Data Quality in Streaming Data Pipelines

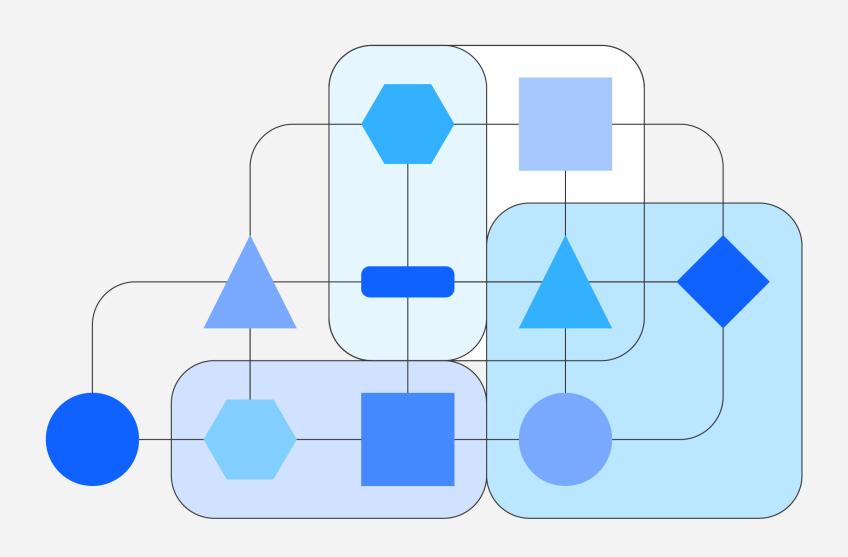


Eric.Greisdorf@ibm.com

Subject Matter Expert: StreamSets

IBM StreamSets



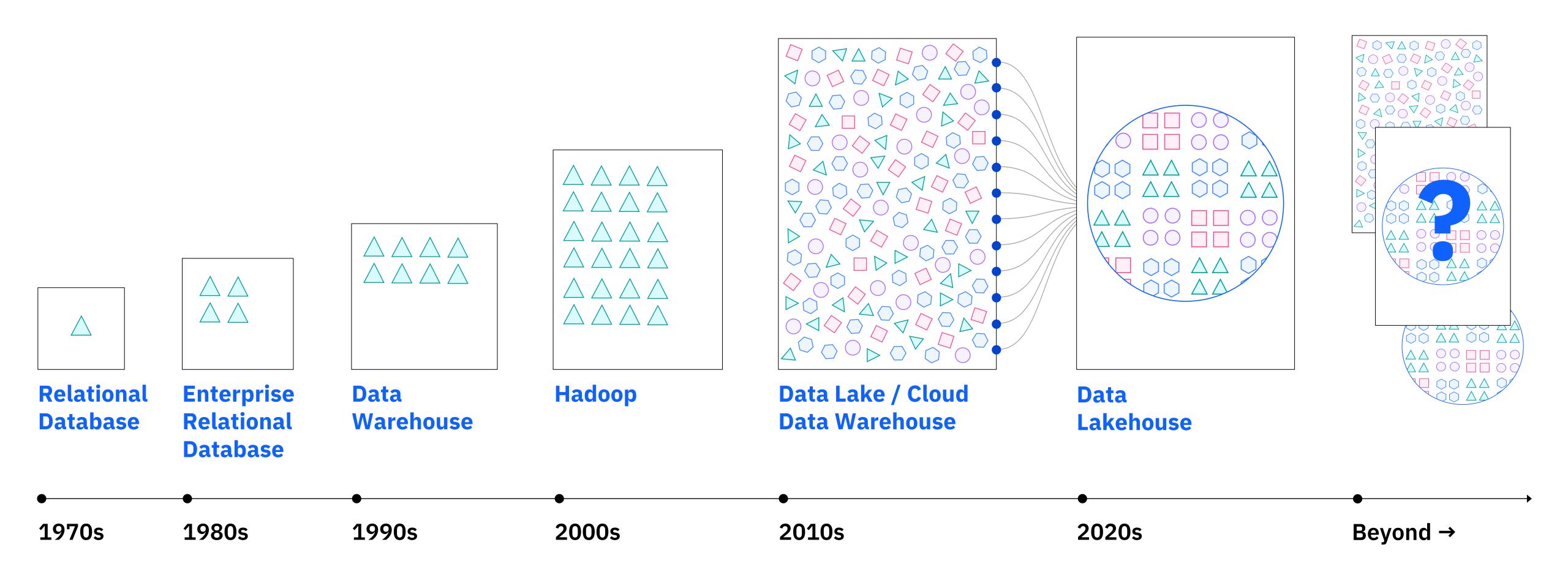


Agenda



- The Data and AI Continuum
- ❖ AI/ML Use Case Examples
- Streaming Data Defined
- Monitoring and Quality
- Wrap-Up / Next Steps

Relentless paradigm shifts in data storage have constantly disrupted data engineering—and it will happen again



The continuum of AI Agents

Fixed Flow – Human Led



Chatbots

- Rules based
- Rigid
- Preprogrammed



Virtual Assistants

- NLU powered
- Intent recognition
- ML and DL techniques
- Human created responses

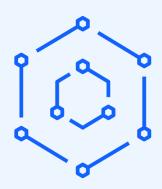
Hybrid – AI Augment



AI Assistants + Automation

- Conversational AI: LLM powered intent recognition
- Knowledge grounded Q&A (RAG)
- Rules based Workflows (Automation)
- Connect to Enterprise Apps
- Call Gen AI tools (summarization, entity extraction, content generation)

AI-Led



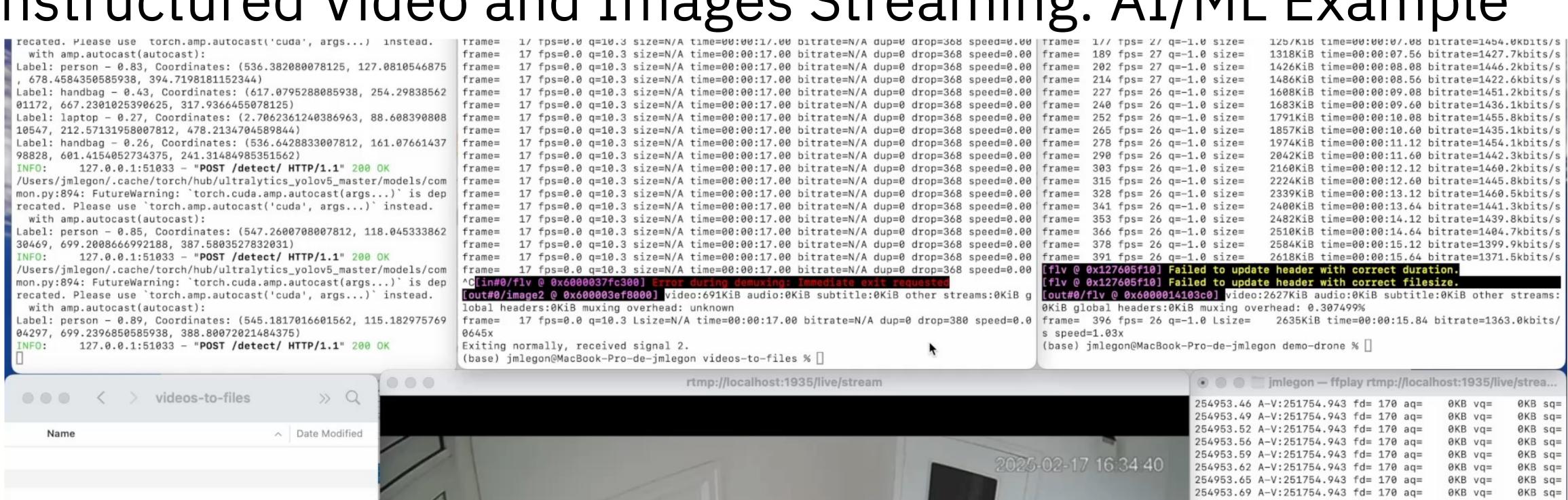
AI Agents

- AI Orchestrator Agent (LLM) can reason, plan, and execute on a given task or problem
- Connected to multiple agents, assistants, data, tools and applications
- Understands Complex multithreaded problems
- Autonomous action taking, selfcorrecting and self-reasoning
- Conversational or Non-Conversational

According to the latest estimates, 402.74 million terabytes of data are created each day. Videos account for over half of internet data traffic.



