Build Real Time Apps with Confluent & IBM Cloud Pak for Integration

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Organizations need to rethink their integration strategy

Every integration must be:

- Automated

- Closed-loop

- Multi-style

With AI, informed by real world operational data, to continuously improve integrations

To integrate faster and ***better***

Successful enterprises utilize AI and operational data to integrate *faster* and *better...*

Manual tasks requiring expert integration skills

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Automated integrations, powered by AI, leveraging best practices and built-in reuse to eliminate the skills barrier
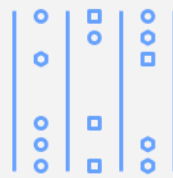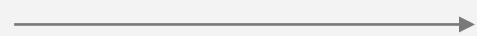
Lack of operational visibility to improve integrations

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Closed-loop integration lifecycle that uses real-world, company specific, operational data using AI to identify issues and recommendations

Traditional approach of using only one integration style

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Multi-style integration streamlines using different styles of integration together to deliver faster and better than a one-style-fits-all approach
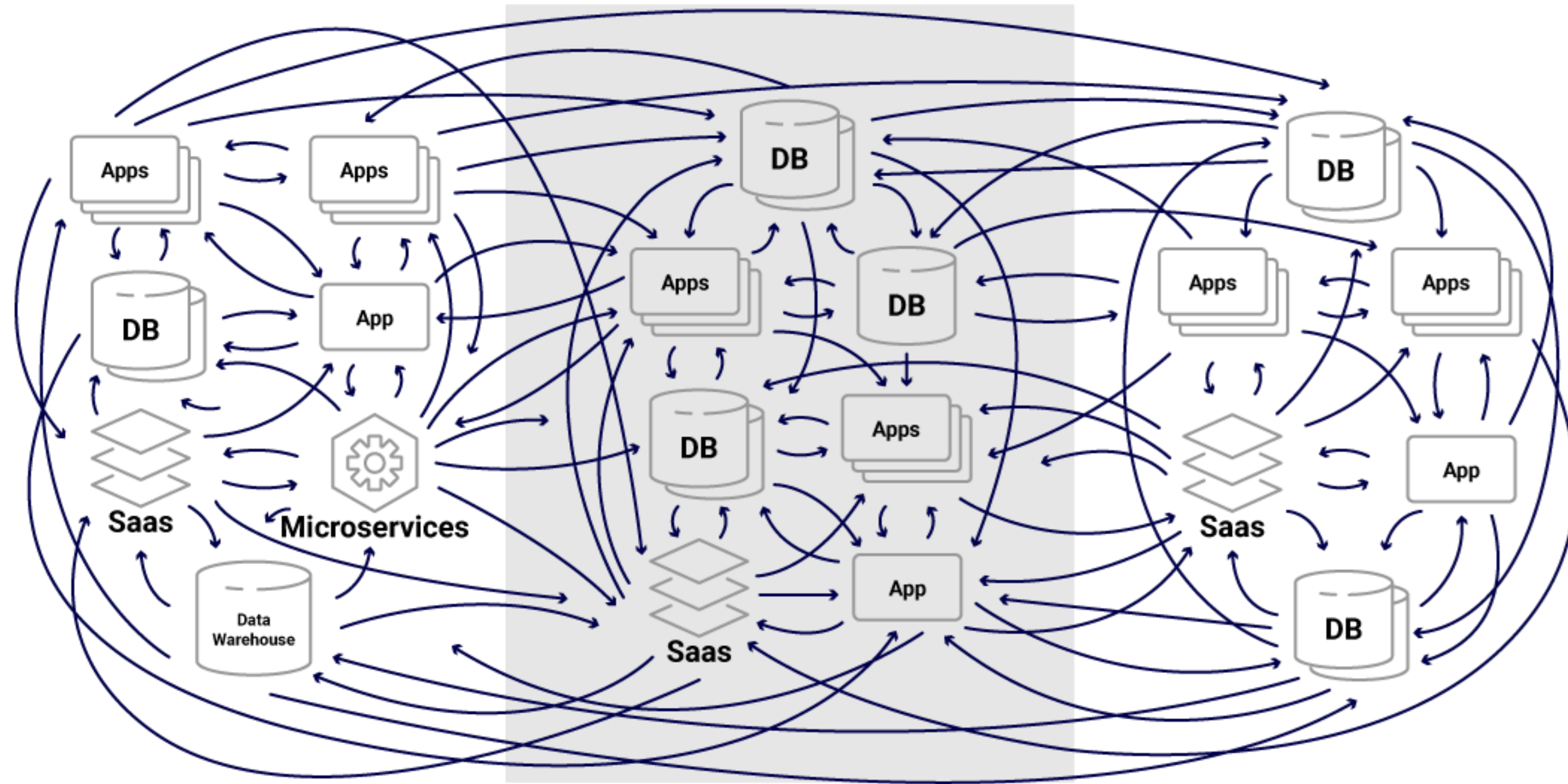
Attempting Digital Transformation --- Without Event Streaming

