

# Accelerate real-time application development while reducing costs

## Lower TCO with Confluent's data streaming platform on AWS

Businesses need to balance performance and reliability with cost efficiency for their cloud infrastructure. When managing an Apache Kafka environment, infrastructure and development and operational resources can be key cost drivers for your business. Self-managing Kafka is also costly for enterprises who need more efficient ways to stream data.

Confluent's cloud-native, complete data streaming platform on Amazon Web Services (AWS) can help you reduce costs and time associated with managing Kafka in-house. Confluent delivers elastic, resilient, and performant event streaming capabilities, allowing you to maximize the value of your data.

Confluent's fully managed Flink service on AWS enables simple, serverless stream processing so you can seamlessly build high-quality, reusable data streams everywhere applications and data reside. With Confluent, you can experience Kafka and Flink as a unified platform, with fully integrated monitoring, security, and governance.

### Confluent Cloud overview

Confluent enables you to do more with less, helping you reduce total cost of ownership (TCO) by up to 60 percent and speed time to market. With Confluent, you can gain savings across operations, downtime, and subscriptions.

Powered by the [Kora engine](#), Confluent is designed to reduce networking costs with exclusive features, API integrations, and optimized network paths. The platform provides a serverless experience with multi-tenancy, allowing for higher utilization of shared infrastructure.

In collaboration with:



**Leveraging streaming data pipelines to connect data across the business**

Customer story: **ACERTUS**

ACERTUS supports fleet vehicle transportation, helping manage vehicle movement between locations, vehicle storage, title processing, and reconditioning services. With business units using different systems, ACERTUS needed a solution that would help integrate core data systems and be able to process customer data in real time. The company tapped Confluent to provide real-time access to data across its business, allowing ACERTUS to build new event-driven features, reports, and analytics, and provide optimal customer service and real-time experiences. As a result, ACERTUS increased profit margins, resulting in millions in revenue, and lowered TCO.

## Key benefits



### Quickly deploy Kafka projects

- Deploy, operate, and scale your Kafka projects in minutes instead of months.
- Get cost-effective data storage at scale, and ensure your clusters are highly available and resilient with 99.99 percent SLA.



### Improve efficiency

- Improve developer productivity, operate efficiently at scale, and meet security and availability requirements.
- Power streaming workloads securely with Confluent's enterprise-grade capabilities.



### Reduce storage costs

- Auto-scale data storage 10x faster and save on infrastructure costs.
- Lower costs from unnecessary storage by only paying for retained data.



### Reducing infrastructure costs with an event-driven architecture

Customer story:  **Globe GROUP**

The Globe Group is a digital solutions provider and full-service telecommunications company focused on accelerating digitization and connectivity in the Philippines. The Globe Group's batch-based processing approach hindered their ability to access the real-time data they needed to drive personalized marketing campaigns. The company chose to move to an event-driven architecture with Confluent Cloud on AWS, which would allow it to process data in real time and provide actionable insights and reports to its business users. Using Confluent, the Globe Group improved platform reliability with 99.99 percent uptime SLA, lowered infrastructure costs, and advanced targeted marketing campaigns.

## Advancing application development with streaming data pipelines

Customer story:  **outsystems**

OutSystems offers a high-performance low-code application development platform that helps businesses quickly create and launch applications and portals. The company saw an opportunity to enhance speed to market and platform reliability to better serve customers. OutSystems decided to leverage streaming data pipelines built on Confluent Cloud. Using Confluent, the company was able to better capture real-time observability and analytics data for internal developers and product users, resulting in a more reliable and user-friendly experience for customers. Through the partnership with Confluent, OutSystems saw a 20 percent reduction in operational costs, met its data platform's internal 99.95 percent target SLA, and improved uptime to 100 percent.

## Outcomes



### Reduce infrastructure

Lower your infrastructure footprint and cloud spend with elastically scaling clusters, automated data balancing, and an optimized compute, storage, and networking stack.



### Lower development and operational costs

Reduce the operational burdens of self-managing Kafka and avoid costly resource investments in low-level infrastructure tooling with Confluent.



