

Enterprise Grid® Report for Event Stream Processing | Fall 2022



Event Stream Processing Software

Contenders									Leaders
Niche									High Performers

Satisfaction

Market Presence

G2 Grid® Scoring

(Event Stream Processing Software continues on next page)

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Event Stream Processing Software (continued)

Event Stream Processing Software Definition

Event stream processing software allows for the processing of data on the fly, enabling users to properly store, manage, and analyze their streaming data. In contrast to batch processing which focuses on historical data, stream processing allows for the processing of data in real time. Event stream processing software gives users the ability to examine how their data has changed over time. It also helps users by providing insight into anomalies and trends in the data.

Event stream processing software, with processing at its core, provides users with the capabilities they need to integrate their data, for purposes such as analytics and application development. If the user is focused on data analysis, above and beyond processing, [stream analytics software](#) is a good solution to consider.

To qualify for inclusion in the Event Stream Processing category, a product must:

- ▶ Connect to a wide range of core systems and provide the ability to process the data in real time
- ▶ Offer the ability to analyze the processing of data to ascertain its performance
- ▶ Allow users to visualize the data flow and ensure that data and data delivery is validated

Enterprise Event Stream Processing Grid® Scoring Description

Products shown on the Enterprise Grid® for Event Stream Processing have received a minimum of 10 reviews/ratings in data gathered by August 30, 2022. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- ▶ Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: [IBM Cloud Pak for Integration](#), [Apache Kafka](#), and [Confluent](#)
- ▶ High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: [Aiven for Apache Kafka](#)
- ▶ Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings.
- ▶ Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: [StreamSets](#), and [Akka](#)



Grid® Scores for Enterprise Event Stream Processing Software

The table below shows the Satisfaction and Market Presence scores that determine product placement on the Enterprise Grid®. To learn more about each of the products, please see the profile section.

Leaders

	# of Reviews	Satisfaction	Market Presence	G2 Score
IBM Cloud Pak for Integration	13	83	70	76
Apache Kafka	20	77	66	71
Confluent	24	51	86	69

High Performers

Aiven for Apache Kafka	21	82	50	66
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Niche

StreamSets	13	25	25	25
Akka	11	17	9	13

* Products are ordered by G2 Score. Satisfaction score is used as a tiebreaker if two products have the same G2 Score.



Grid® Methodology

Grid® Rating Methodology

The Grid® represents the democratic voice of real software users, rather than the subjective opinion of one analyst. G2 rates products from the Event Stream Processing category algorithmically based on data sourced from product reviews shared by G2 users and data aggregated from online sources and social networks.

Technology buyers can use the Grid® to help them quickly select the best products for their businesses and to find peers with similar experiences. For sellers, media, investors, and analysts, the Grid® provides benchmarks for product comparison and market trend analysis.

Segmented Grid® Scoring Methodology

When viewing a Grid® by segment size, the same Grid® scoring methodology applies. However, the review data used is only from reviewers who are employed by a company within a particular company segment.

G2 uses the following definitions for company segments:

- ▶ Small-Business Review: A review from someone who works at a company with 50 or fewer employees
- ▶ Mid-Market Review: A review from someone who works at a company with 51-1,000 employees
- ▶ Enterprise Review: A review from someone who works at a company with 1,001+ employees

Grid® Scoring Methodology

G2 rates products and sellers based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. We apply a unique algorithm (v3.0) to this data to calculate the Satisfaction and Market Presence scores in real time. The Enterprise Grid® Report for Event Stream Processing | Fall 2022 is based on scores calculated using the G2 algorithm v3.0 from reviews collected through August 30, 2022. To view the Event Stream Processing Grid® with the most recent data, please visit the [Event Stream Processing](#) page.

Satisfaction

The Satisfaction rating is affected by the following (in order of importance):

- ▶ Customer satisfaction with end user-focused product attributes based on user reviews
- ▶ Popularity and statistical significance based on the number of reviews received by G2
- ▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)
- ▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)
- ▶ Customers' satisfaction with administration-specific product attributes based on user reviews
- ▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

Note: The customer satisfaction score is normalized for each Grid®, meaning the scores are relative.