LINE OF BUSINESS 01   LINE OF BUSINESS 02   PUBLIC CLOUD

Data architecture is rigid, complicated, and expensive - making it too hard and cost-prohibitive to digitally transform

Digital Transformation --- With Event Streaming

Event-Streaming Applications

| Real-time Inventory | Real-time Fraud Detection | Real-time Customer 360 | Machine Learning Models | Real-time Data Transformation | ... |

CONFLUENT

Universal Event Pipeline

| Mainframes | Hadoop | Data Warehouse | ... | Device Logs | ... | Splunk | ... | App | Microservice | ... |

Data Stores — **Logs** — **3rd Party Apps** — **Custom Apps / Microservices**

Confluent Platform

DEVELOPER	OPERATOR	ARCHITECT
Unrestricted Developer Productivity	**Efficient Operations at Scale**	**Production-stage Prerequisites**

Multi-language Development
Non-Java Clients | REST Proxy
Admin REST APIs

GUI-driven Mgmt & Monitoring
Control Center

Enterprise-grade Security
RBAC | Secrets | Audit Logs

Rich Pre-built Ecosystem
Connectors | Hub | Schema Registry

Flexible DevOps Automation
Operator | Ansible

Data Compatibility
Schema Registry | Schema Validation

Event Streaming Database
ksqlDB

Dynamic Performance & Elasticity
Self-Balancing Clusters | Tiered Storage

Global Resilience
Multi-Region Clusters | Replicator
Cluster Linking

Apache Kafka

Open Source | Community licensed

Self-managed Software   **Freedom of Choice**   **Fully Managed Cloud Service**

Enterprise Support   **Professional Services**   **Committer-driven Expertise**   **Training**   **Partners**

Every Industry is Moving from Batch/Manual to Software-Defined

	Software-using	Software-defined
Auto / Transport	Spreadsheet-driven driver schedule	Real-time ETA
Banking	Nightly credit-card fraud checks	Real-time credit card fraud prevention
Retail	Batch inventory updates	Real-time inventory management
Healthcare	Batch claims processing	Real-time claims processing
Oil and Gas	Batch analytics	Real-time analytics
Manufacturing	Scheduled equipment maintenance	Automated, predictive maintenance
Defense	Reactive cyber-security forensics	Automated SIEM and Anomaly Detection