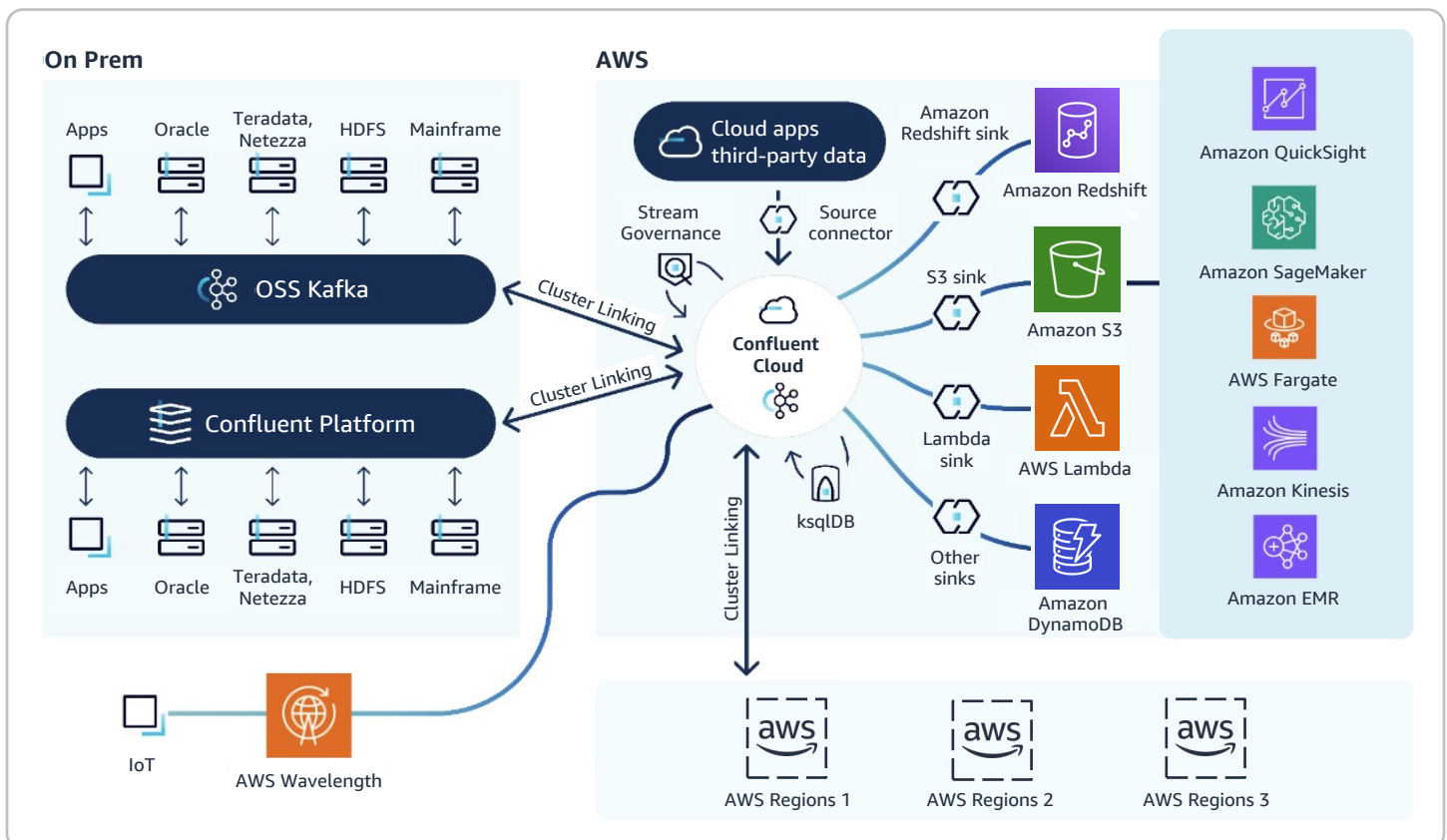
### Minimize downtime

Decrease downtime and business disruption with multi-AZ clusters and a 99.99 percent uptime SLA that covers Kafka and underlying infrastructure.



### Increase support

Offload support to Confluent's committer-led experts with one million hours of experience with Kafka in the cloud and on-premises.



## Featured AWS products



**Amazon Simple Storage Service (Amazon S3)** is an object storage service offering industry-leading scalability, data availability, security, and performance.



**AWS Lambda** is a serverless, event-driven compute service that lets you run code for any application or backend service without provisioning or managing servers.



**Amazon Relational Database Service (Amazon RDS)** is a collection of managed services that makes it simple to set up, operate, and scale databases in the cloud.



**Amazon DynamoDB** is a serverless, NoSQL database service that enables you to develop modern applications at any scale.



**Amazon Redshift** is a fully managed, petabyte-scale data warehouse service in the cloud.

[Learn more >](#)

**Try Confluent for free in AWS Marketplace.**

**See how you can [accelerate time to value and reduce TCO with Confluent.](#)**

## About Confluent

Confluent is pioneering a fundamentally new category of data infrastructure focused on data in motion. The company's cloud-native offering is the foundational platform for data in motion — designed to be the intelligent connective tissue enabling real-time data, from multiple sources, to constantly stream across the organization. With Confluent, customers can meet the new business imperative of delivering rich, digital customer experiences and real-time business operations. Confluent's mission is to help every organization harness data in motion so they can compete and thrive in the modern world.