

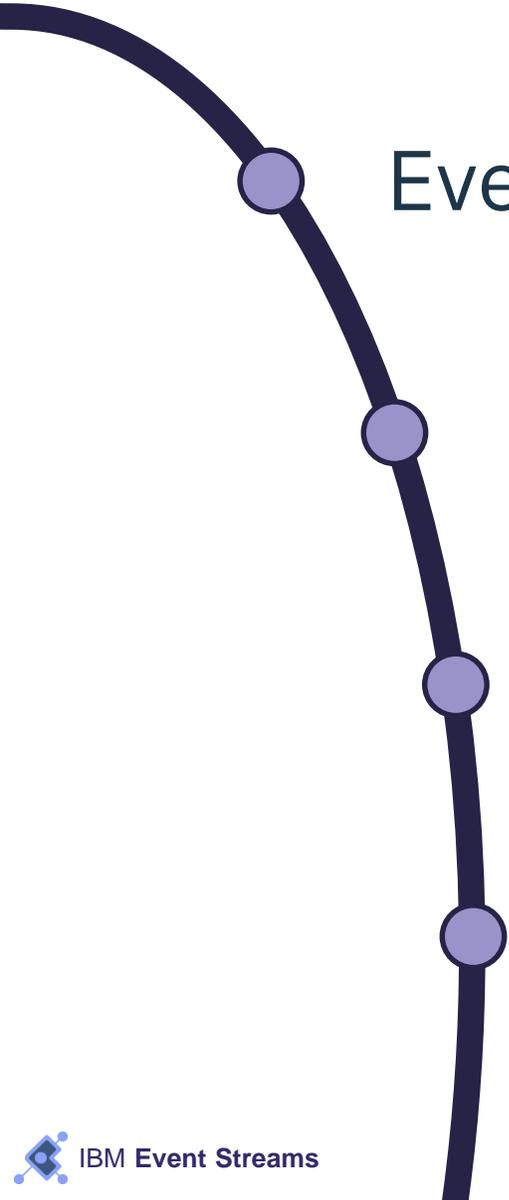


IBM Event Streams

Apache Kafka for the Enterprise

July 2018

Agenda



Event-Driven Evolution

Introducing IBM Event Streams

Key Features

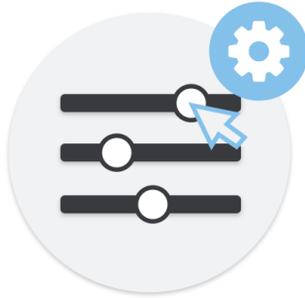
How to Find Out More

87%

of companies are transforming to be more customer-centric



Being 'Event-Driven' Delivers Engaging Client Experiences



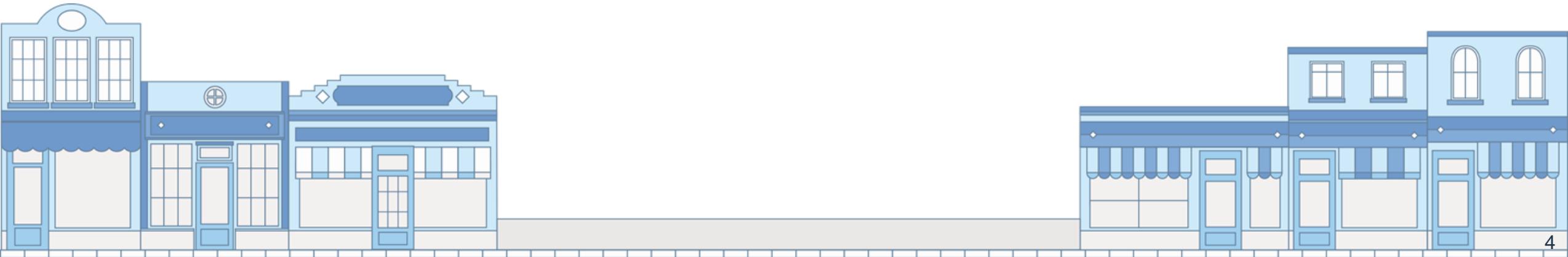
Phone company has existing data around customers' usage and buying preferences



