



# Confluent IR Newsletter

September 2023

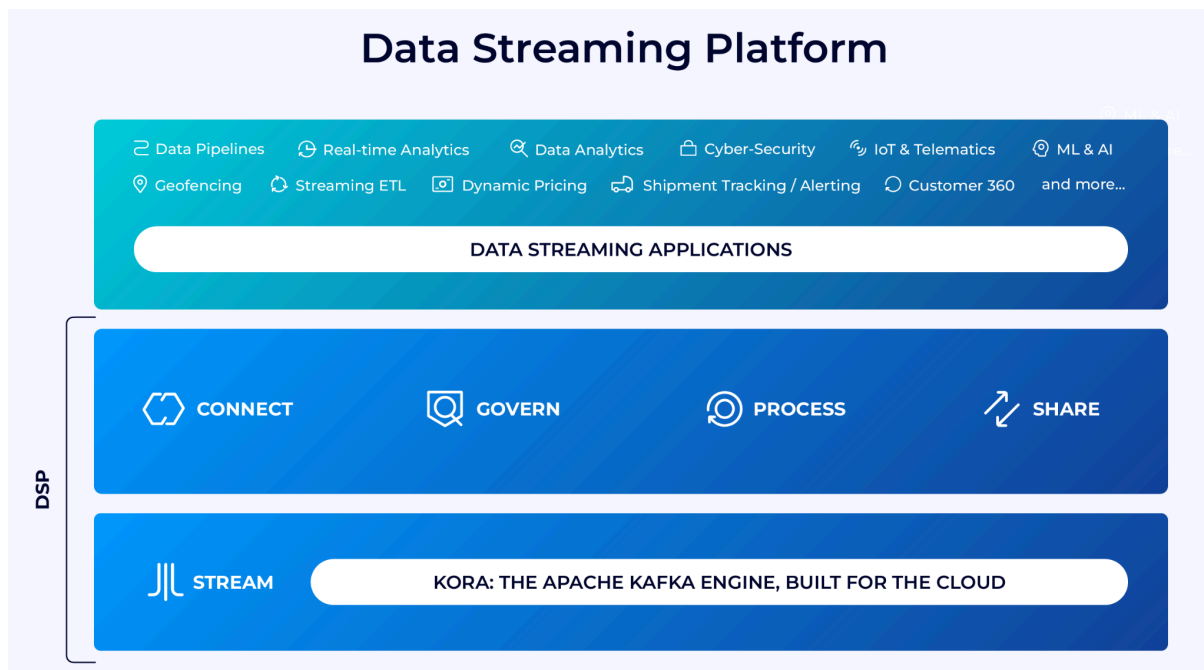
## Intro

Welcome to our inaugural edition of Confluent IR Newsletter! Whether you are a Confluent expert or just beginning your journey with us, our aim is to provide you with useful content to help enhance your understanding of Confluent and the data streaming industry. Please feel free to share the newsletter with your colleagues and friends, and you know where to find us if you have any questions.

Cheers,  
Shane, Faheem, and Vraj

## Products

### Data Streaming Platform (DSP) Recap



The key capabilities of a DSP are the ability to stream, connect, govern, process and share. These capabilities capture the full lifecycle of streaming data, how to get it, process it, use it, manage it, and share it between systems.

These five capabilities are all part of Confluent's unified platform and the success of each drives additional success in the others. Kafka is the stream of data. It allows companies to produce and consume real-time streams of data at any scale with strong guarantees on the delivery of data. Connectors make it easier to get data streams into Kafka, which accelerates not just our core Kafka business, but also opens up more data for processing. Flink adds to the set of streams governed by Stream Governance where they are shareable by Stream Sharing. Applications built with Flink drive use of Connectors for data acquisition and read and write their inputs from Kafka. Governance and Sharing add to the value proposition for each stream added to the DSP. Each of these capabilities strengthens the other four.

## Inside Flink: Stream Processing Simplified & Common Use Cases

Our first blog post (as part of our new "Inside Flink" blog series) explains what Flink is and how it can enhance your streaming use cases running on Kafka. [Read the basics here](#). Part 2 of Inside Flink showcases how innovative teams across every industry and size are putting stream processing into practice – from streaming data pipelines to train ML models or more timely analytics to fraud detection in finance and real-time inventory management in retail. [Check out common use cases here](#)



## Industry Awards

Kora wins 'Best Industry Paper' at 2023 VLDB Conference

Confluent's paper on Kora was awarded the Best Industry Paper at VLDB 2023 out of 29 other prestigious research papers from Meta, Google, Microsoft, Alibaba, Bytedance, and other innovative companies. [Read more](#)

## Confluent Expands Partnership with Google Cloud as it's Named a Google Cloud Technology Partner of the Year for the Fourth Time

To help more companies access real-time insights at scale, Confluent has deepened its partnership with Google Cloud for expanded technical, marketing and sales investments, as it's named a Google Cloud Technology Partner of the Year for the fourth time. [Read more](#)

## Confluent Wins Microsoft's 2023 OSS on Azure Partner of the Year Award in the US

This award recognizes Microsoft ISVs who excel in delivering outstanding open source-based applications or infrastructure solutions on the Microsoft Azure cloud platform. [Read more](#)

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## Data Streaming Insights

### Life Happens in Real Time, Not in Batches: The Business Value of Real-Time Streaming

What makes real-time streaming data so important? Why is stream processing relevant to businesses? How can your business adopt data streaming and start seeing value? Sumit Pal, former Gartner VP Research Analyst, answers these questions about the business value of real-time data processing. [Read more](#)

### Ditching Databases for Apache Kafka as System of Record

Learn how using Apache Kafka as a system of record has provided KOR Financial immense flexibility and scalability in their data architecture, and enabled lean and agile operations. [Read more](#)

## Real-Time AI: Live Recommendations Using Confluent and Rockset

Confluent and Rockset power a critical architecture pattern for real-time AI. [In this post](#), the team discussed why Confluent Cloud's data streaming and Rockset's vector search capabilities work so well to enable real-time AI app development and explore how an e-commerce innovator is using this pattern.

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### Customer Insights

#### Jay's Fireside Chat With KeyBank IT Execs

Jay recently spoke with KeyBank's IT execs and discussed the bank's cloud migration journey, Confluent usage, GenAI, the importance of real-time, and more. [Click here for transcript](#)

### Customer Stories

Data streaming brings real possibilities to any industry. Its impact and versatility keep emerging as customers report technological breakthroughs, better experiences for their users, and entirely new ways for tech teams to think about supporting the business. As data streaming continues to emerge, so does its limitless value. [Read our customer stories here](#)

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### ESG

#### Confluent 2023 ESG Report Available Now

Our 2023 ESG Report covers the second measurement of our carbon footprint data and details how we achieved net neutrality across Confluent's direct emissions (Scopes 1 and 2). We also discuss how we support our global workforce and detail our governance practices. [Read more](#)

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## Upcoming Events

**September 6** ▶▶ Jay Kreps and Rohan Sivaram will be attending the Goldman Sachs Communacopia + Technology Conference in San Francisco. Tune into the fireside chat [here](#).

**September 12** ▶▶ Rohan Sivaram and Stephanie Buscemi will be attending the Piper Sandler Growth Frontiers Conference in Nashville. Tune into the fireside chat [here](#).

**September 26-27** ▶▶ Current 2023. Learn what's hot and what's next at the one data streaming event that has it all. Register and get your complimentary streaming pass [here](#).

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