

# Dataflow for Real-time ETL/Integration

We're losing customers because we can't keep up with the pace of the business!

Trust me, I know! Our dashboards are only updated monthly.

Imagine the insights we'd gain if we analyzed data in real-time with Dataflow!

Here's how Dataflow can help your business...

- Faster Decision Making
- Operational Efficiency
- Smarter ML Models
- Fresher Dashboards
- Better Data
- Superior Customer Experiences

Take a look at these technical benefits. Sweet!

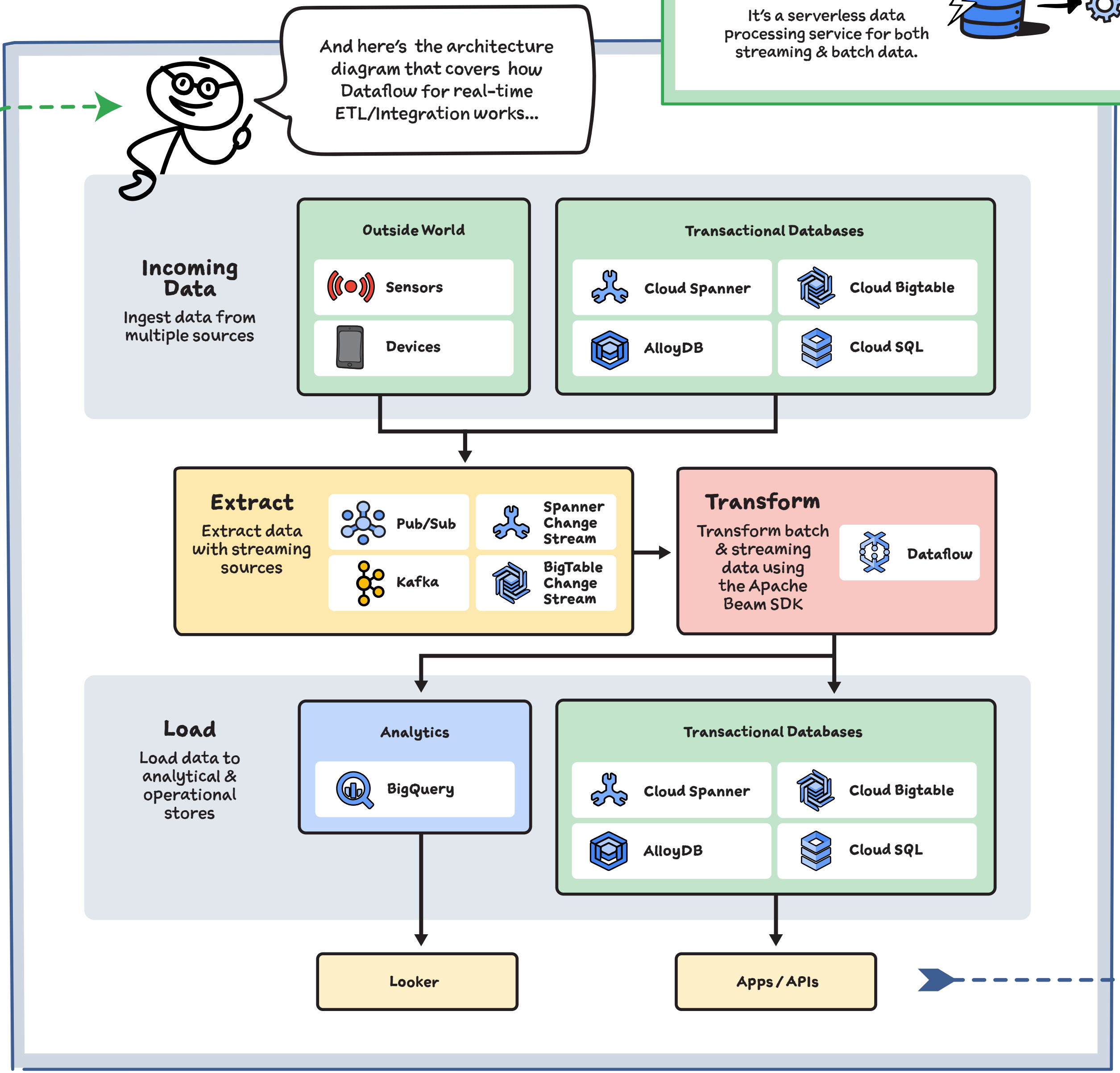
- Unified codebase for batch and streaming pipelines with Apache Beam
- Massive scalability to handle batch and streaming workloads with ease
- Cost-effective processing with automatic resource optimization
- Simplified operations with built-in fault tolerance for your data
- Comprehensive monitoring for full visibility into pipeline health & performance

### What is Dataflow?

It's a serverless data processing service for both streaming & batch data.

Batch Data

Streaming Data



Keep in mind...

- If deduplication is not needed, enable at-least-once mode for lower costs & faster processing
- Leverage off-the-shelf Beam I/O connectors and Dataflow managed connectors to simplify code & minimize costs
- Structure your data with Beam schemas for seamless integration across different databases
- Weigh tradeoffs between latency & completeness of your data when selecting window configuration