(Grid® Methodology continues on next page)

** Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Grid® Methodology (continued)

Market Presence

The Market Presence score is affected by the following (in order of importance):

- ▶ Market presence is a combination of 15 metrics from G2’s reviews, publicly available information, and third-party sources
- ▶ Both the software sellers and the individual products are measured on various criteria. The criteria are listed in order of importance. Products metric receive greater weight than seller metrics

Criteria	Measured For		Metrics
	Product	Seller	
Number of Employees	✓	✓	Employee Count (based on social networks and public sources)
Reviews	✓		Review Count (weighted by recency)
Web Presence	✓	✓	
Social Presence	✓	✓	
Growth	✓	✓	Employee Growth, Web Presence Growth
Seller Age		✓	
Employee Satisfaction and Engagement		✓	

- ▶ Each input is normalized by category and segment. This means that scores are relative to other products in the category/segment and may change from segment to segment
- ▶ The scores are then scaled from 0-100

Grid® Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available [categorization methodology](#). All products appearing on the Grid® have passed through G2’s categorization methodology and meet G2’s category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®. A [list of standard definitions](#) is available to G2 users to eliminate confusion and ease the buying process.

(Grid® Methodology continues on next page)



Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through August 30, 2022. The ratings may change as the products are further developed, the sellers grow, and as additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received. By improving their products and support and/or by having more satisfied customer voices heard, Contenders may become Leaders and Niche sellers may become High Performers..

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account or verified business email address to validate a G2 user's identity and employer. We also validate users by partnering with sellers and organizations to securely authenticate users through select platforms. We do not allow users to review their current or former employers' products, or those of their employers' competitors. Additionally, all reviews are manually checked by our team after our algorithm filters out reviews that don't meet our submission requirements. All reviews must pass our moderation process before they are published.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

Grid® Inclusion Criteria

All products in a G2 category that have at least 10 reviews from real users of the product are included on the Grid®. Inviting other users, such as colleagues and peers, to join G2 and share authentic product reviews will accelerate this process.

If a product is not yet listed on G2 and it fits the market definition above, then users are encouraged to [suggest its addition](#) to our [Event Stream Processing category](#).

Product Profiles

Product profiles and detailed charts are included for products with 10 or more reviews.



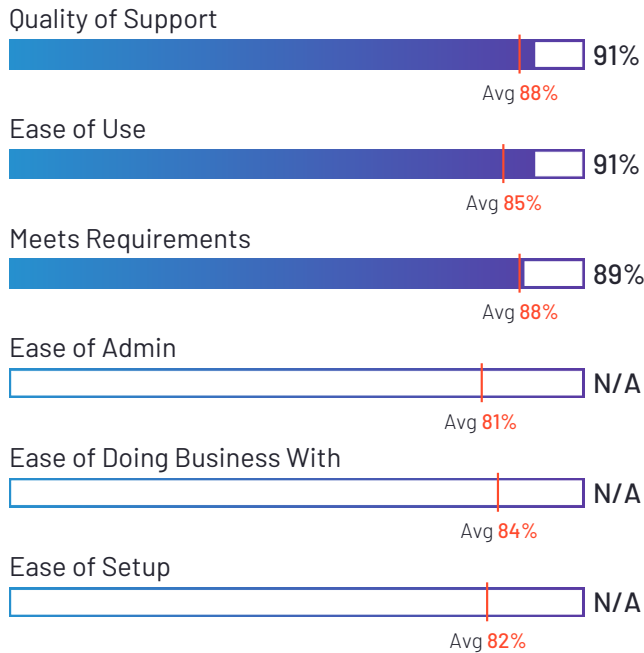
IBM Cloud Pak for Integration

4.4 ★★★★★ (64)

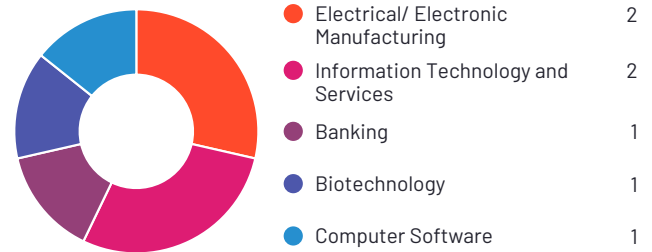


IBM Cloud Pak for Integration has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. IBM Cloud Pak for Integration received the highest Satisfaction score among products in Event Stream Processing. 92% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend IBM Cloud Pak for Integration at a rate of 92%. IBM Cloud Pak for Integration is also in the Message Queue (MQ), Enterprise Service Bus (ESB), iPaaS, ETL Tools, and API Management categories.