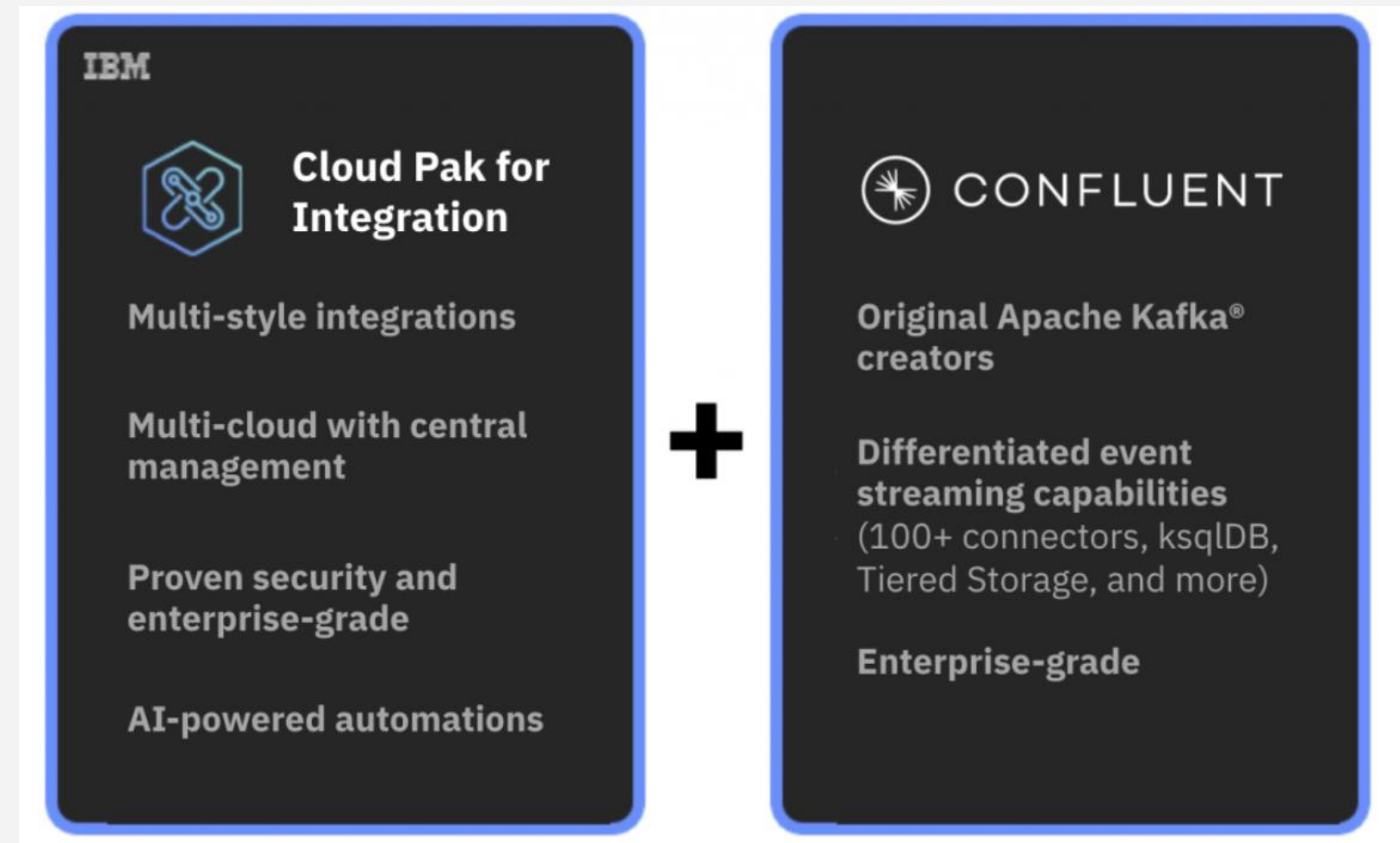**Walmart**   JPMorgan Chase & Co.   Audi   Morgan Stanley   RECURSION pharmaceuticals   U.S. Defense Agencies

Cloud Pak for Integration (CP4I) with Confluent

New Partnership Announced November 24, 2020

Customers benefit from one IBM contract, one support call and backed by **Confluent expertise**

Scenario: Event Enabled Insurance

IBM Cloud Pak for Integration + Confluent

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Event driven architecture synergies: IBM + Confluent

Transaction distribution
CP4I ->Confluent

MQ is the choice for business transactions (such as payments, orders, reservations, etc...). With MQ - Kafka connectors, IBM makes it simple to tap into those transactions, distribute with Kafka, powering mobile apps, data lakes, real–time analytics, etc...

Event Orchestration
CP4I <-> Confluent

Events from your apps and data stores need to get to and from Kafka. Along the way, they may need to be mapped and transformed into required biz formats. IBM provides a no-code approach to orchestrate events into and out of 100s of apps and data stores.

Event Stream Management
CP4I <-> Confluent

Event streams must be discoverable and available to developers and ecosystem partners to build new customer experiences. IBM provides a rich portal to manage and socialize Kafka alongside any other API, GraphQL, SOAP, and Messaging interface.

Protocol/Security Translation
CP4I <-> Confluent

Traditional and legacy business systems have a constrained set of standards for communication and security . IBM's gateway allows the broadest set of interfaces to be translated into and out of the Kafka so virtually any app can participate in your EDA.

IBM Cloud Pak for Integration: OEMs

Event streaming leverages Apache Kafka, providing a single platform to help businesses unlock value from data in real time.

A complete, dedicated DevOps platform helping clients streamline team collaboration to improve productivity and accelerate the pace of innovation.

...with more to come!

Get started

[Explore](#)
and schedule a free virtual consultation with an expert

With IBM Cloud Pak for Integration and Confluent, you can deliver critical engaging customer experiences and drive business innovation.