Combined with events generated when phones connect to in-store Wi-fi



Enables a more engaging and personal customer experience



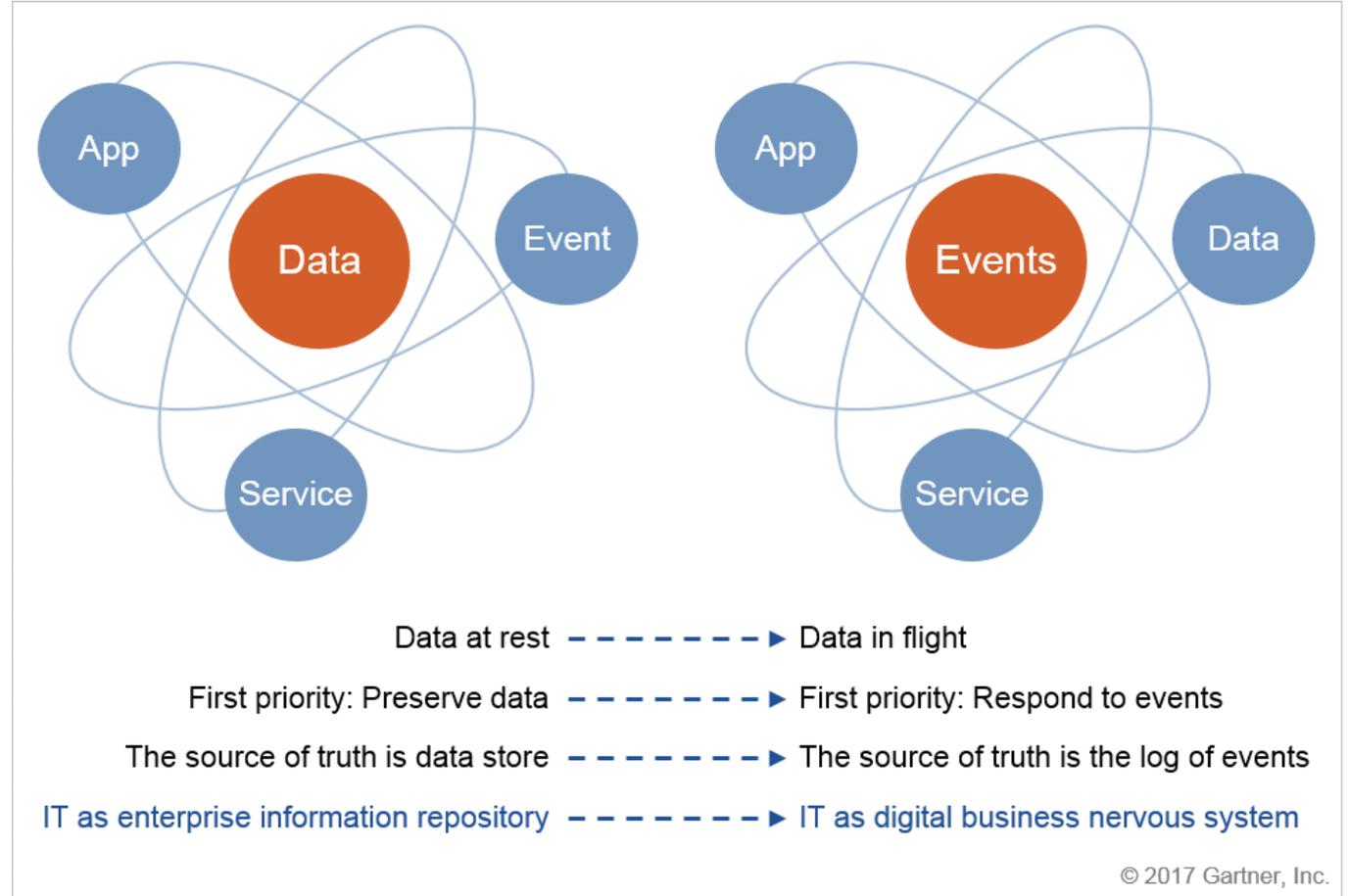
But Being Event-Driven is Different

Event driven solutions require **different thinking**

Events form the **nervous system** of the digital business

Application infrastructure needs to provide event stream processing capabilities and **support emerging event-driven** programming models

