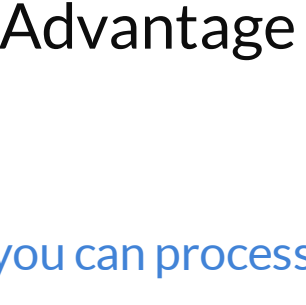


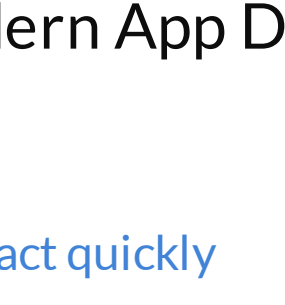
# How Real-Time Data Streaming Helps



Effective Decision Making



Gain The Competitive Advantage



At the Very Core of Modern App Design

With real-time data streaming you can process, transform and react quickly

- Kafka real-time data streaming helps you react to events and insights as they happen and transform it to your advantage.
- Historical data coupled with real-time data streams from Kafka helps you make the important decisions about the future.
- Real-time data helps you gain competitive advantages and makes big data more effective
- Effective streaming for real-time data is at the heart of most modern-day applications and architecture design - it is no longer just a data queue.

It's worth noting that Kafka supports read and write scalability at the same time. This means you can stream enormous amounts of data to Kafka and carry out the real-time processing of the messages, including sending messages to other systems and for multiple different purposes concurrently.

The applications are really only limited by your imagination.

