

Data Streaming 101

How data streaming works to connect consumers and businesses in real time.

Life happens in real time. Our actions create data, and businesses must make sense of it to give consumers what they want—instantly.

If you've tracked a grocery order or anticipated your ride-sharing service down to the minute, you've experienced real-time service.



A recent survey found that **3 in 4** organizations would lose customers without the insights they get from real-time data, with retailers most likely to suffer.

How can your business run in real time?

Start processing data faster

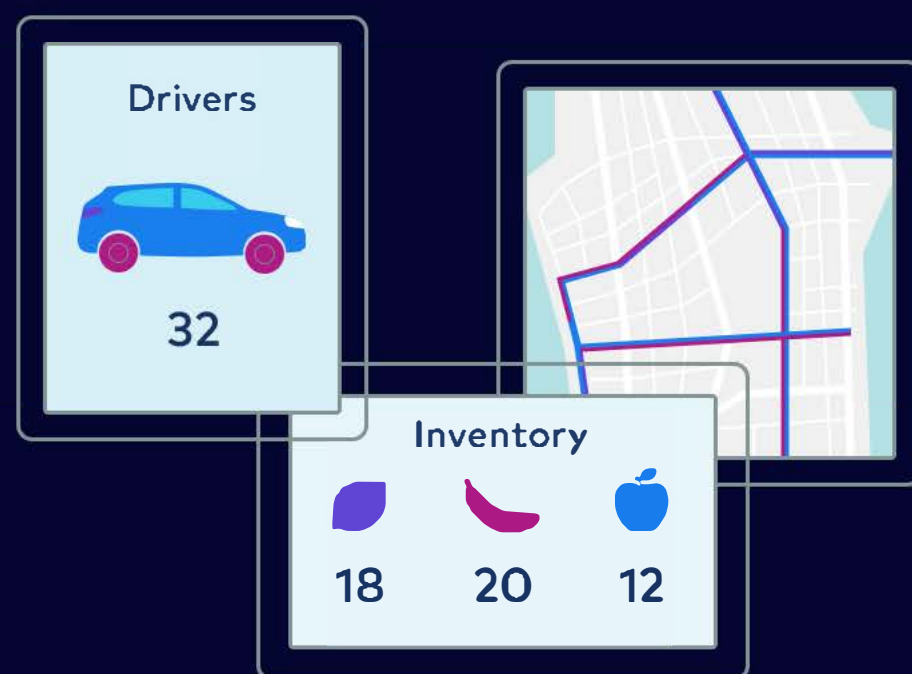
Batch processing lets users submit large volumes of data for processing in a certain period of time—but it takes hours or even days.



12 to 24 hours is too long to wait for fresh information.

Data can reach users faster now

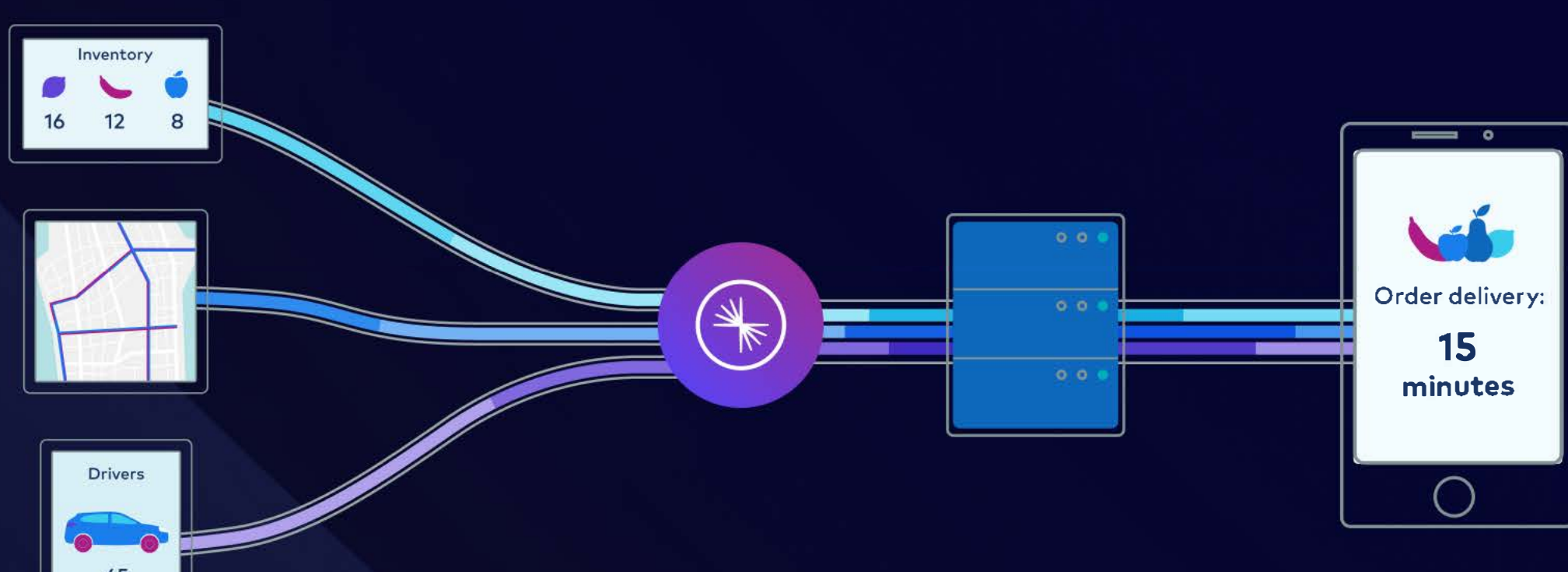
Real-time data streaming emerged with new sources of dynamic data, like traffic maps and inventory levels.



60% of IT leaders say difficulties integrating multiple sources is the top hurdle to accessing more real-time data.

Data streaming tech like Confluent uses pipelines to integrate data from all sources.

Instead of daily or weekly, stream processing pipelines collect, store, and manage data continuously. Data changes, called events, trigger new data to be received and integrated into the processing function.



68% of IT leaders say real-time data sync is very, or extremely, critical to achieving 2022 revenue goals.

Instacart's real-time data streaming journey

Instacart met the challenge of explosive pandemic growth with data streaming, training real-time predictive models to manage marketplace supplies and ad serving bidding across 55,000 stores.



Make data streaming work for you

Find early success with **customer 360**, **billing**, **fraud detection**, and other common use cases. Of companies using real-time data, **63%** saw an annual revenue growth of **10%** or more between 2020 and year-end 2021.



Find out more about streaming data in real time with Confluent.

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