This is an event-driven journey and will **underpin the next generation** of digital customer experiences



Source: Gartner May 2017, "CIO Challenge: Adopt Event-Centric IT for Digital Business Success "

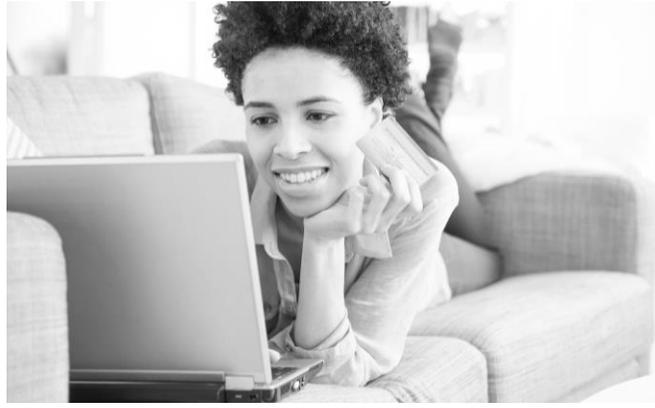
Event-Driven in Action

Getting data to where it's needed, **before** it's needed



Respond to events before the moment passes

Detect “abandoned baskets” in your web channel and use that moment to interact with a potential client



Responsive & personalised customer experiences

Eliminate loading wheels by getting data to your APIs before it's required, making APIs more responsive and the end user experience more delightful



Bring real time intelligence to your apps

Bring context to machine learning models, making real-time recommendations that will continuously evolve as the situation changes

Typical Event-driven Use Case | **Customer Satisfaction**



‘Zoom Air’ is a commercial airline

New initiative to **improve outcome** during unexpected delays by re-accommodating passengers **before they realize** their journey has been disrupted

Goals:

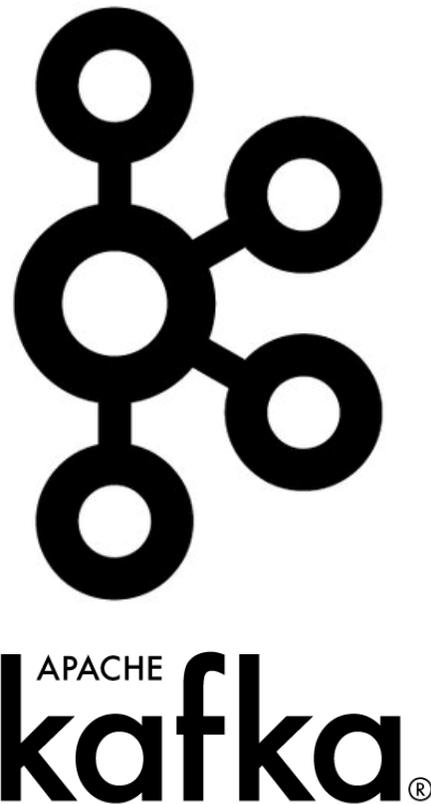
- Reduce the expense of re-accommodating disrupted customers by 10%
- Reduce airport staff time spent re-routing disrupted passengers by 50%
- Increase airline Net Promoter Score

Announcing IBM Event Streams!