## WHAT IS APACHE KAFKA USED FOR?



### LOGISTICS

Data Out



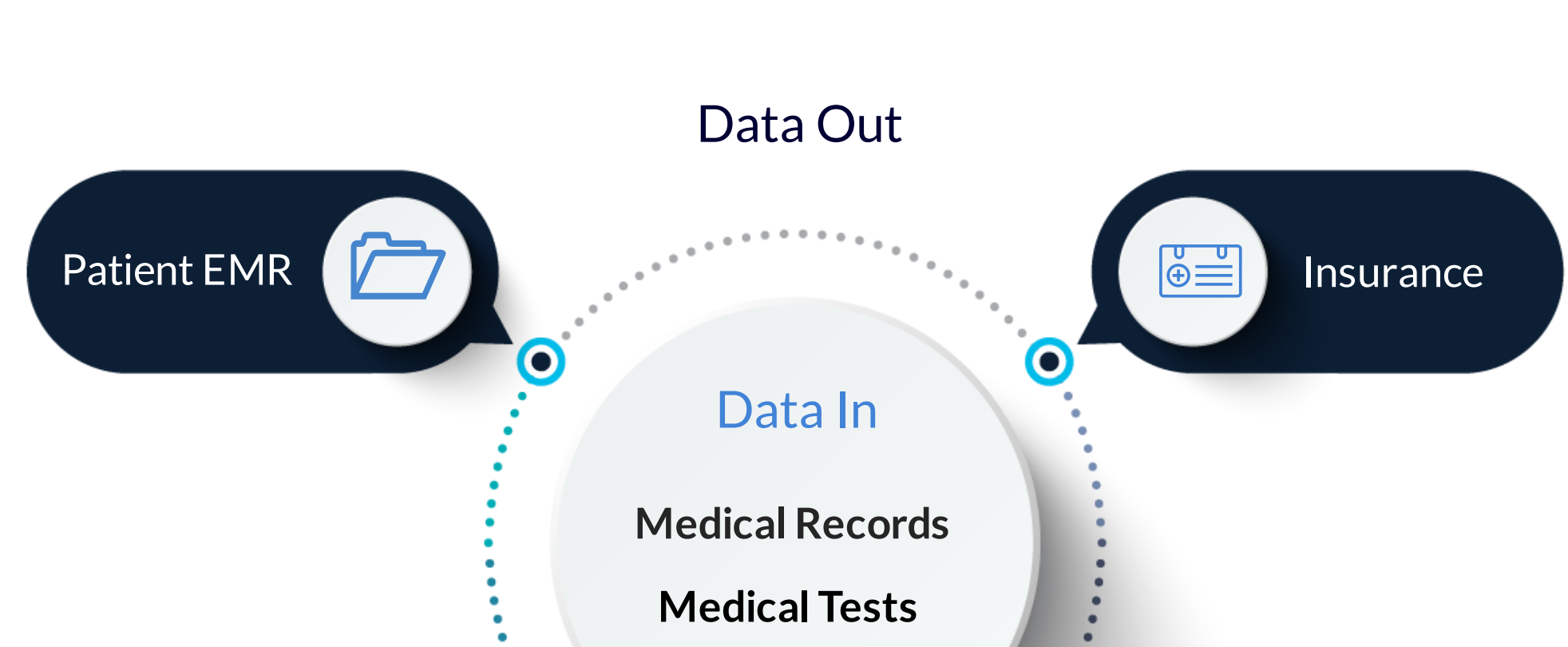
### RETAIL

Data Out



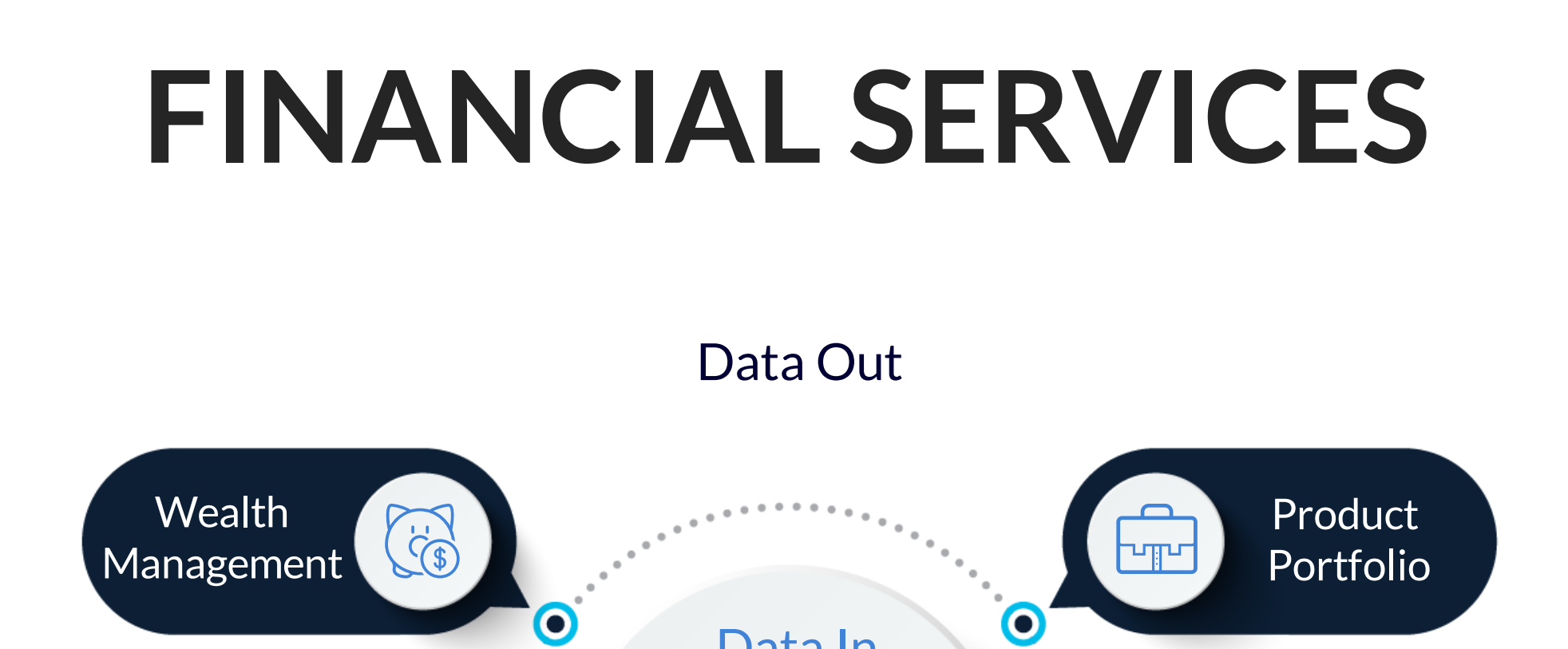
