Data Warehouse Modernization

Modernizing your data warehouse or moving to the cloud doesn’t need to be a multi year process. With Confluent, enterprises can stream data across hybrid and multicloud environments to their cloud data warehouse of choice today, powering real-time analysis while reducing TCO and time-to-value.

Why Data Warehouse Modernization?

Cloud has drastically changed the data analytics space as new technology has decoupled storage from compute to power new analytics ranging from traditional BI to machine learning.

As organizations migrate their analytics data from existing on-prem data analytics platforms (Teradata, Cloudera, etc.) they are finding themselves landing analytics data in cloud based data warehouses (Snowflake, Databricks, BigQuery, Redshift, Synapse).

As these organizations move to cloud based DW they have an opportunity to rethink how they set data in motion using open source standards to power real-time event streaming and ETL pipelines that connect data across any environment (cloud or on-prem) to their cloud based DW.

Features

**Connect to any app or data**
Access a library of [120+ relevant connectors](https:// confluent.io/resources) like Snowflake, Redshift, BigQuery, Synapse, and more.

**Process data in milliseconds, not minutes**
Build materialized views, aggregations (e.g. windowing), and large scale table joins with [ksqlDB](https:// confluent.io/resources) to reduce processing times from minutes to milliseconds vs. your DW.

**Unite hybrid and multicloud environments**
Link multiple DWs together using [cluster linking](https:// confluent.io/resources) and access real-time, distributed data no matter where it lives.
Reduce the TCO/TTV of hybrid and multicloud data pipelines

Building multicloud data pipelines directly into a cloud data warehouse gets expensive, fast. Companies are searching for a way to connect all their data together, and pre-process prior to moving into their cloud DW of choice.

Confluent helps reduce your TCO associated with managing hybrid and multicloud data pipelines with its fully managed cloud service for Apache Kafka®. Confluent allows you to move resource intensive ETL jobs out of your cloud DW and down into the event streams with Kafka. You can pre-process and transform data easily with ksqlDB’s SQL interface.

Confluent allows you to connect your cloud once from a security and network perspective and quickly add new connections. It also is integrated with all our major CSP providers and their marketplaces—so you can reduce time to value with unified security, billing, and management.

Power new analytics and apps with next gen event streaming at cloud scale

Confluent allows you to operate at enterprise scale with our distributed real-time event streaming and processing capabilities, built on Apache Kafka. Depended upon by over 70% of the Fortune 500 today, Apache Kafka has become the industry standard for real-time event streaming. It serves as an open foundation, and isn’t locked to any one cloud vendor.

Confluent provides a secure, reliable and complete platform for event streaming that is available in any environment, and can link on-prem and cloud data sources to bring real-time data to your cloud DW.

Get more data to and from your DW by connecting to any app or data

Confluent allows you to quickly connect new data sources to your DW with our rich ecosystem of 120+ fully managed connectors. These sources can be on-prem, in the cloud, or hybrid.

However, DW data is not just for DWs any more. With Confluent sink connectors, organizations can take the same data powering your DW and send it to additional analytics applications no matter what cloud or environment they live in.

Confluent can also work with data in your cloud DW to build new analytic applications and microservices directly on our fully managed, complete platform.

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KeyBank

We are currently in the process of moving our on-prem Teradata data marts to Google BigQuery, and we see a strong use case for Confluent Cloud with that move

—Michael Roseman, SVP and Chief Architect

Read the story

The business case for doing this is compelling. Based on our testing and projections, we expect at least 10x ROI over 3 years for this investment

—Bob Pearman, Head of Data and Analytic

Read the story

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Being able to take data from our Kafka topics and ship it off to BigQuery with Kafka Connect has been particularly beneficial to us...

—Chirag Dadia, Director of Engineering

Read the story