React to events in real-time to deliver more engaging experiences for your customers

Deploy **production ready Apache Kafka** onto IBM Cloud Private **in minutes**

Build intelligent apps on Kafka with the **confidence IBM is supporting you**

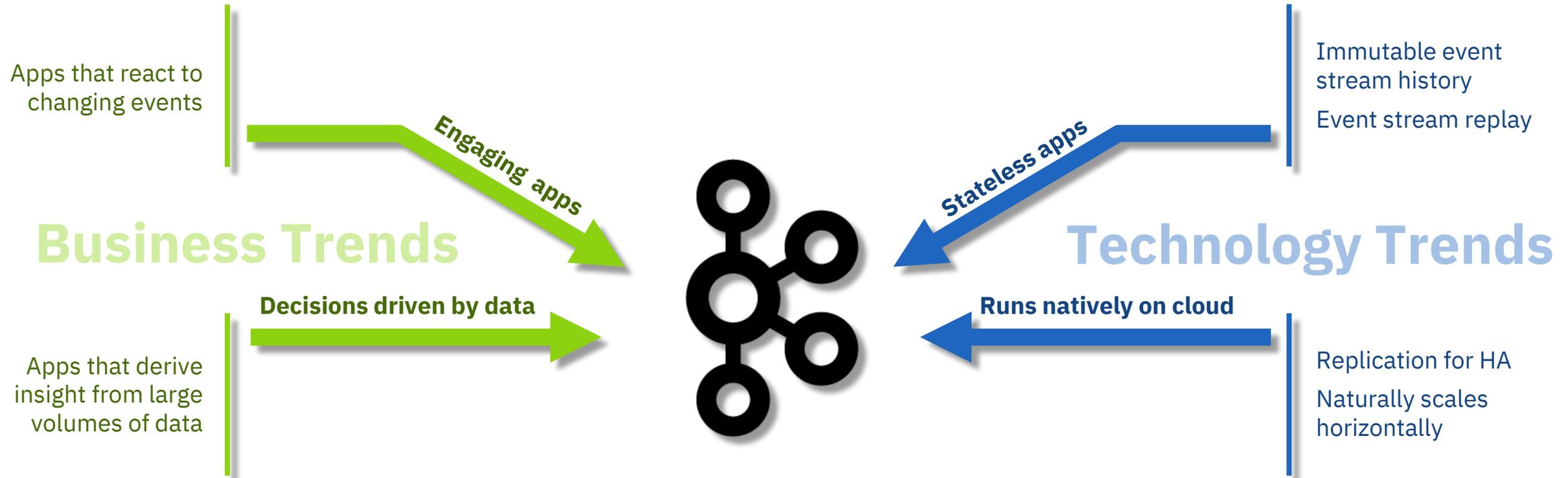


Rely on disaster recovery & security designed for **mission-critical use**

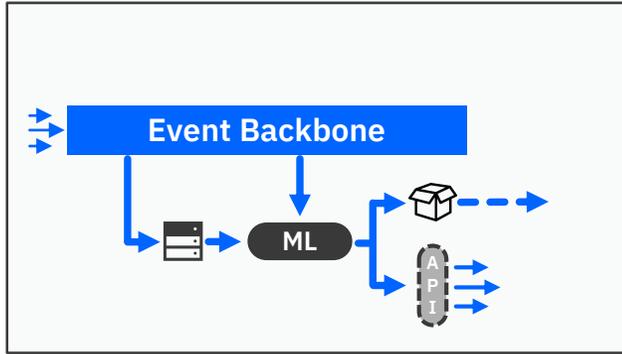
Exploit existing data to become a real Event Driven Enterprise

Part of the Apache Kafka Ecosystem

Apache Kafka is the de facto technology for building modern event-driven applications