Satisfaction Ratings

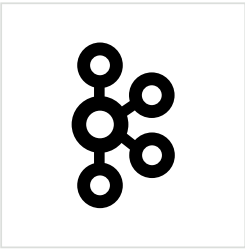


Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.

<p>Ownership IBM</p>	<p>HQ Location Armonk, NY</p>	<p>Year Founded 1911</p>	<p>Total Revenue \$73,621(USD MM)</p>	<p>Employees (Listed On LinkedIn) 531,710</p>	<p>Company Website www.ibm.com</p>
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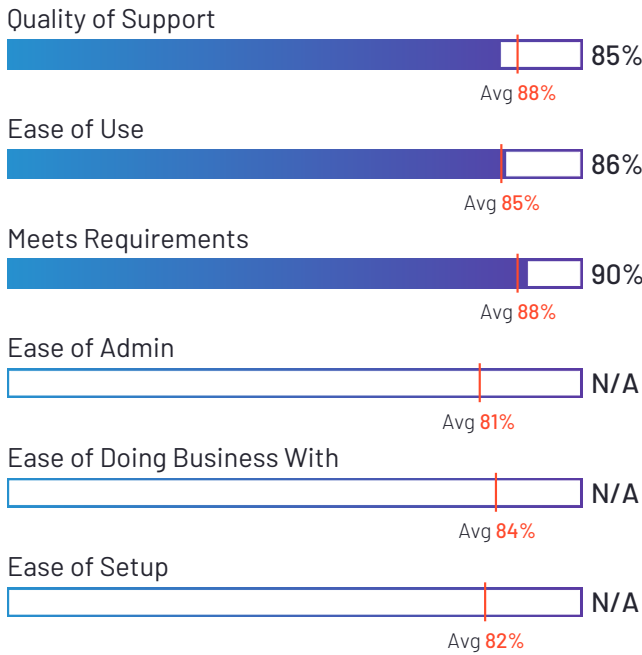
Apache Kafka

4.5 ★★★★★ (81)



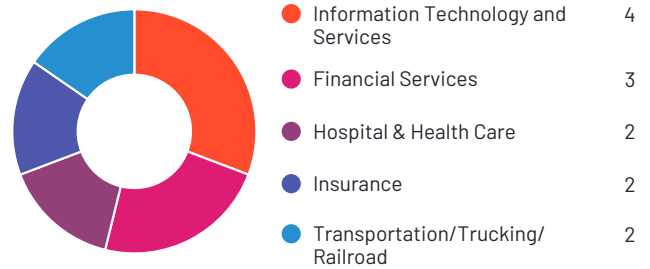
Apache Kafka has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. 100% of users rated it 4 or 5 stars, 93% of users believe it is headed in the right direction, and users said they would be likely to recommend Apache Kafka at a rate of 89%. Apache Kafka is also in the Message Queue (MQ) and Stream Analytics categories.

Satisfaction Ratings



*N/A is displayed when fewer than five responses were received for the question.

Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
The Apache Software Foundation



HQ Location
Wakefield, MA



Year Founded
1999



Employees (Listed On LinkedIn)
2,085



Company Website
www.apache.org



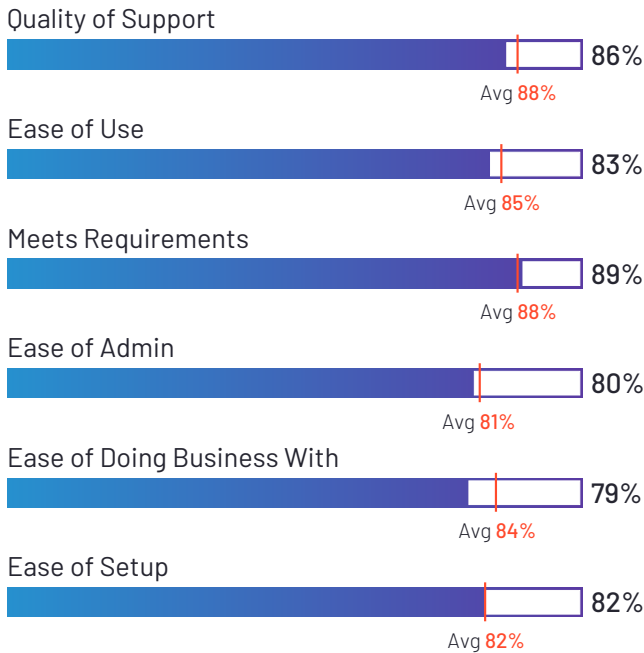
Confluent

4.3 ★★★★★ (57)