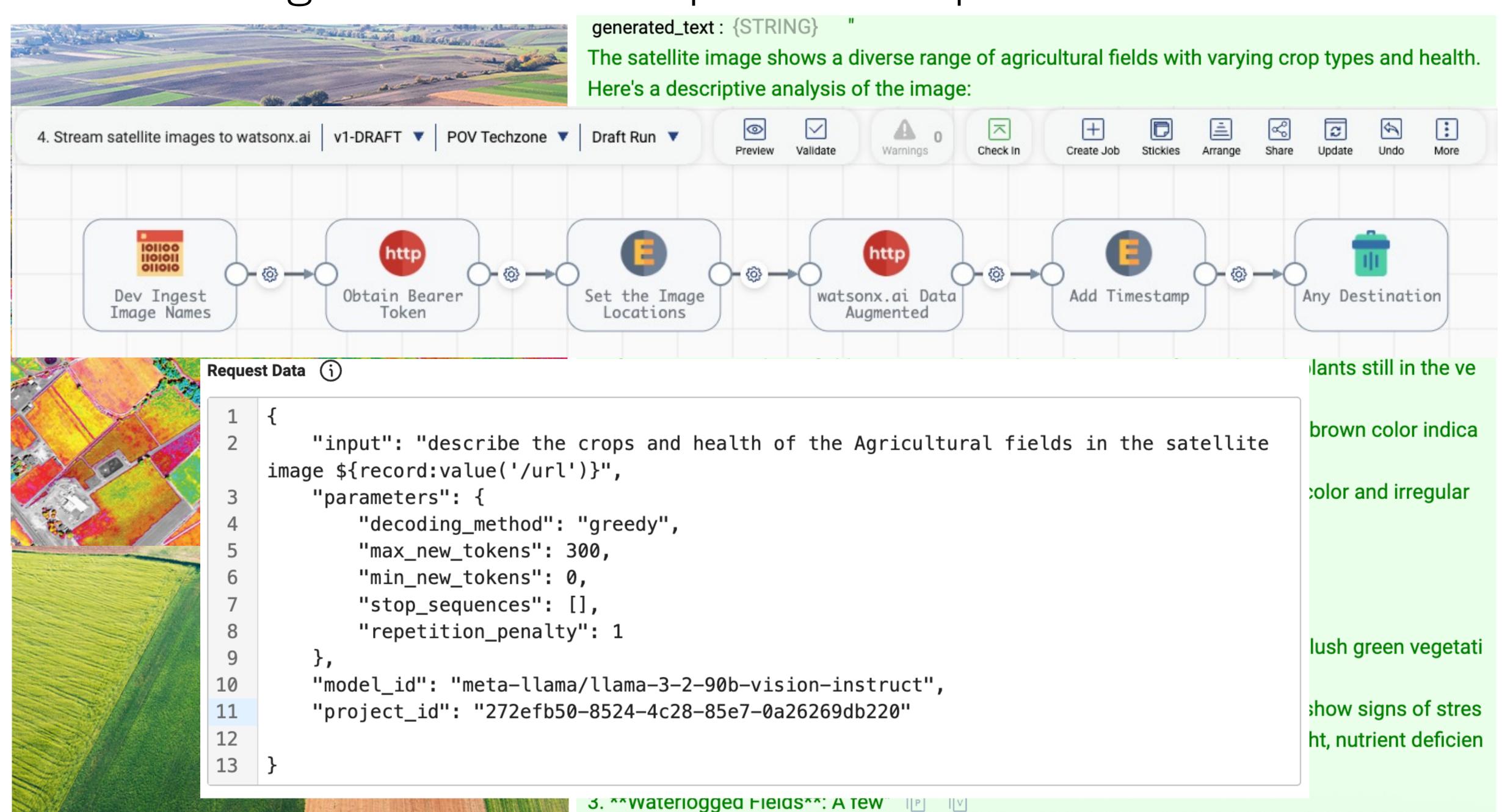
Unstructured Video and Images Streaming: AI/ML Example





254953.72 A-V:251754.943 fd= 170 aq= 0KB sq= 254953.75 A-V:251754.943 fd= 170 aq= 254953.79 A-V:251754.943 fd= 170 aq= 0KB sq= 254953.82 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 0KB sq= 254953.85 A-V:251754.943 fd= 170 aq= 254953.88 A-V:251754.943 fd= 170 aq= 0KB sq= 254953.92 A-V:251754.943 fd= 170 aq= 254953.95 A-V:251754.943 fd= 170 aq= 254953.98 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.02 A-V:251754.943 fd= 170 aq= 0KB sq= 254954.05 A-V:251754.943 fd= 170 aq= 254954.08 A-V:251754.943 fd= 170 aq= 0KB sq= 254954.11 A-V:251754.943 fd= 170 aq= 254954.14 A-V:251754.943 fd= 170 aq= 254954.18 A-V:251754.943 fd= 170 aq= 0KB sq= 254954.21 A-V:251754.943 fd= 170 aq= 0KB vg= 0KB sq= 254954.24 A-V:251754.943 fd= 170 aq= 254954.27 A-V:251754.943 fd= 170 aq= 0KB sq= 254954.31 A-V:251754.943 fd= 170 aq= 254954.34 A-V:251754.943 fd= 170 aq= 0KB vq= 254954.37 A-V:251754.943 fd= 170 aq= 0KB sq= 254954.41 A-V:251754.943 fd= 170 aq= 254954.44 A-V:251754.943 fd= 170 ag= 254954.47 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.50 A-V:251754.943 fd= 170 aq= 0KB sq= 0KB vq= 254954.54 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.57 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.60 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.64 A-V:251754.943 fd= 170 ag= 0KB sq= 0KB vg= 254954.67 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.70 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq= 254954.74 A-V:251754.943 fd= 170 ag= 0KB vg= 0KB sq= 254954.77 A-V:251754.943 fd= 170 aq= 0KB vq= 0KB sq=

Retrieval Augmented AI Prompts and Responses



While data integration remains a priority for organizations, challenges remain

67% of data leaders believe prioritizing integrating data from various sources is a key priority¹

Data access

50% of data analyst time is spent working reactively or trying to find or get access to data²

Data drift

80% of data engineering time is spent on maintaining & fixing existing pipelines due to data drift, creating a costly maintenance burden³

