

# Running Apache Kafka® in 2021: A Cloud-Native Service

If you're reading this, you likely already know the importance of Apache Kafka® to your business. Unfortunately, you're probably also familiar with the operational effort required to scale, manage, support, secure, build connectors... and everything else that makes distributed systems hard. In 2021, if you want to quickly deliver projects that give you a competitive edge and differentiate your business, your best people can't be stuck in the day-to-day management of Kafka and your budget is better spent on your core business. By now you probably know, the answer is cloud.

**Here's the point: You've likely chosen to utilize cloud services like EC2, S3, and BigQuery. It's time to do that for Kafka, with Confluent Cloud.**

We want to help you move faster, reduce TCO, and get your best people out of Kafka ops. The only way to do this is to stop managing Kafka yourself or using other tools that may host the clusters for you, yet leave you on the hook for the lion's share of the ops burden and dealing with things like:

- **Complex cluster sizing, capacity planning, and expansions**
- **Kafka upgrades and software patches**
- **Consumer lag**
- **Partitions flapping in and out of the ISR**
- **Managing ZooKeeper**
- **Server restarts**
- **The list goes on...**

## Here's how Confluent Cloud helps:

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### Reduce your Kafka TCO by 60%

Eliminate your spend on the hardware to run Kafka and stop wasting your team's resources on Kafka management, so you can focus on delivering value to your customers.

*"Confluent gives us the tools we need to drive innovation. Before Confluent Cloud, when we had broker outages that required rebuilds, it could take up to three days of developers' time to resolve. Now, Confluent takes care of everything for us, so our developers can focus on building new features and applications."*

— Jon Vines, Software Development  
Team Lead at AO.com

## Elastic scalability

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You can provision serverless Kafka clusters on demand that scale elastically between 0-100 MBps or get you to GBps+ scale with a few clicks. Instant elasticity like this means you can easily scale up to meet unexpected demand and just as quickly scale back down to manage cost. You pay for what you need, when you need it, and no more.

## Global access

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Studies have shown that 80 percent of companies use more than one cloud service provider. If you're one of the lucky ones with a single provider, that's great. If not, a Kafka deployment that only works in a single environment undercuts your ability to leverage data in motion across your business and customer experiences. Confluent lets you link Kafka clusters that sync in real time, so your events are available anywhere—across multiple public or private clouds.

## Infinite storage

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Store unlimited amounts of data on your Kafka clusters, without any upfront capacity planning or provisioning. Kafka becomes a system of record so your team can do more with your real-time events. Plus, you don't need to pull resources to firefight downtime due to disk space-related failures.

## Complete event streaming platform

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Confluent does more than just manage Apache Kafka for you. Your team gets a complete platform built around it so they can quickly execute their projects. We provide out-of-the-box connectors for the most popular data sources/sinks in the Kafka ecosystem, Schema Registry to maintain data integrity, an event streaming database with ksqlDB, and more—all fully managed in the same cloud UI.

This just begins to scratch the surface of why moving to a fully managed Kafka service makes sense for your team and your business. Don't believe us? Check out how Confluent [can lower your cost of Kafka ownership](#) by up to 60%.

# Get your people out of Kafka ops

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Having gotten this far, odds are you're not in the business of running data infrastructure or want to get out of it. You want to get your people out of managing Kafka and back on the projects that actually drive value for your organization and we want to help.

*"We used to host and manage Kafka ourselves, but with Confluent Cloud we're saving the equivalent of one person each month in administrative effort. In addition to increasing our focus on our core tasks, Confluent Cloud enabled us to set up multitenant clusters and better manage separate schema for our customers. And we'll soon be taking advantage of the ability to easily scale up and scale down as needed."*

— Yuval Shefler, VP of Partnerships at Optimove

## Industry-leading reliability

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Confluent gives you highly available Kafka clusters backed by a 99.95% SLA that are always on the latest stable version of Kafka and get upgraded and patched in the background like any other cloud-native service. Your team won't get dragged back into cluster management and can stay focused on their projects that drive value for your organization.

## Total cluster visibility

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Even if you're not managing Kafka clusters, your team still needs to know how they're performing and how your data flows. Confluent shows exactly what's going on with real-time cluster-, topic-, and consumer-level health metrics in the UI or with our Metrics API. Plus, you or your team can use Confluent's audit logs to monitor security events or help with compliance audits.

## Secure by default

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No matter how you implement, there's no cutting corners when it comes to data safety and compliance. Confluent secures your Kafka environment with encryption at rest and in transit, role-based access controls, Kafka ACLs, and SAML/SSO for authentication. More granular control with private networking and BYOK for your Kafka environments is available as well. Finally, we design with compliance and privacy in mind with SOC 1/2/3 certifications, ISO 27001 certification, HIPAA/GDPR/CCPA readiness, and more.

## Stay agile and work how you want

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Your people don't have time for systems that can't support the clients for their preferred programming language or aren't available in the cloud where their project is located. With Confluent they can stay agile and work in the language of their choice with our non-Java clients like C/C++, Go, .NET, Python, and our REST Proxy. Plus, Confluent is available across all major cloud marketplaces, so your team can use your existing cloud provider credentials to leverage Kafka and quickly scale it up.

# Seriously, why not embrace cloud?

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Every minute spent managing Kafka or waiting for Kafka to be set up is time taken away from building impactful customer experiences and products. Developers and organizations using Confluent have finished projects that would have taken two years in less than six months. Sometimes they even get wrapped up in a matter of weeks. What are you waiting for?

Get a [free TCO assessment](#) to see how using Confluent's fully managed Kafka service saves your people time and your business money.

Got some teams ready to kick the tires on a no-ops Kafka service? Have them [watch a Confluent Cloud demo](#) or [sign up for a free trial](#).

You can also get more details in our [technical ebook](#).