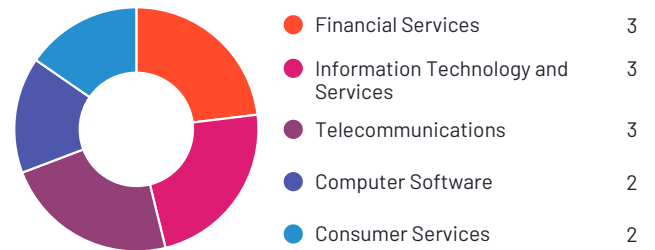


Confluent has been named a Leader based on receiving a high customer Satisfaction score and having a large Market Presence. Confluent has the largest Market Presence among products in Event Stream Processing. 96% of users rated it 4 or 5 stars, 94% of users believe it is headed in the right direction, and users said they would be likely to recommend Confluent at a rate of 90%. Confluent is also in the Stream Analytics, Big Data Processing and Distribution, and Big Data Analytics categories.

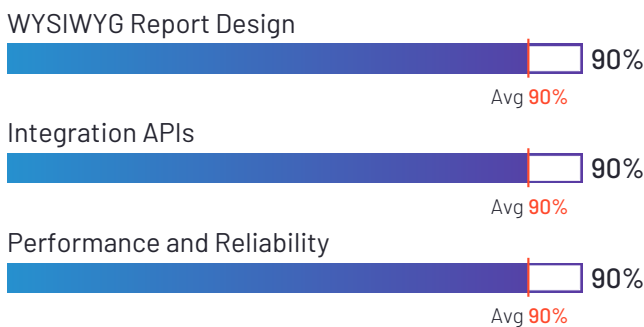
Satisfaction Ratings



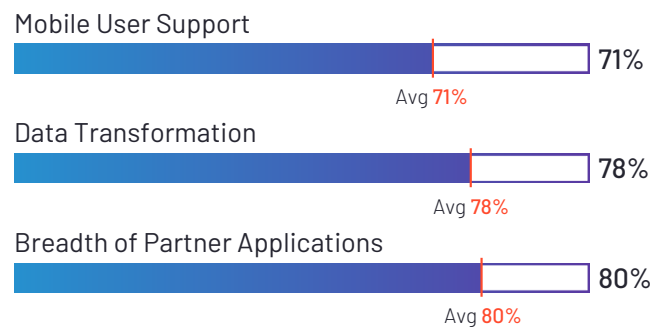
Top Industries Represented



Highest-Rated Features



Lowest-Rated Features



Ownership
Confluent



HQ Location
Mountain View,
California



Year Founded
2014



**Employees (Listed
On LinkedIn)**
2,565



Company Website
confluent.io



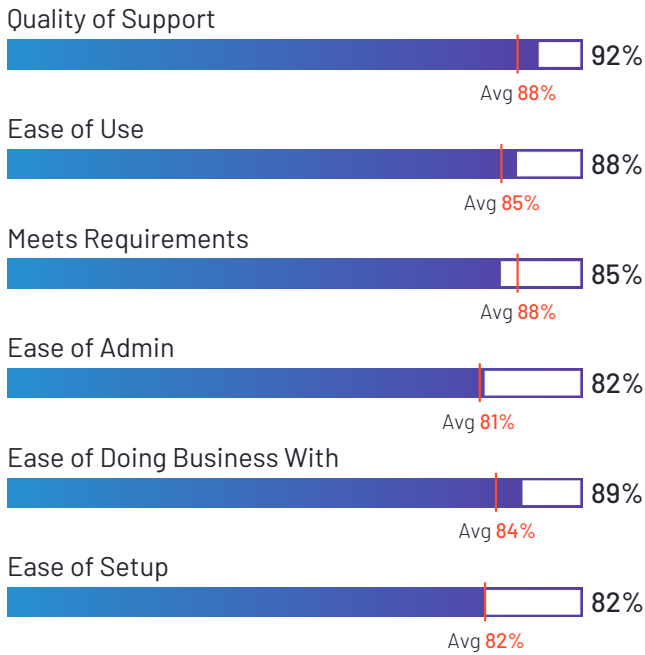
Aiven for Apache Kafka

4.2 ★★★★★ (100)