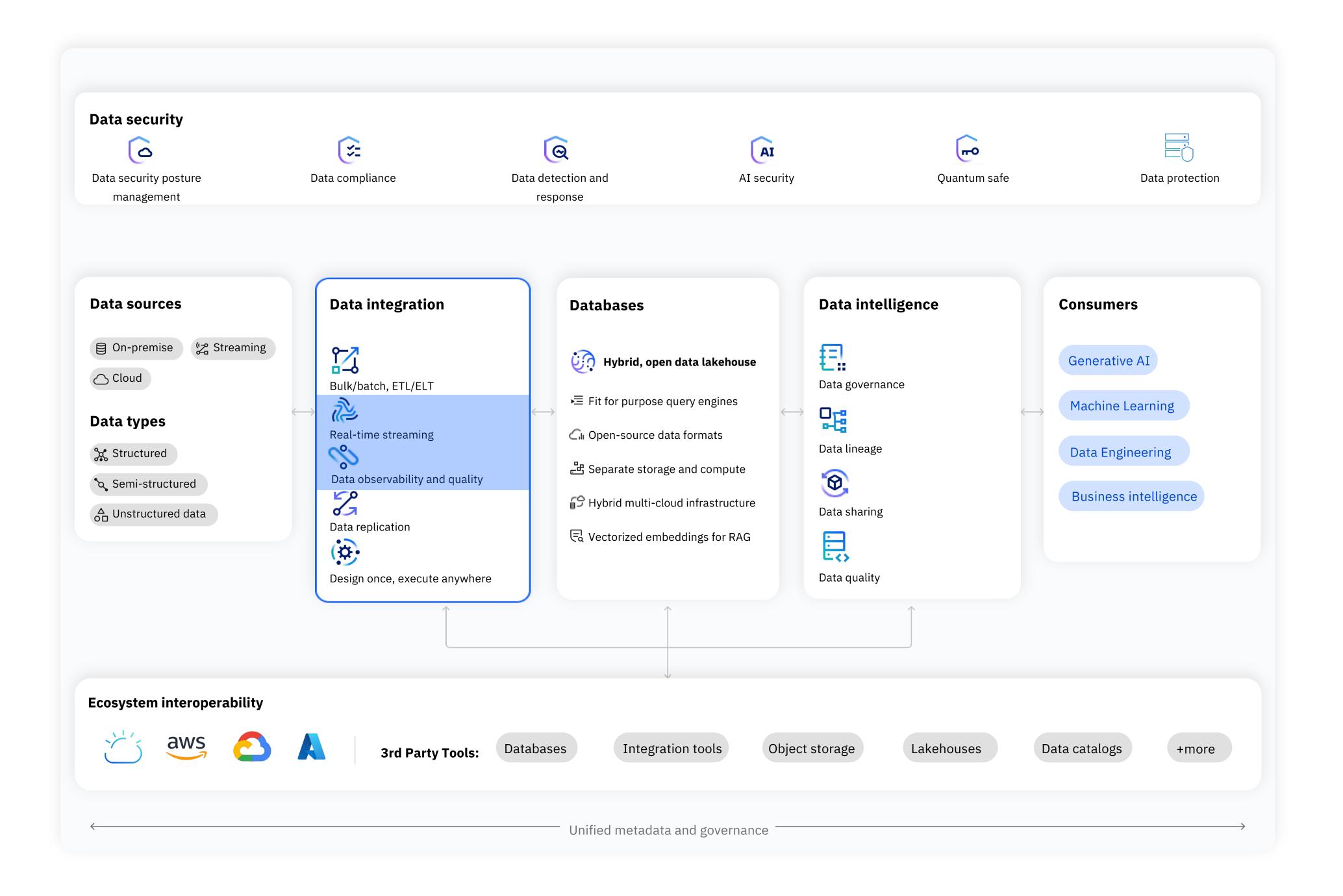
Data proliferation

With growing data volume and datasets organizations require scalability and faster response times

Data latency

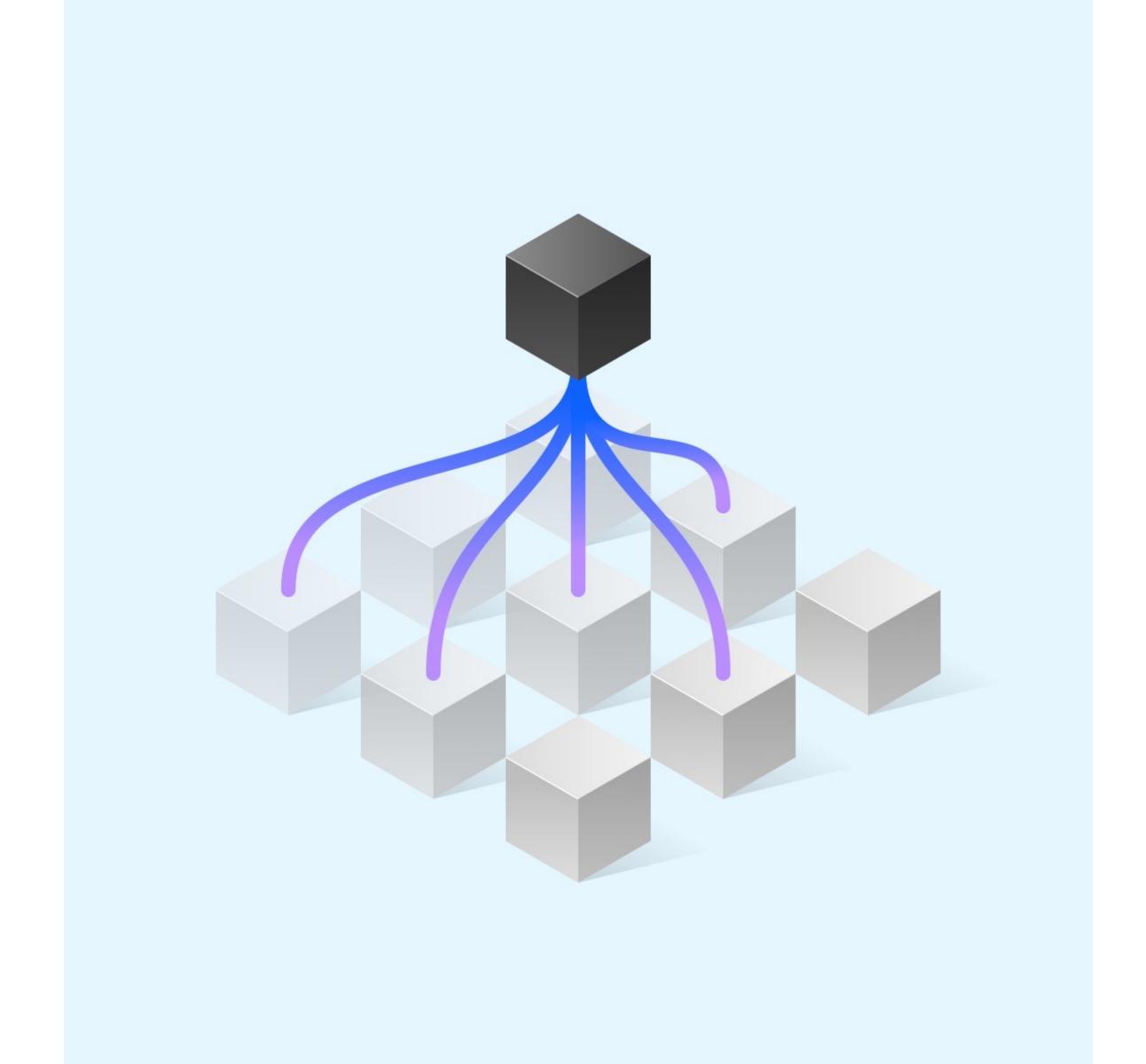
Need for processing data as it arrives to reduce delays in business decision and operations

Integrate,
access, govern,
and secure all
data types with
an open and
hybrid data
architecture



What is Real-Time Data Integration?

