



Confluent IR Newsletter

December 2024

Intro

Happy holidays! As we close out the year, we're excited to share the latest innovations, customer stories, and key updates in the world of data streaming. In this issue, we highlight Confluent Platform for Apache Flink, the “Shift Left” approach, RAG with data streaming, and more. Read on for insights into how Confluent is helping businesses scale, innovate, and make faster, data-driven decisions.

The Confluent IR Team

Product Highlights

[New Confluent Platform for Apache Flink Makes It Easy to Manage and Secure High-Performance Stream Processing On-Premises](#)

We announced the general availability of Confluent Platform for Apache Flink with added enterprise-level security capabilities and easier ways to manage and scale on-premises Apache Flink workloads. Confluent is now the only company that offers data streaming paired with stream processing for cloud and on-premises workloads so businesses can turn their data into value faster. Learn more on the latest Flink developments in our announcement [here](#), and our blog [here](#).

Confluent Introduces Enterprise Data Streaming to MongoDB's AI Applications Program

We recently announced our entrance into MongoDB's new AI Applications Program (MAAP). MAAP is designed to help organizations rapidly build and deploy modern GenAI applications at enterprise scale. Enterprises will be able to utilize MAAP to more easily and quickly leverage Confluent's industry-leading data streaming platform, with unified Apache Kafka and Apache Flink, to bring real-time data from every corner of the business to MongoDB and beyond. [Learn more](#)

Connect with Confluent Q4 Update: New Program Entrants

The Connect with Confluent Technology Partner Program consistently expands the reach of Confluent's data streaming platform across an ever-growing landscape of enterprise data systems. New members to the CwC partner program in Q4 include AWS IoT Core, CelerData, Kong, Lightstreamer, and SAP Datasphere Sink integration. In this blog, you'll meet the latest program entrants who have built fully managed integrations with Confluent and discover new ways to leverage real-time data across your business. [Read more](#)

What is WarpStream by Confluent?

We are excited to share our latest video on WarpStream by Confluent. In this lightboard video, our VP of Developer Relations, explains what WarpStream is and how it fits into our portfolio, diving into the different ways cloud offerings manage storage and compute resources, the trade-offs inherent in traditional BYOC offerings, and how WarpStream provides a more secure and more cloud-native solution.

[Watch here](#)

Data Streaming Insights

Shift Left to Write Data Once, Read as Tables or Streams

Shift Left is a transformative approach of processing and governing data at its source to ensure high quality and reduce redundancy. By leveraging Confluent's platform,

including tools like Apache Kafka and Flink, organizations can process data in real-time, creating reliable data products accessible as both streams and tables. This method eliminates the need for multiple data pipelines, cutting costs and enhancing data consistency. Confluent's innovative solutions enable seamless data integration and transformation, supporting both operational and analytical use cases, ultimately driving efficiency and trust in data management. [Watch here](#)

Quick Thinking - Striking The Balance Between Instinct and Insight

Calling on data from 200 business leaders and C-suite executives in the UK, this report examines the accelerating pace of decision-making — and the importance of data streaming in generating speed for competitive advantage. This report highlights that 86% of UK business leaders feel the need to make decisions faster than ever, with 90% stating they must react in real time. However, many leaders struggle to access real-time data, leading 58% to rely on gut feelings for important decisions. The report emphasizes the importance of data streaming technologies, such as those provided by Confluent, to alleviate these pressures by enabling real-time data processing and integration. [Read the report here](#)

AI Insights

Highlights from Confluent AI Day 2024

We hosted our first-ever Confluent AI Day, sponsored by Confluent, AWS and MongoDB. The one-day event brought together AI developers, technology leaders, and startup innovators to explore how data streaming powers GenAI applications, featuring expert discussions, interactive sessions and an exciting AI hackathon. Check out the highlights from Confluent AI Day 2024 [here](#).

