Event-driven businesses models power data-driven organizations

To drive data-driven businesses, real-time data is essential. By integrating real-time event data into applications, organizations can make better decisions and stay ahead of competitors.

Event-driven businesses focus on real-time decisions and actions, using event-driven strategies to drive competitive advantage.

### Streaming for Competitive Advantage

- **Doubling of real-time processing**
  - Increasing the need for speed.
  - Since 2016, the requirement for true real-time processing use cases more than doubled since 2016.

- **Leaders have seen the requirement for true real-time processing use cases more than double since 2016.**
  - Research shows that CIOs and other technology leaders are adopting streaming strategies.

- **In 2018 EMA research, 8 of 10 technology implementations of streaming technologies.**
  - Leading organizations use strategic streaming initiatives.

- **To support real-time applications,** organizations must adopt a real-time processing use case as part of their data strategy rather than only reacting to events.

- **The rise in streaming data use cases helps make real-time information on customers, payments, and supply chains. They help customers pay for value in your organization, visit:**

### Streaming as a Strategic Decision

- **8 in 10 technology leaders are adopting streaming strategies.**

- **Overcoming Roadblocks to Streaming**
  - **2.1X** Since 2016, technology leaders are extending real-time data use cases by 2.1X.
  - **1.7X** Since 2016, real-time data use cases have increased by 1.7X.

### Confluent: Streaming Platforms

- **Confluent** enables organizations to drive real-time insights and decisions with Confluent Cloud and Confluent Platform.

- Confluent makes it easy to build, operate, and scale streaming applications.

- **For more information on how a streaming platform can drive business value in your organization, visit:** [www.confluent.com/cta](http://www.confluent.com/cta)