IBM defines real-time data integration as the ability to ingest, process, and write data as soon as it's available instead of on an intermittent or scheduled basis.

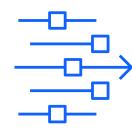


IBM StreamSets

Benefits



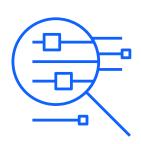
Real-time data integration solution for building streaming data pipelines to enhance real-time decision-making and mitigate risks



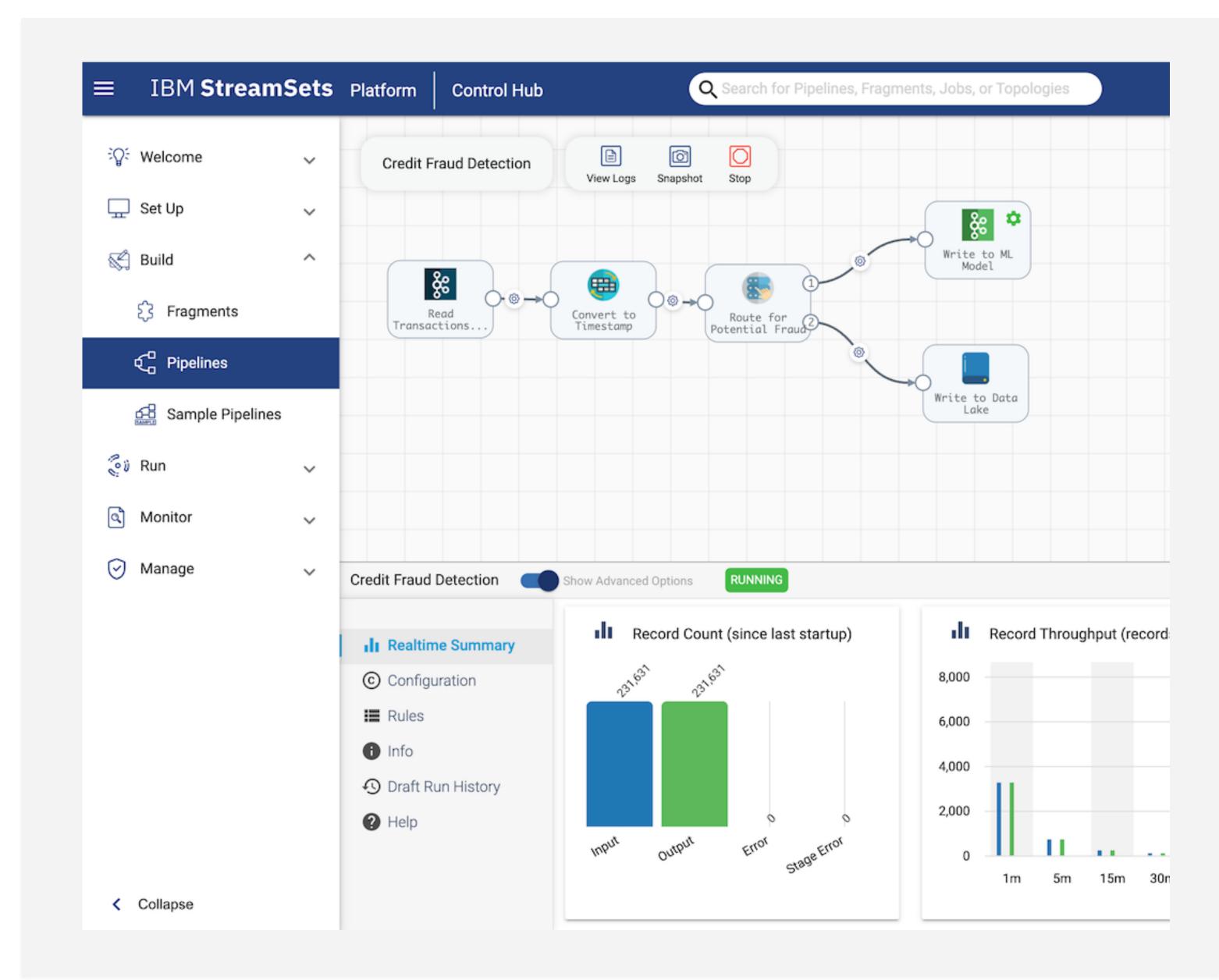
Enable real-time data ingestion at scale



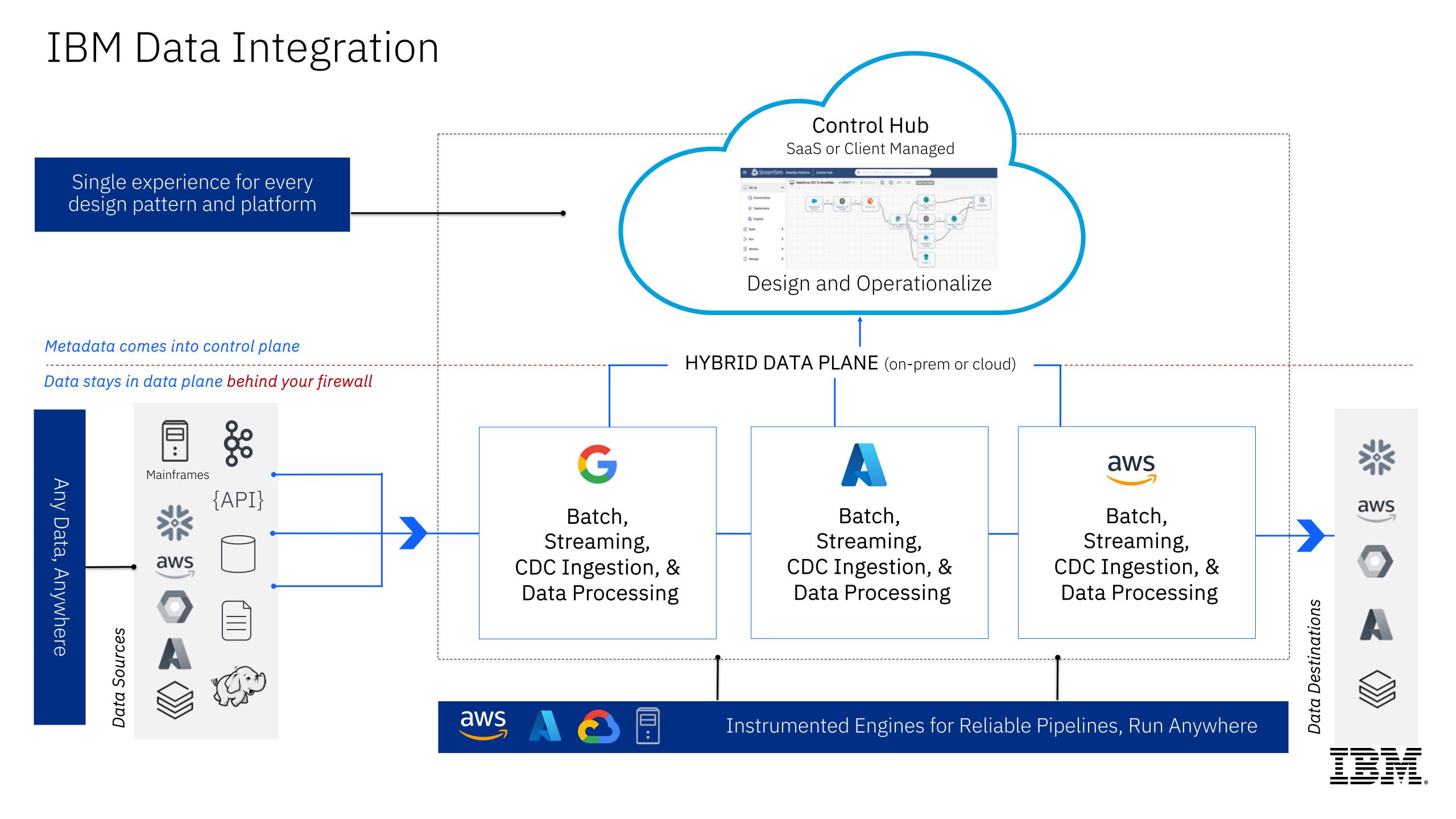
Reduce data drift with intelligent streaming data pipelines