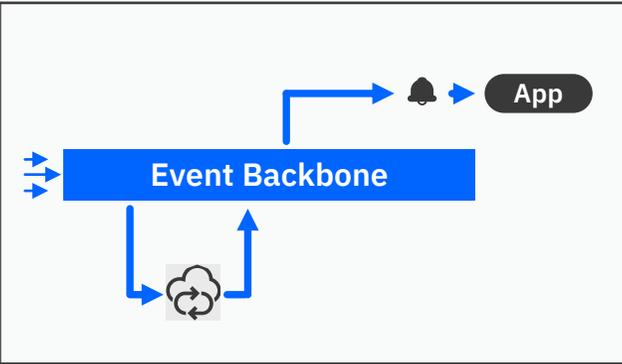


IBM Event Streams | Key Use Cases



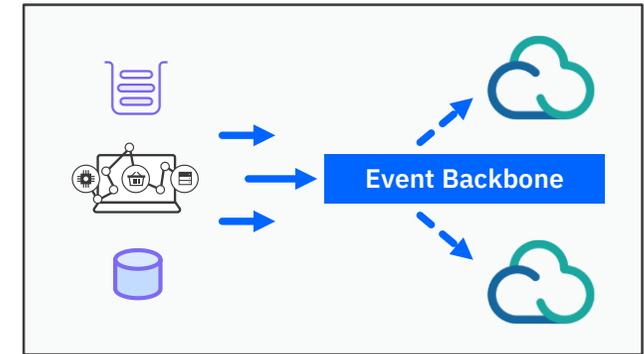
Event input buffer for data analytics

Collect massive volumes of events from IoT, website tracking or backend systems, to feed into big data analytics



Event-driven microservices

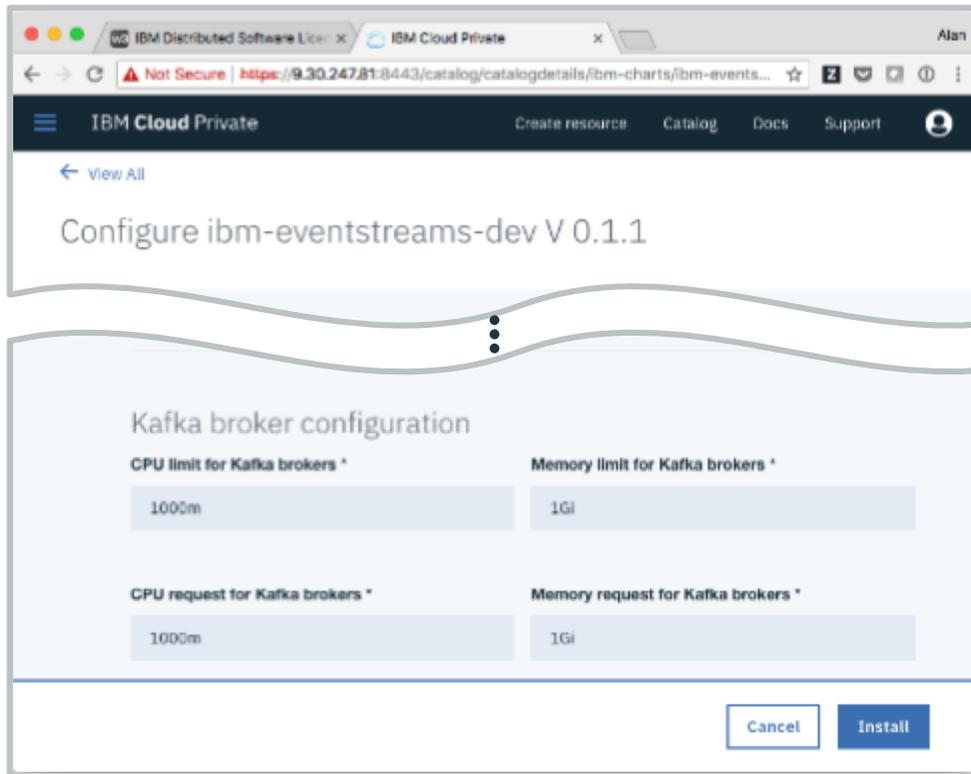
Create agile, cloud-native applications build around a central even-bus using event-sourced patterns or reactive frameworks