### HEALTHCARE

Data Out



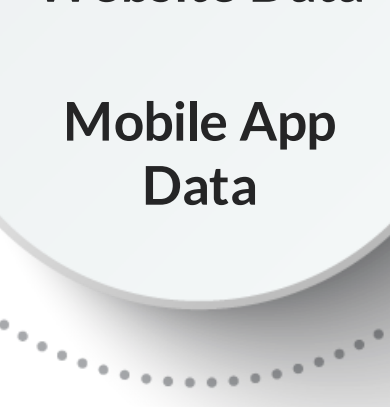
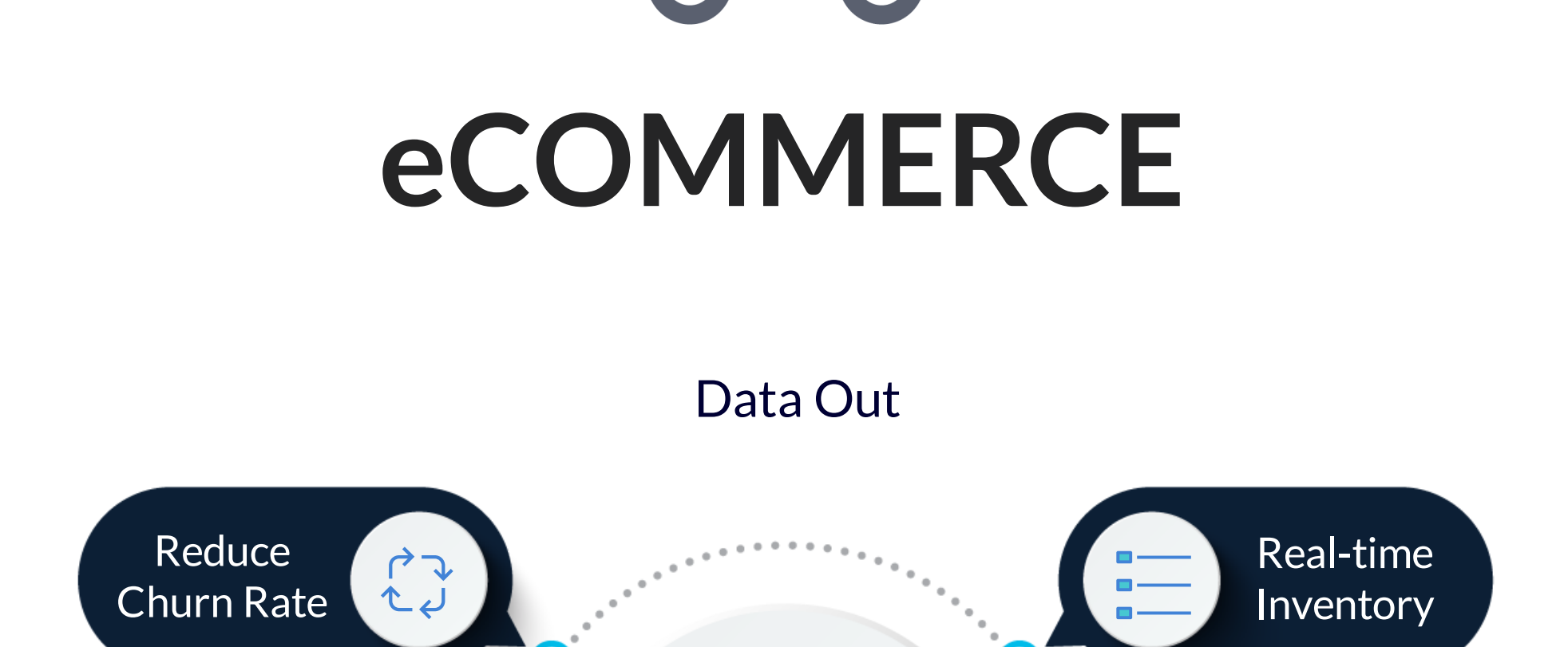
### FINANCIAL SERVICES