Stream any data from any source



IBM data integration 11



IBM StreamSets Engines

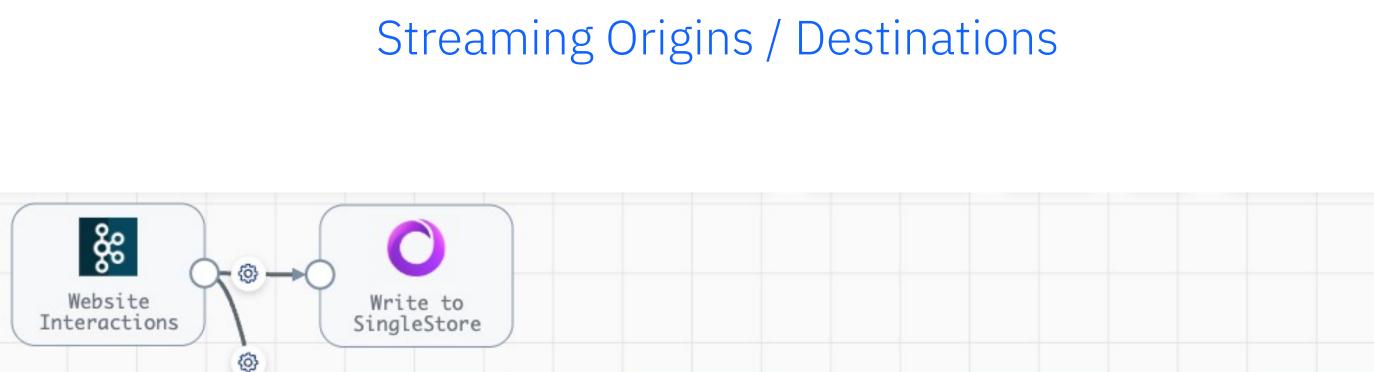
SaaS or Cartridge StreamSets Control Hub – Multi Tenant Platform **CLOUD** High Load **Application** Security **Failover Availability Balancing CONTROL PLANE**

Release Management **Pipeline Penetration** Cert Replication **SSL Offloader** Recovery Repository **Testing** Management Data is secure and never leaves the environment Behind the Firewall **HYBRID Engines DATA PLANE Data** IBM StreamSets Data Collector is a cloud native, in-memory big data ingest engine.

100% Java, Provisioned in minutes

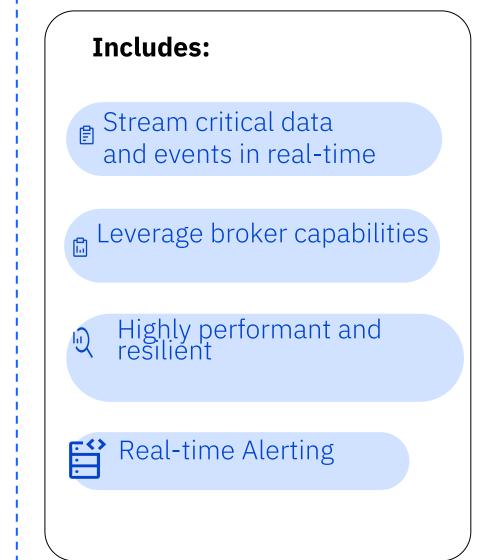
Streaming Ingest for Flash Promotions and Personalization

Data sources ☐ On-premise ☐ Cloud ☐ Streaming Data types ☐ Structured ☐ Unstructured data



