

STREAMING DATA PIPELINES

# Build Using Real-Time Data with Confluent + Google Cloud SQL

Organizations and applications increasingly require access to data spread across multiple databases in real time. Confluent makes it easy to build streaming data pipelines that connect, process, and govern business-critical data for **Google Cloud SQL**. Together, Confluent and Google Cloud SQL help teams build with real-time data while reducing total cost of ownership (TCO) and time to value (TTV).



### Power real-time apps with data streaming at scale

Empower application teams to build using consistent, up-to-date, and enriched views of data from Google Cloud SQL.



### Provide self-service access to curated data streams

Allow teams to discover, understand, and share data streams in real time as soon as new information becomes available.



### Decrease risk and cost of modernization

Adopt an incremental migration strategy and eliminate the risk of downtime or data loss.



### Reduce the TCO of hybrid and multicloud data pipelines

Leverage pre-built connectors and a fully managed streaming platform for greater agility at a lower TCO.

Amid unprecedented volumes of data being generated, organizations need to harness data from heterogeneous systems for real-time insights into how their business is performing, to make timely operational decisions in response to market conditions, and to build innovative modern applications that deliver personalized, engaging customer experiences. However, in a modern enterprise, decentralized tech has unintentionally created distributed islands of data estates and locked away the business value of data in technology silos.

## Confluent as your streaming pipeline to Google Cloud SQL

To unlock the full potential of data in real time, organizations need a modern, cloud-native database strategy centered around streaming data. Industry leaders like Instacart and SecurityScorecard have turned to Confluent to simplify, scale, and modernize real-time data streaming.

Confluent helps enterprises continuously collect and curate changing data from heterogeneous sources, on-premises and in the cloud, and stream it in real time to Google Cloud SQL so that every system and application has a consistent, up-to-date, and enhanced view of the data at all times.

From APIs to drag-and-drop UI, pre-built connectors, change data capture (CDC), and continuous SQL-based processing, Confluent simplifies streaming pipelines to Google Cloud SQL. Empower your developers to build innovative real-time applications faster, and IT teams to confidently pave a path to cloud migration and transformation.

## Connect any data source to Google Cloud SQL in real time

Empower your application teams to build using consistent, up-to-date, and enriched views of the data from Google Cloud SQL. Leverage Confluent's 120+ pre-built connectors, including CDC, to deploy streaming data pipelines in minutes. Break down data silos and automate real-time data ingestion, preparation, and movement from hybrid and multicloud data sources to Google Cloud SQL.

With Confluent sink connectors, you can take the same data in Google Cloud SQL and share it with any downstream application or system.

## Process data streams at scale

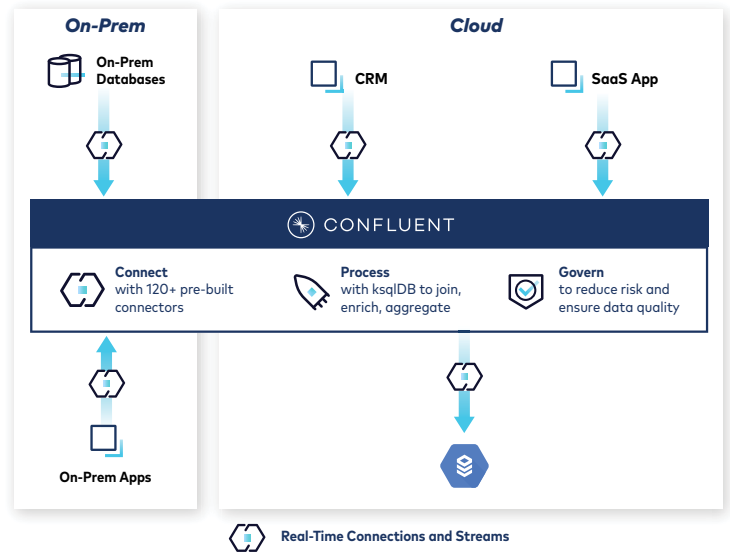
Confluent's native stream processing, [ksqlDB](#), helps you continuously process data using simple SQL to join, enrich, and aggregate data streams before they land in Google Cloud SQL.

Any data-dependent system can consume the enriched data streams in real time as soon as new information becomes available.

## Govern streaming data pipelines to reduce risk and ensure data quality

Govern your data streaming pipelines to meet internal and external compliance while ensuring data quality for your Google Cloud SQL.

Confluent's [Stream Governance](#) enables your engineers to discover, understand and trust the data streams, so they spend less time looking for the data and more time innovating for the business.



**Stream data from anywhere to Google Cloud SQL so you can build with real-time data.**

**Download our free streaming data pipelines ebook** [GET THE EBOOK](#)

To learn more about Confluent's cloud-native data streaming solution on Google Cloud, visit us at [www.confluent.io/partner/google-cloud/](http://www.confluent.io/partner/google-cloud/).



"We've been able to save over a million dollars in what we were paying other vendors for, not to mention the additional operational overhead we're now able to offload. It makes so much of a difference. Business resilience, customer value, all of that is enabled by having a system like Confluent."

- JARED SMITH, SENIOR DIRECTOR OF THREAT INTELLIGENCE

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"You will start to see more software development teams thinking about reasoning and how we can leverage real-time data to build features and to return value back to the customer in ways that I think weren't possible in the older batch data model."

- DUSTY PEARCE, VICE PRESIDENT OF ENGINEERING

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"Confluent and Google Cloud enabled us to address our large database footprint and retire our legacy data platform, which was in many ways our Achilles' heel. After moving to real-time streaming on a cloud-based modern architecture, we can now deliver new features and capabilities to our customers and know that they won't be slowed by an outdated architecture."

- JASON MATTIODA, HEAD OF ENTERPRISE PLATFORMS & DATA ENGINEERING

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