Data Out



### eCOMMERCE

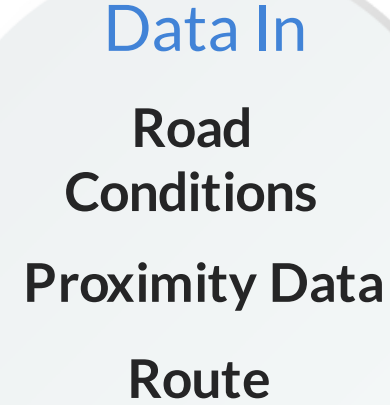
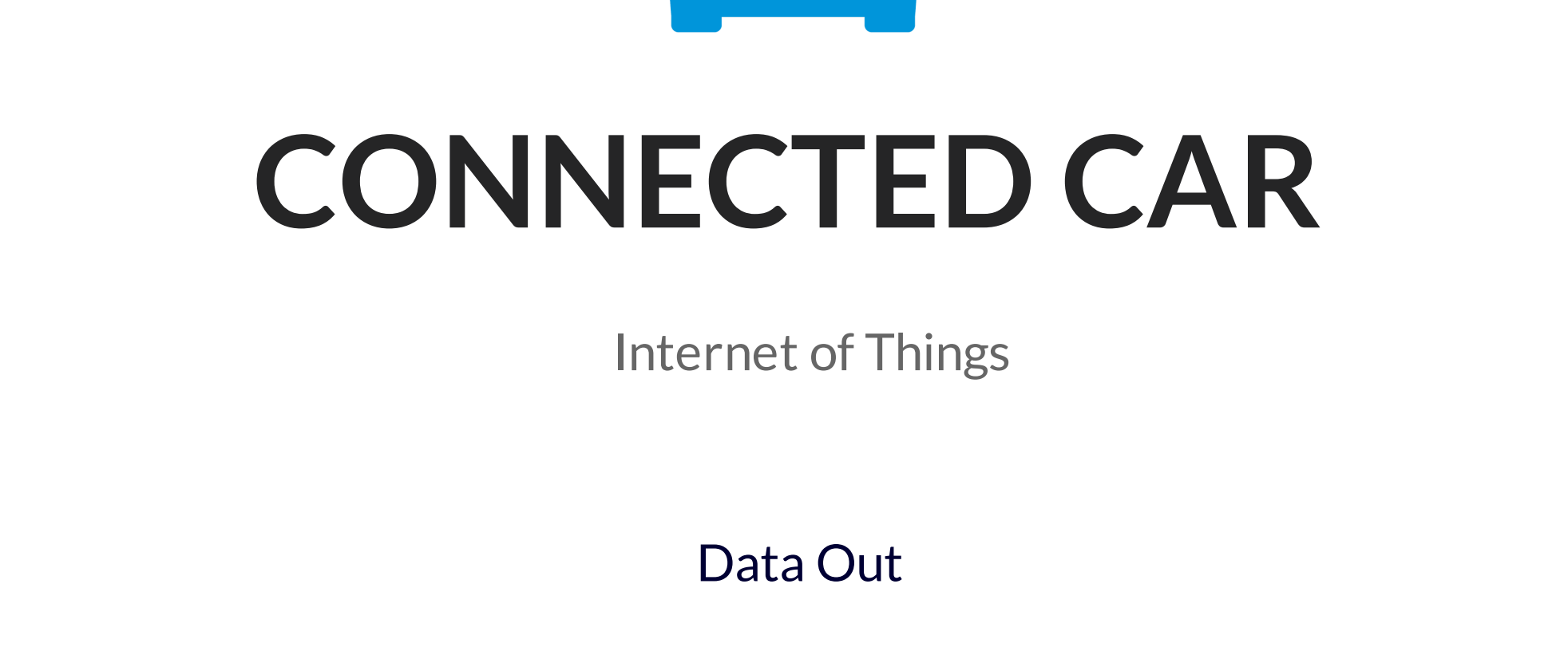
Data Out



### CONNECTED CAR

Internet of Things

Data Out



### SMART HOME

Internet of Things

Data Out

