

Confluent OEM Program

Grow Faster with Enterprise-grade Data Streaming

Confluent's [OEM Partner Program](#) makes it easy for MSPs (Managed Service Providers), CSPs (Cloud Service Providers) and ISVs (Independent Software Vendors) to launch and enhance customer offerings with a complete data streaming platform for Apache Kafka® and Apache Flink®. With license to globally redistribute or embed Confluent's enterprise-grade platform, partners can bring real-time products and Kafka offerings to market faster and easily monetize customer demand for data streaming with limited risk. The program makes data streaming a high-margin part of the business with expert implementation guidance and certification to help partners launch enterprise-ready offerings; flexible commercial terms that match the ways partners sell; and ongoing technical support to ensure long-term customer success—all while lowering Kafka's total cost of ownership by up to 40% ([Cost-effectiveness of Confluent Platform](#)).



Monetize data streaming with the industry leader



Maintain engineering focus on your core roadmap



Reduce risks and ensure customer success

The data streaming opportunity

The need for real-time data has cemented data streaming as a critical business requirement. According to [ISG Software Research](#), "by 2026, more than three-quarters of enterprises' standard information architectures will include streaming data and event processing." To meet this need, teams often turn to popular open source technologies like Kafka and Flink. However, building and maintaining open source software, especially at scale, quickly becomes prohibitively expensive and time consuming. On average, self-managing Kafka takes businesses more than two years to reach production scale, with ongoing platform development and operational costs exceeding \$3-5 million per year. Over time, solutions built with open source Kafka and Flink consume more and more engineering resources, which impacts a business' ability to focus on differentiation and maintain a competitive advantage.

Realizing value with open source Kafka has significant challenges:

Successfully deploying open source Kafka is a challenging, multi-year effort requiring significant investment

Providing a data streaming service to customers requires delivery of a robust feature set far beyond just Kafka

Homegrown solutions for complex, non-core technologies like Kafka and Flink expose businesses to unnecessary risks

Speed to market with Confluent

	Apache Kafka	Confluent Platform
Apache Kafka⁽¹⁾ with Connect and Streams	●	●
Multi-language Development		
Clients⁽¹⁾ C++, Python, Go, and .NET		●
REST Proxy⁽²⁾ access to Kafka from any network connected device		●
Admin REST APIs⁽²⁾ RESTful interface for performing admin operations		●
Rich Pre-built Ecosystem		
Connectors⁽¹⁾⁽²⁾⁽³⁾ over 100 supported, including S3, Elastic, HDFS, JDBC		●
MQTT Proxy⁽³⁾ access to Kafka from MQTT devices and gateways		●
Schema Registry⁽²⁾ central registry to ensure data compatibility		●
Stream Processing		
Apache Flink⁽¹⁾ real-time stream processing for on-prem workloads with expert support		●
ksqldb⁽²⁾ framework that exposes Kafka Streams functionality through SQL		●
GUI-driven Management and Monitoring		
Control Center⁽³⁾ GUI to manage and monitor Kafka at scale		●
Health+⁽³⁾ intelligent alerts and cloud-based monitoring dashboards		●
Flexible DevOps Automation		
Confluent for Kubernetes⁽³⁾ complete, declarative API to deploy on Kubernetes		●
Ansible⁽¹⁾ deployment automation on non-containerized environments		●
Dynamic Performance and Elasticity		
Self-Balancing Clusters⁽³⁾ automated partition re-balancing across brokers in the cluster		●
Tiered Storage⁽³⁾ offloading of older Kafka data to object storage while maintaining transparent access		●
Enterprise-grade Security		
Role-Based Access Control⁽³⁾ granular authorization of access by users/groups		●
Structured Audit Logs⁽³⁾ user actions logs stored in dedicated Kafka topics		●
Secret Protection⁽³⁾ encryption of sensitive information (e.g. passwords)		●
Global Resilience		
Cluster Linking⁽³⁾ highly available, consistent, and real-time bridge between on-prem and cloud environments		●
Multi-Region Clusters⁽³⁾ single Kafka cluster stretched across multiple data-centers with automated client failover		●
Replicator⁽³⁾ asynchronous replication based on the Kafka Connect framework		●
Enterprise Support		
24x7x365 from the Kafka experts		●

Why Confluent?

Bring data streaming to your product or service quickly and confidently with unified Apache Kafka® and Apache Flink®, built and supported by the original creators of open source Kafka.

- 1. Monetize data streaming with the industry leader** and unlock real-time customer use cases on premises, at the edge, and in the cloud with distribution licensing for [Confluent Platform](#).
- 2. Maintain engineering focus on your core roadmap** and accelerate time to value with the industry's most complete, ready-to use data streaming platform.
- 3. Reduce risks and ensure customer success** with everything necessary to build a high-margin business around data streaming.

- **Design Review and Development Support** - Build your data streaming offering with architectural guidance and hands-on development support from Confluent's team with over 1 million Kafka development hours logged
- **Confluent Certification** - Launch confidently with proof that your product or data streaming offering is approved and backed by the industry leader
- **Flexible Commercial Terms** - Package customer-facing offerings easily with commercial terms that match the way you sell
- **Expert Technical Support** - Bring committer-led Kafka and Flink support to your business and easily handle any customer question or issue

Ready to Get Started?

Get in touch with our team of Kafka experts and learn how you can start growing your business faster with Confluent data streaming.

[Contact us today.](#)

(1) Open Source (2) Community licensed feature (3) Commercially licensed feature