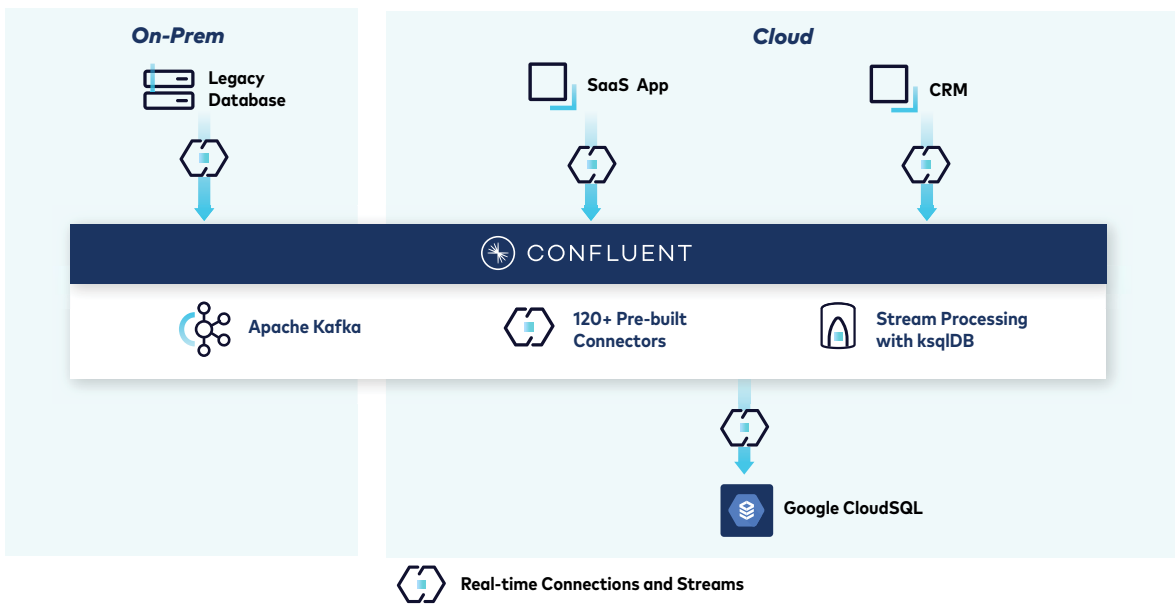


CONFLUENT CLOUD

# Modernize your databases with Google CloudSQL and Confluent

## Modernize your database and move to the cloud by connecting multicloud and hybrid data to Google CloudSQL in real-time.

Today's organizations need a modern, cloud native database strategy that includes data in motion to enrich operations to be increasingly agile, elastic, and cost efficient, at speed as they develop cloud applications. Confluent helps companies accelerate their modernization initiatives with our fully managed data streaming platform that lowers costs, synchronizes data during their on-prem to cloud migration, and shuts physical data center operations faster. By moving to real-time streaming with Confluent and connecting data from any environment across cloud and on-prem to Google CloudSQL, organizations can provide application teams with the data they need faster and deliver new features and capabilities to customers at scale.



**Reduce the TCO of hybrid and multi-cloud data pipelines** powering streaming ETL for your database.



**Power new applications** with next generation data streaming fully integrated with Google CloudSQL.



**Get more data to and from your database** by connecting to any app or data source with Google CloudSQL.

# Accelerate your journey to cloud without complex migrations with Google CloudSQL and the power of data in motion

What is data in motion? It's a new paradigm, where data is continuously moving across and breaking down silos, made possible by a data platform built to set your data in motion. It allows you to build rich, digital front-end customer experiences, transition to real-time software-driven backend operations, and share updates in real time, turning them into streams of events that other systems can read. You can use this new data platform to build applications that process and react to that flow of data in real time, delivering the customer and operational insights you need to drive innovation and create a competitive advantage.

## Driving cloud innovation with leading businesses

### RODAN + FIELDS

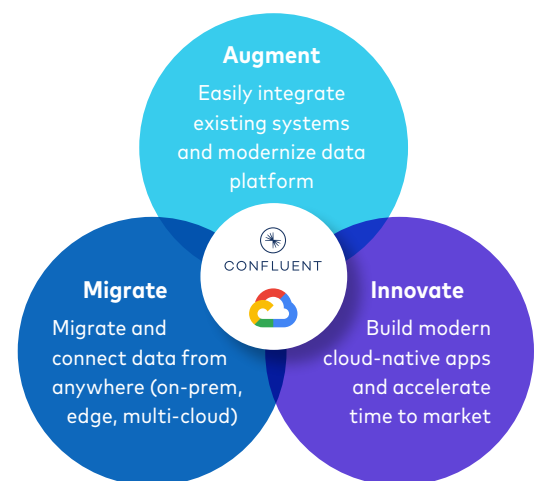
*"Confluent and Google Cloud enabled us to address our large database footprint and retire our legacy data platform, which was in many ways our Achilles' heel. After moving to real-time streaming on a cloud-based modern architecture, we can now deliver new features and capabilities to our customers and know that they won't be slowed by an outdated architecture."*

— JASON MATTIODA, HEAD OF ENTERPRISE PLATFORMS & DATA ENGINEERING

## Supporting your journey to the cloud, no matter where you are

Migrate and connect data from anywhere (on-prem, multi cloud) to Google CloudSQL and seamlessly link everything all together in real-time to create a consistent data layer across your business with Cluster Linking.

With Confluent, enterprises can use our cloud native Apache Kafka service to significantly reduce the complexity and cost associated with building real-time applications in the cloud using the database of your choice.



## Get Started today on Confluent Cloud for Free

Get \$400 worth of free usage in your first 60 days for new sign ups.