Unleash Cutting-Edge GenAI With A Data Streaming Platform

Companies are tapping into continuously enriched trustworthy data streams to quickly build and scale real-time AI applications. Learn what's trending with

Confluent and GenAI, as well as how companies are building next-generation data-intensive AI applications with Confluent's DSP. [Learn more](#)



Industry Awards

[Confluent Wins InfoWorld's 2024 Technology of the Year Award for Streaming](#)

Confluent Cloud recently received “InfoWorld’s Technology of the Year” award for the “Data Management: Streaming” category. The announcement states “The unique offering by Confluent to have streaming and processing together, along with integration with connectors and libraries, will drastically reduce development and maintenance of the systems.” [Read more](#)



Customer Highlights

[Booking.com Trades Kafka Operations for Faster Innovation With Confluent](#)

Booking.com wanted to give people a “connected trip” experience, allowing customers to seamlessly book flights, accommodations, car rentals, and excursions in one visit. The company realized the value of data streaming early on in reaching this goal, but the operational effort had become overwhelming. Learn how Booking.com found the answer in Confluent’s DSP. With its automated configuration that required no ongoing maintenance, the team was able to prioritize innovation with data and provide the comprehensive booking experience they had been searching for. [Watch here](#)

[GEP Boosts AI-Powered Supply Chain, Processing 1B Events per Month](#)

As an AI-first company in the supply chain and procurement sectors, GEP needed to stop delays in data processing. Streaming 500K events in a single cluster couldn't fuel the real-time solutions GEP's clients needed. After evaluating companies that aligned with their core values, GEP chose Confluent's fully-managed data streaming platform. Now, the company can process over one billion events per month with zero data loss. GEP can also predict outages 30 minutes in advance, compared to its previous two-minute lead time. Learn how Confluent helped GEP scale its AI initiatives, including new GenAI applications for supply chain and procurement management. [Read more](#)

How Real-Time Data Saved Citizens Bank \$1M Annually With Data Streaming

Citizens Bank modernized its legacy systems using Confluent's DSP to meet the needs of digital-first customers. By transitioning from batch processing to real-time data processing, Citizens Bank transformed its operations and customer experience. With Confluent, they enabled real-time data insights across financial transactions, customer interactions, and business intelligence. [Read more](#)

Virta Processes 45M Messages in Real-time

Virta, a leading provider of smart EV charging services in Europe, leverages Confluent Cloud to manage real-time data streaming and processing across its extensive network of over 350K EV charging points. By adopting Confluent Cloud, Virta ensures 100% uptime and processes 45M messages every hour, enabling the company to scale efficiently without service delays. This real-time data capability has led to faster development cycles and significant cost savings through usage-based pricing, ultimately enhancing the customer experience and supporting Virta's rapid expansion. [Watch here](#)



Recent Events

[Jay's Podcast Interview at the RBC TIMT Conference](#)

Check out Jay's RBC podcast interview, where he discusses the changing landscape of data management, and how real-time data streaming facilitates a more holistic approach to data within the modern enterprise. [Click here for the interview](#)

Jay's Keynote at the RBC TIMT Conference

At the RBC Conference, Jay discussed multiple topics in his keynote including the different phases of growth for Confluent, the rise of AI and its applications, the emergence of open table format, and more. [Click here for transcript](#)

Rohan's Fireside Chat at the Wells Fargo TMT Conference

Rohan recently spoke at the Wells Fargo TMT Conference, and discussed Confluent's market opportunity, overall product vision, digital native segment, overview of our DSP offering, WarpStream, and more. [Click here for transcript](#)

Rohan and Erica's Fireside Chat at the Barclays Technology Conference

At the Barclays Conference, Rohan and Erica discussed recent customer conversations, the GenAI opportunity and use cases, shifting left, WarpStream strategy, Flink opportunity, GTM strategy, and more. [Click here for transcript](#)

Upcoming Events

March 6, 2025  **Investor Day 2025.** We're excited to invite you to join us at our upcoming Investor Day in San Francisco on March 6th, where management will provide an update on driving profitable growth for the next few years. If you're interested in attending the event in person, please reach out to the IR team at investors@confluent.io.