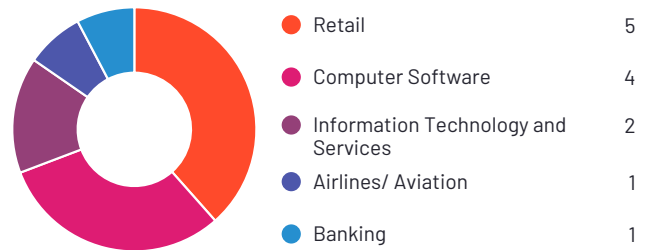


Aiven for Apache Kafka has been named a High Performer product based on having high customer Satisfaction scores and a low Market Presence compared to the rest of the category. 81% of users rated it 4 or 5 stars, 73% of users believe it is headed in the right direction, and users said they would be likely to recommend Aiven for Apache Kafka at a rate of 79%.

Satisfaction Ratings



Top Industries Represented



Ownership
Aiven



HQ Location
Helsinki, Southern Finland



Year Founded
2016



Employees (Listed On LinkedIn)
465



Company Website
aiven.io

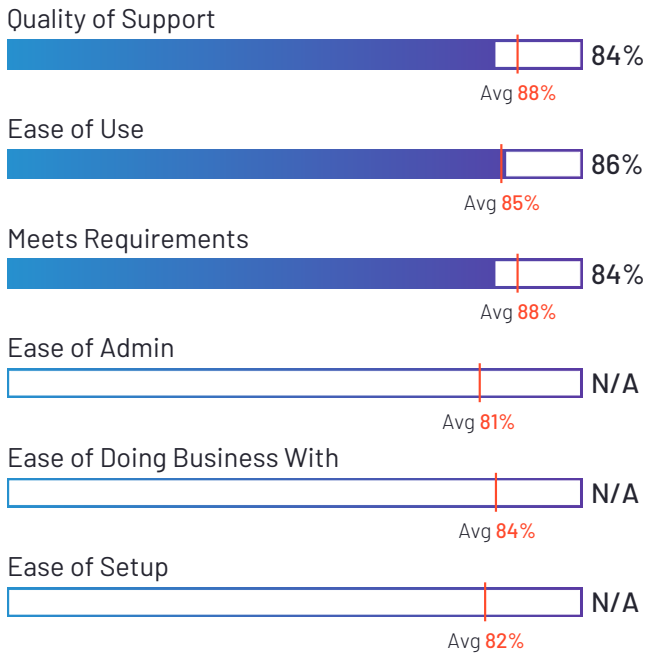


StreamSets

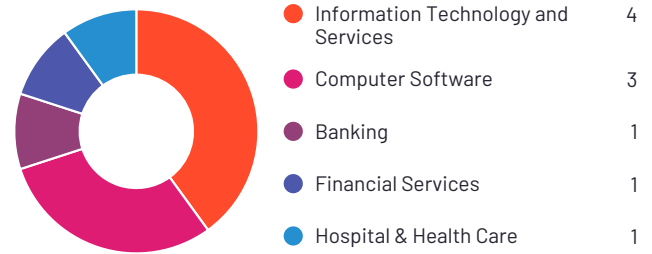
4.1 ★★★★★ (45)

StreamSets has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 100% of users rated it 4 or 5 stars, 100% of users believe it is headed in the right direction, and users said they would be likely to recommend StreamSets at a rate of 81%. StreamSets is also in the Batch Management, DataOps Platforms, Big Data Integration Platforms, Stream Analytics, ETL Tools, and Data Extraction categories.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.