Kafka, IBM MQ, Kinesis, Azure iOT, Pub/Sub, MQTT, Rabbit MQ

Apply Business Rules



Ecosystem interoperability



Single Store Lookup





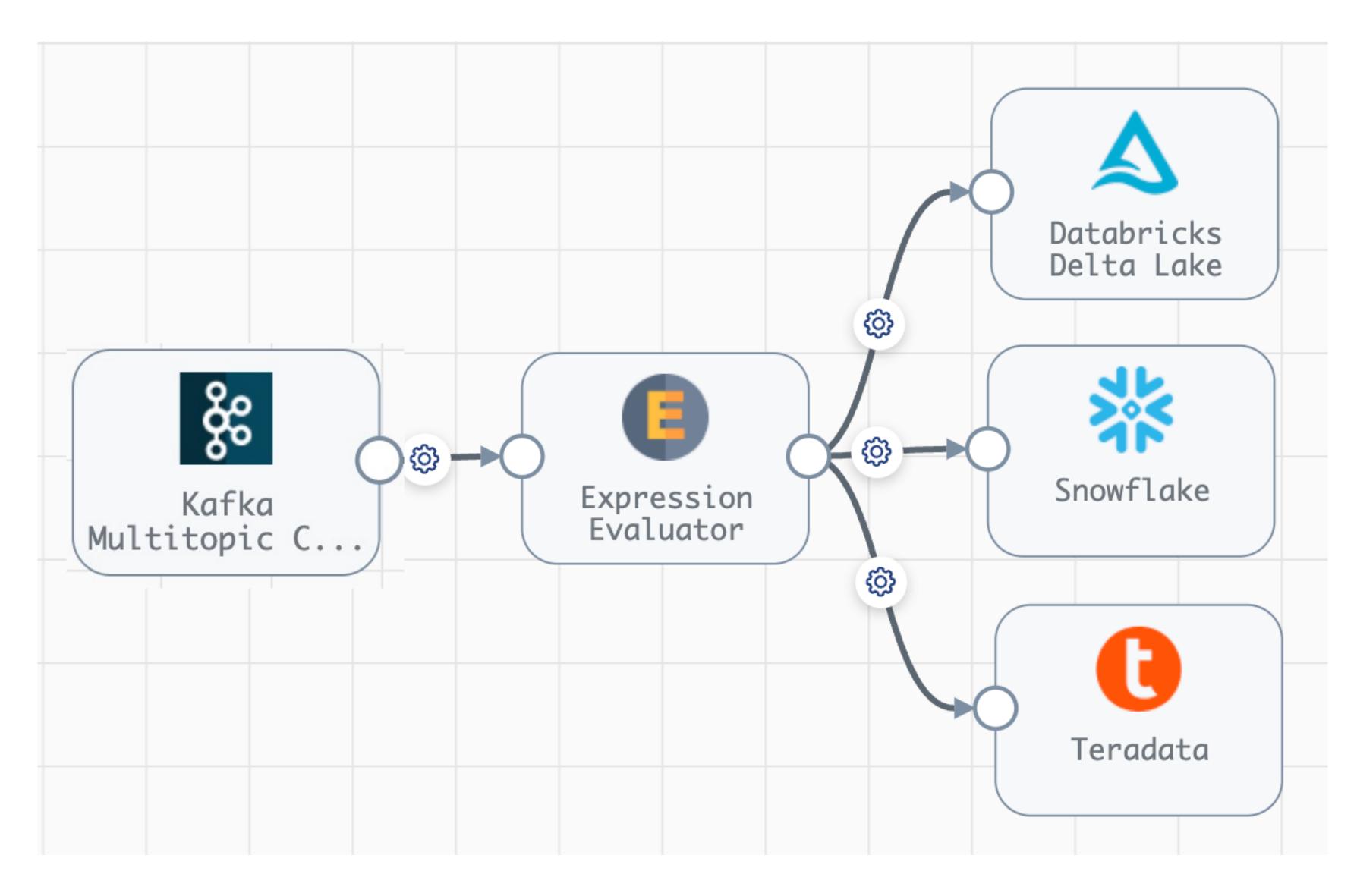


Snowflake, Databricks, Teradata

Field Type Converter

Write to Promotion

IBM StreamSets Multi-Destination – Structured Streaming



Propagate changes to multiple destinations

OFFSET / SCN tracking

At least once or at most once delivery

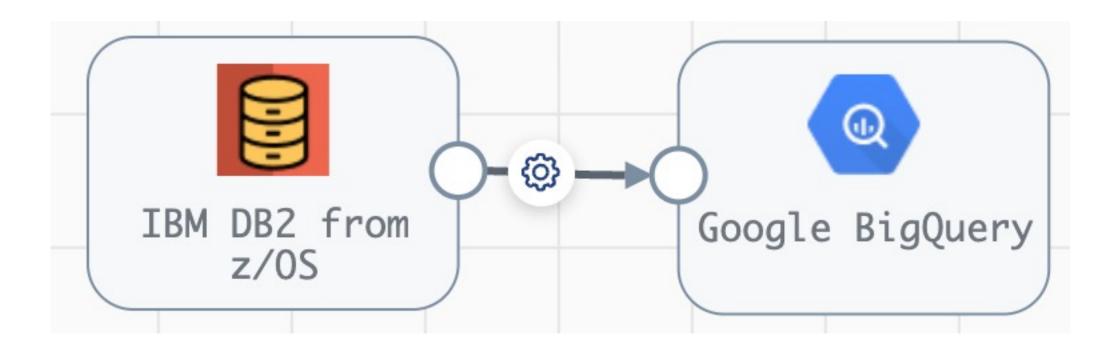
Automatic resume / recovery

Table auto-create

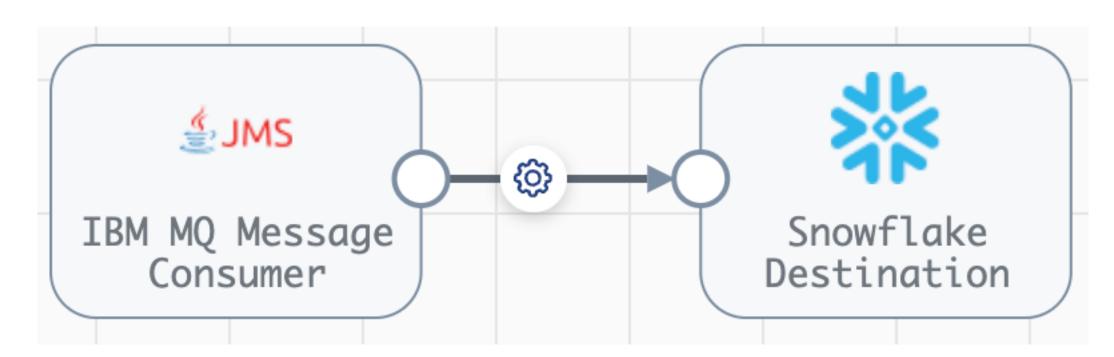
Schema evolution

StreamSets Structured and Semi-Structured

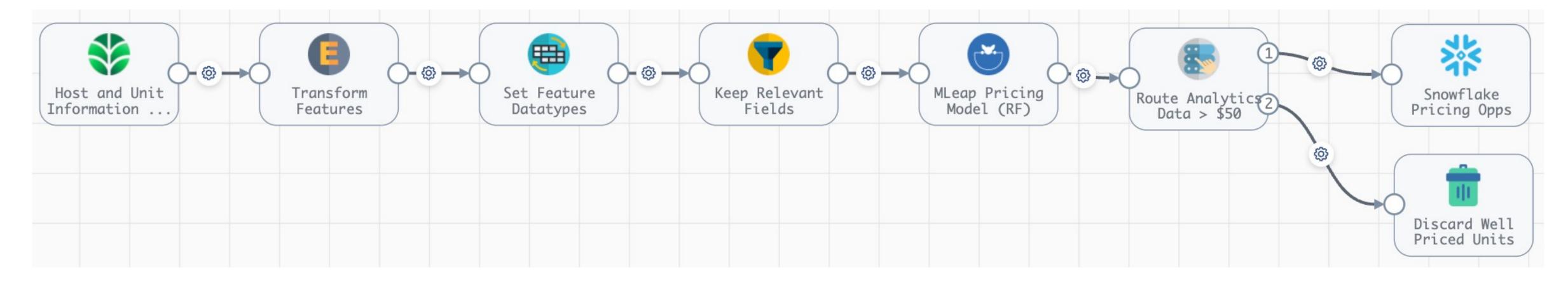
Streaming from DB2 via offsets



Streaming from IBM MQ



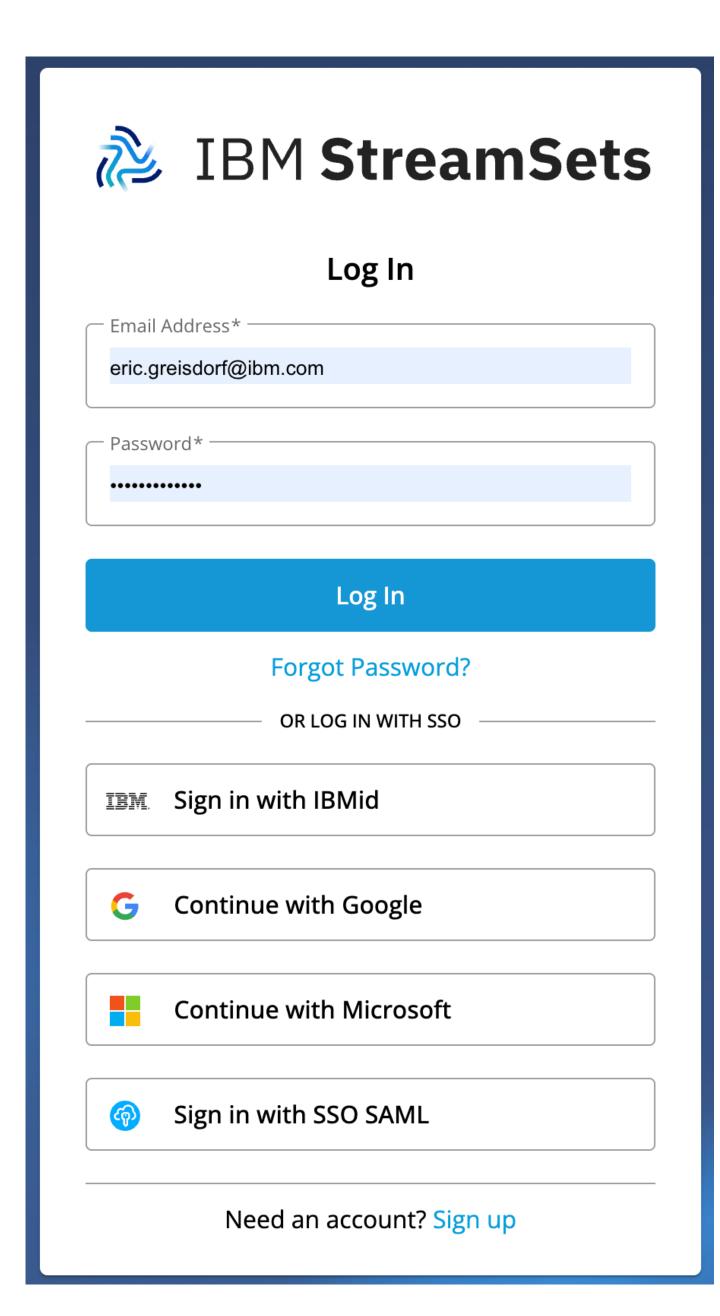
Streaming MongoDB to AI/ML Managed Snowflake Ingest