Bridge to cloud-native apps

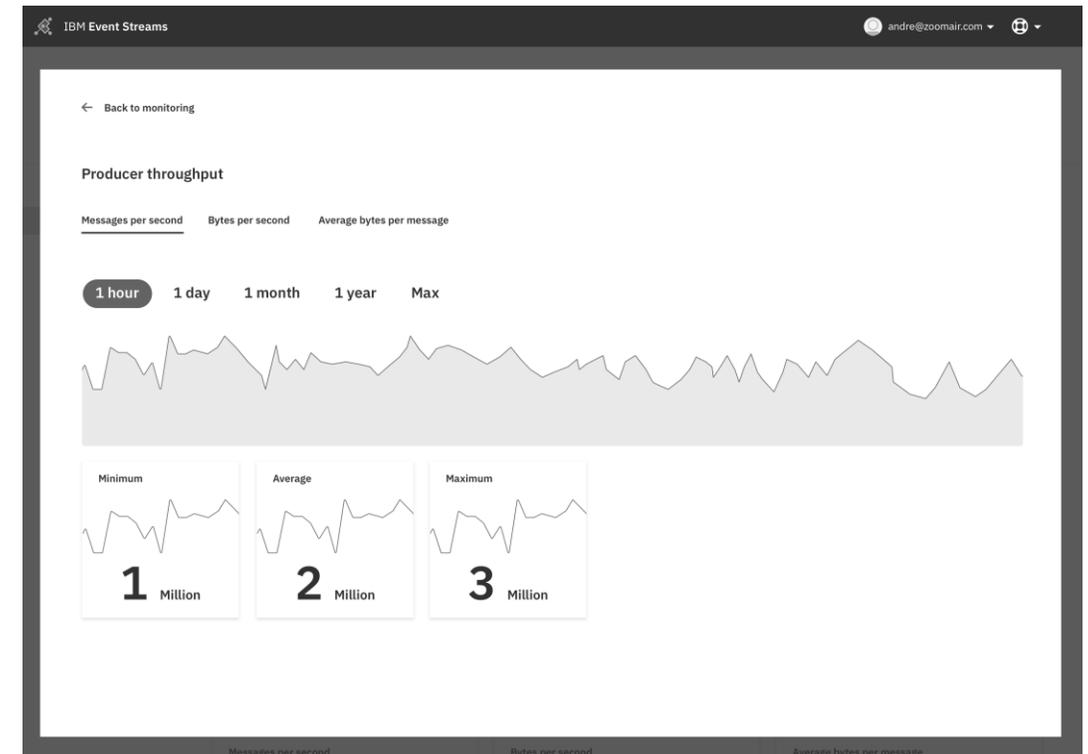
Extract events from existing systems to power next generation of responsive, cloud-native applications

