enterprises rely on Confluent Cloud to realize performance, scalability and reliability while unlocking powerful streaming data pipeline use cases that drive business efficiency and increase revenue. [Watch here](#)

### City of Hope Redefines Predictive Sepsis Detection Using Kafka

The City of Hope has implemented a real-time AI prediction model powered by Confluent to enhance sepsis detection among bone marrow transplant patients. This initiative is crucial because sepsis is a life-threatening condition that can progress rapidly without timely intervention. By leveraging Confluent's capabilities, City of Hope's medical teams can make quicker decisions, potentially saving lives by preventing the onset of sepsis. This use case not only demonstrates the practical application of Confluent's technology in healthcare but also underscores its impact in critical, life-saving medical interventions. [Read More](#)

## Data Streaming in Healthcare: Achieving the Single Patient View

Healthcare providers have long known the benefits of a single patient view (SPV). It helps to improve patient outcomes by providing medical professionals with a complete, accurate view of a patient's health, and reduces the time and resources required to manage patient information. Many are unable to provide SPVs because their current data infrastructures prevent it. Reliant on legacy messaging technologies and batch processes, their infrastructures represent complex webs of stale, siloed datastores. Ultimately, this means that an up-to-date, holistic record of a patient's healthcare is difficult to obtain. [Read more](#)

## Capital One Shares Insights on Cloud-Native Streams and Governance

Often, however, legacy infrastructure, data silos, and batch systems introduce significant technical hurdles. Innovators like Capital One have made it a priority to overcome these complex challenges and implement centralized data governance so their teams can unlock powerful data streaming use cases. [Read More](#)



## Recent Events

### Jay's Fireside Chat at the JP Morgan TMC Conference

At the JP Morgan TMC Conference, Jay discussed multiple topics including impact of the GTM strategy on customers and sales teams, Flink's adoption and growth potential, as well as Tableflow's early access and initial reception from customers.

[Click here for transcript](#)

### Shaun's Virtual Tech Talk with RBC

Shaun spoke at RBC's Confluent Tech Talk, and discussed the evolution of Kafka and Confluent's platform, with an emphasis on real-time data processing and the shift from batch-processing, recent developments including Flink and Tableflow, Confluent's role for effective AI integration, and more. [Watch here](#)

## Rohan's Fireside Chat at the William Blair Growth Stock Conference

At the William Blair Growth Stock Conference, Rohan discussed the challenges organizations face in the current data landscape, how Confluent addresses these challenges, the diverse and numerous use cases of Confluent's technology across various industries, GenAI, and more. [Click here for transcript](#)

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