What about data quality?

IBM data integration 17

IBM StreamSets Example Security Features



Secure By Design

Strict separation of North/South (management) and East/West (data) planes

Integration with identity providers and SSO

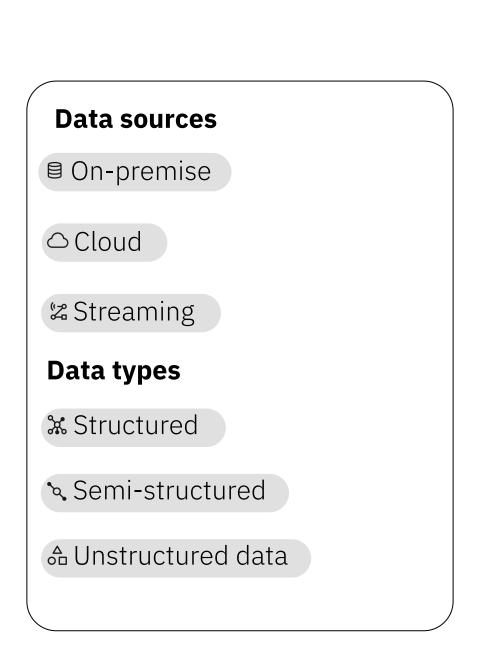
Integration with credential stores for connections

Integration with AD groups for Role Based Access Controls

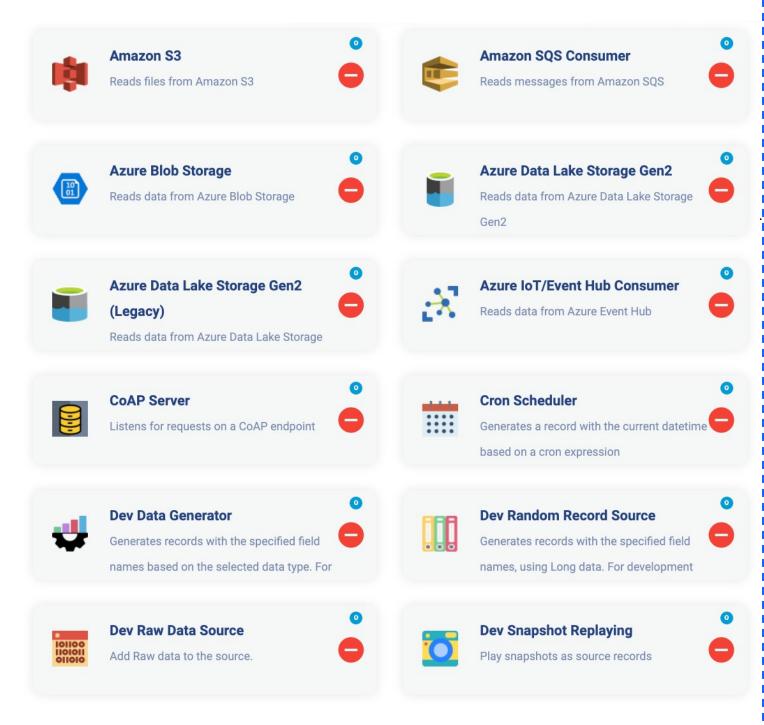
Engines heartbeat fully encrypted outbound calls only



Origins/Sources









- Regulatory and compliance reporting
- Business intelligence and reporting
- এ Self service analytics
- Generative AI
- Data quality programs

Ecosystem interoperability



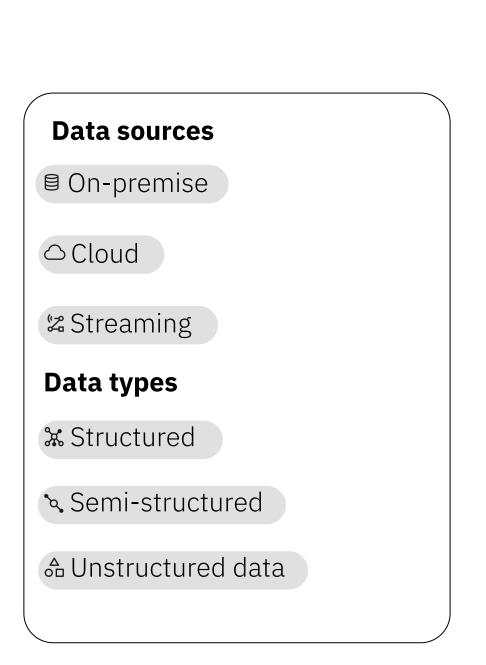




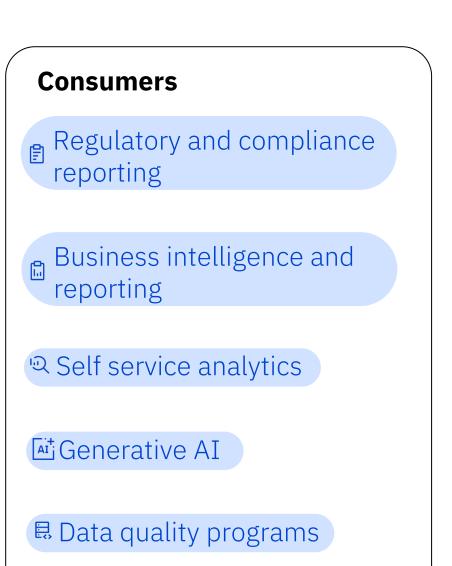


Snowflake, Databricks, Teradata

Destinations/Targets







Ecosystem interoperability









Snowflake, Databricks, Teradata

Transformative Capabilities + Route, Regex, Groovy, Jython, Jolt, Fragments, etc.