IBM Event Streams | Making Apache Kafka Intuitive and Easy



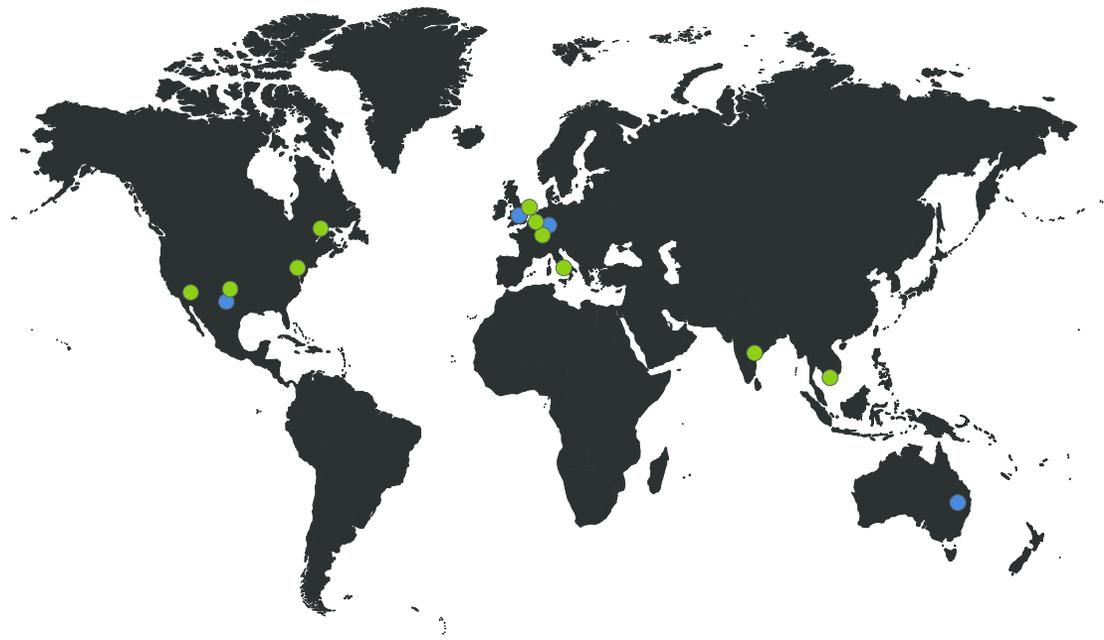
Simple, 3 click deploy

Visualisation of your topic data



Benefit from IBM's Kafka Expertise

IBM has years of experience running Apache Kafka across the globe



● Public Multi Tenant service

● Dedicated Single Tenant service



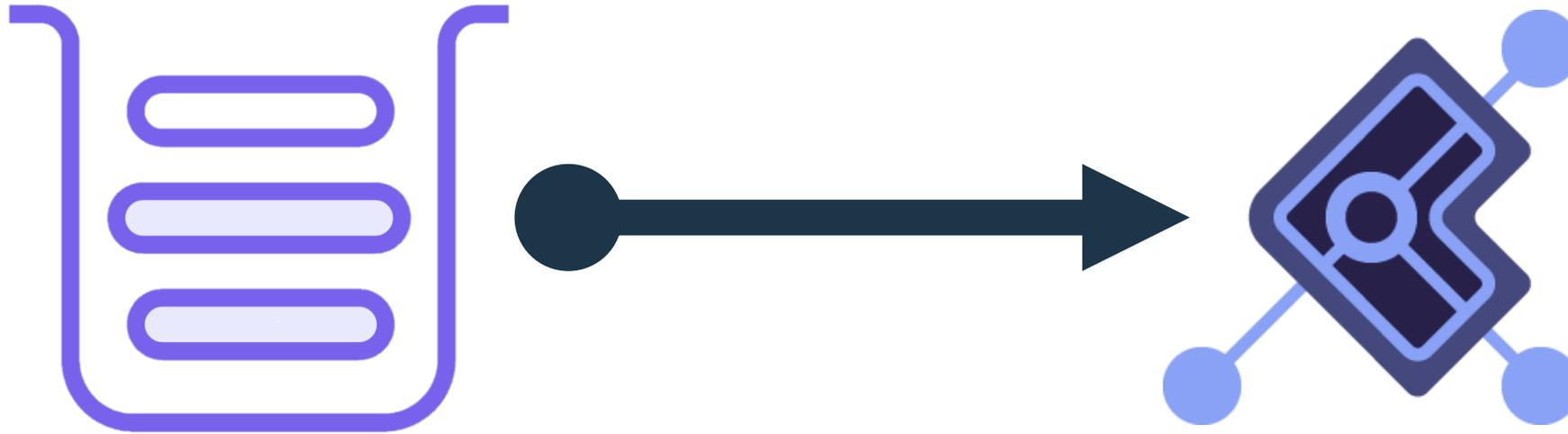
In 2015 IBM was the first vendor to offer a fully managed, Apache Kafka cloud service on IBM Cloud

IBM Event Streams | Enterprise Grade Reliability

Integrated geo-replication for disaster recovery



IBM Event Streams | Integrates with IBM MQ



Connects to existing MQ backbone

IBM Event Streams | **Ready for Mission Critical Workloads**



All with IBM 24x7 worldwide support

Find out more

Explore the IBM Event Streams Tech Preview :

<https://developer.ibm.com/messaging/event-streams/>

Get more details : <https://developer.ibm.com/messaging/event-streams/>

Or contact us eventstreams@uk.ibm.com

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