

1 Confluent at a glance

A real-time data streaming platform that helps organizations deliver trusted data to applications, analytics and AI across hybrid environments.

Ideal customer



Enterprise organizations modernizing data infrastructure, AI and analytics.

2 The opportunity



Customers need AI that can respond to business events as they happen, not hours later.



IBM + Confluent help organizations move from delayed, batch-driven data to real-time decision making.

3 Customer challenges



AI lacks current data
Models rely on outdated information.



Kafka is difficult to manage
Infrastructure consumes valuable engineering time.



Business moves faster than data
Batch processing delays action.



Disconnected systems
Custom integrations increase complexity.

4 Why IBM + Confluent



Better AI
Give AI and intelligent agents real-time business context.



Simpler operations
Reduce Kafka management with a fully managed platform.



Connected data
Stream trusted data across applications, analytics and AI.



Built for hybrid
Support on-premises, hybrid and multi-cloud environments.

5 Customer signals

Look for customers who:

- Are investing in AI
- Manage Kafka internally
- Need real-time operational insights
- Are modernizing analytics
- Operate across hybrid or multi-cloud environments

6 Discovery questions

- How current is the data feeding your AI?
- How quickly can your business respond to new events?
- Who manages Kafka today?
- What's slowing your analytics or AI initiatives?

7 Position against competitors

COMPETITOR POSITIONING

Self-managed Kafka

Reduce operational overhead.

Amazon MSK

Go beyond managed Kafka with enterprise capabilities.

Redpanda

Broader ecosystem and governance.

Cloud-native messaging

Greater hybrid and multi-cloud flexibility.

8 Key messages



Deliver real-time data for AI



Reduce infrastructure complexity



Connect applications, analytics and AI



Extend the IBM Data Platform

9 Arrow advantage

Arrow helps partners:



Identify opportunities



Scope solutions



Build proofs of value



Deliver demos



Accelerate customer conversations