<p>Ownership StreamSets</p>	<p>HQ Location San Francisco, California</p>	<p>Year Founded 2014</p>	<p>Employees (Listed On LinkedIn) 220</p>	<p>Company Website streamsets.com</p>
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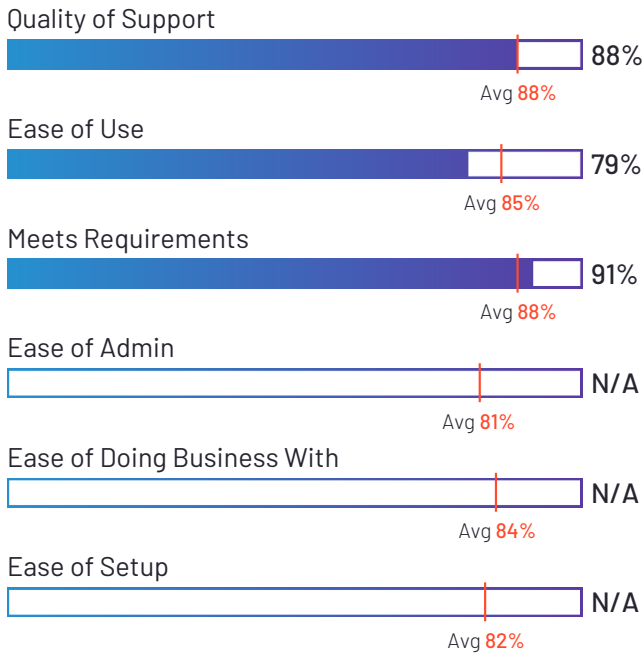


Akka

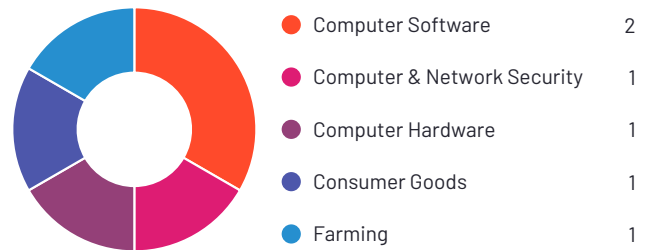
3.9 ★★★★★ (38)

Akka has been named a Niche product based on having a relatively low Satisfaction score and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. 91% of users rated it 4 or 5 stars, 86% of users believe it is headed in the right direction, and users said they would be likely to recommend Akka at a rate of 77%. Akka is also in the AWS Marketplace, IoT Platforms, and Digital Twin categories.

Satisfaction Ratings



Top Industries Represented



*N/A is displayed when fewer than five responses were received for the question.

<p>Ownership Lightbend, Inc</p>	<p>HQ Location San Francisco, CA</p>	<p>Year Founded 2011</p>	<p>Employees (Listed On LinkedIn) 83</p>	<p>Company Website lightbend.com</p>
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Satisfaction Ratings for Event Stream Processing

G2 reviewers rated software sellers' ability to satisfy their needs as shown in the table below.

	Satisfaction		Satisfaction by Category						Net Promoter Score (NPS)
	Likelihood to Recommend	Product Going in Right Direction?	Meets Requirements	Ease of Admin	Ease of Doing Business With	Quality of Support	Ease of Setup	Ease of Use	Net Promoter Score (NPS) (Range from -100 to +100)
IBM Cloud Pak for Integration	92%	100%	89%	N/A	N/A	91%	N/A	91%	76
Apache Kafka	89%	93%	90%	N/A	N/A	85%	N/A	86%	75
Confluent	90%	94%	89%	80%	79%	86%	82%	83%	62
Aiven for Apache Kafka	79%	73%	85%	82%	89%	92%	82%	88%	19
StreamSets	81%	100%	84%	N/A	N/A	84%	N/A	86%	30
Akka	77%	86%	91%	N/A	N/A	88%	N/A	79%	36
Average	85%	91%	88%	81%	84%	88%	82%	85%	50

*N/A is displayed when fewer than five responses were received for the question.

**Net Promoter Score ranges from -100 to +100

Additional Data for Event Stream Processing

The table below highlights third-party market presence data used to inform the G2's Market Presence Score that highlights each product's impact and influence in the category.

Market Presence

	Seller Name	Year Founded	Revenue (\$MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating
IBM Cloud Pak for Integration	IBM	1911	\$73,621	531,710	14,296,858	696,414	4.1
Apache Kafka	The Apache Software Foundation	1999	N/A	2,085	60,743	65,055	2.6
Confluent	Confluent	2014	N/A	2,565	339,620	41,819	4.2
Aiven for Apache Kafka	Aiven	2016	N/A	465	38,418	2,684	4.5
StreamSets	StreamSets	2014	N/A	220	9,686	2,508	4.5
Akka	Lightbend, Inc	2011	N/A	83	9,789	29,642	4.2

*N/A is displayed when data is not publicly available.