Consumers

Regulatory and compliance reporting

Business intelligence and reporting

Self service analytics

Generative AI

Data quality programs

Ecosystem interoperability

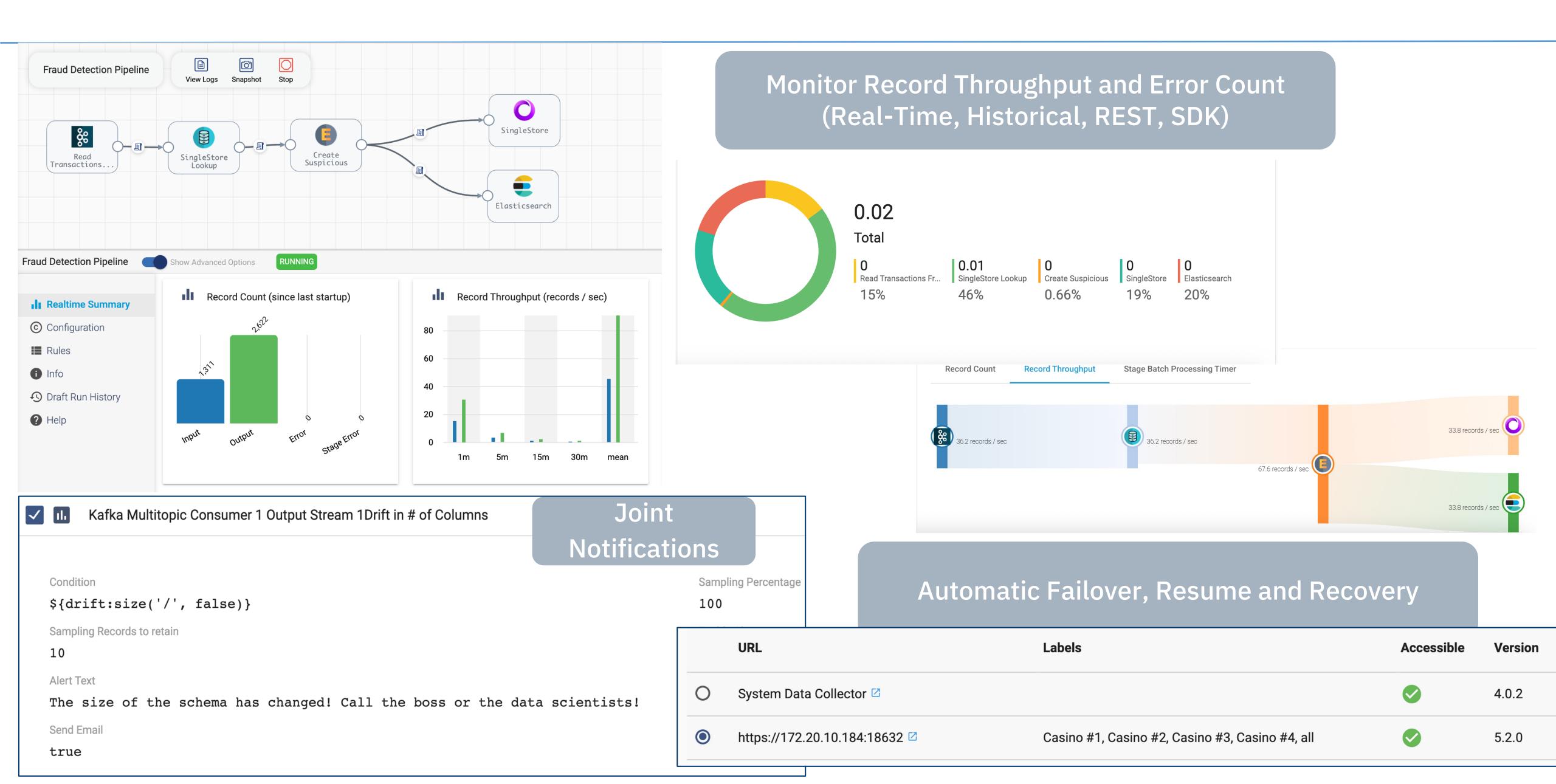




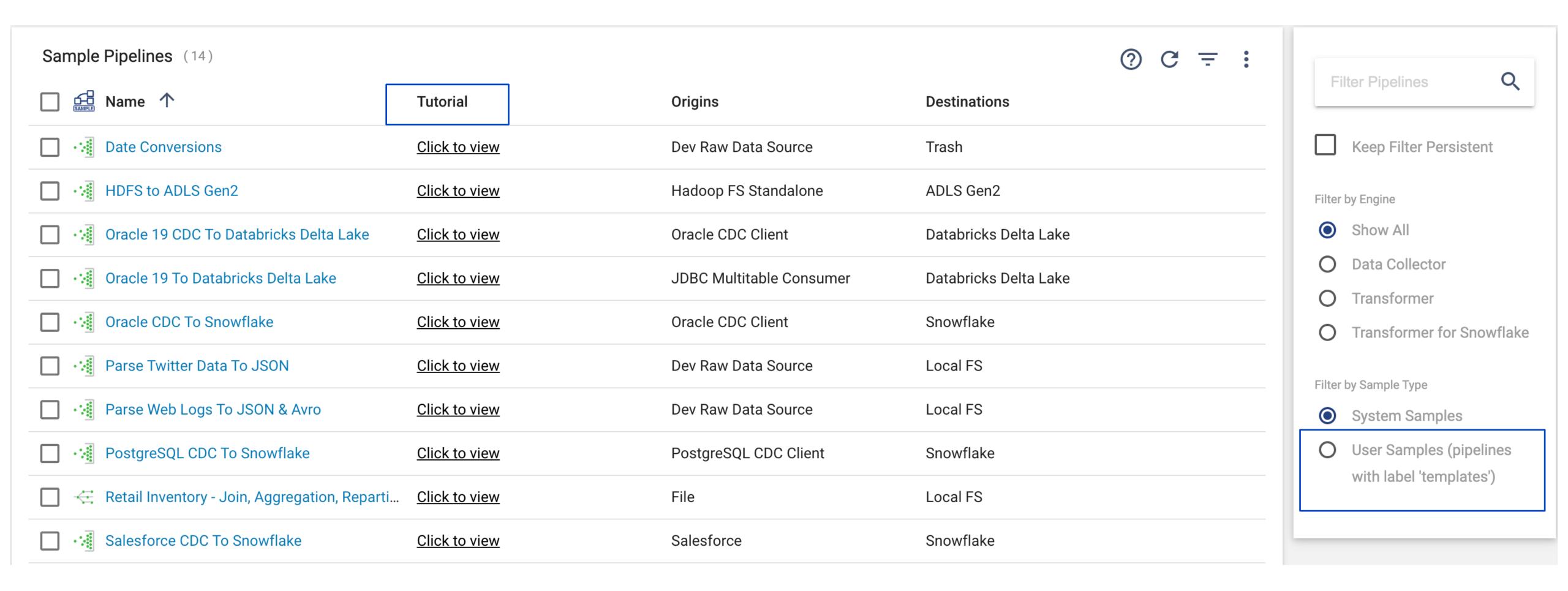


Snowflake, Databricks, Teradata

IBM StreamSets Operate and Monitor Pipelines



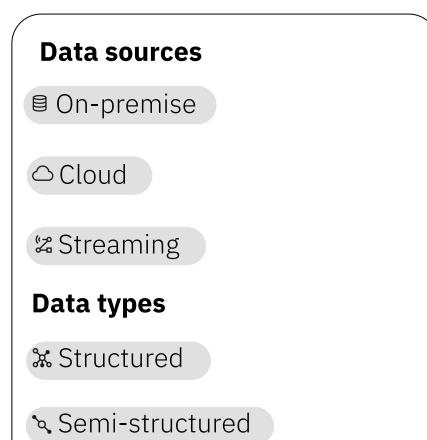
IBM StreamSets Templates



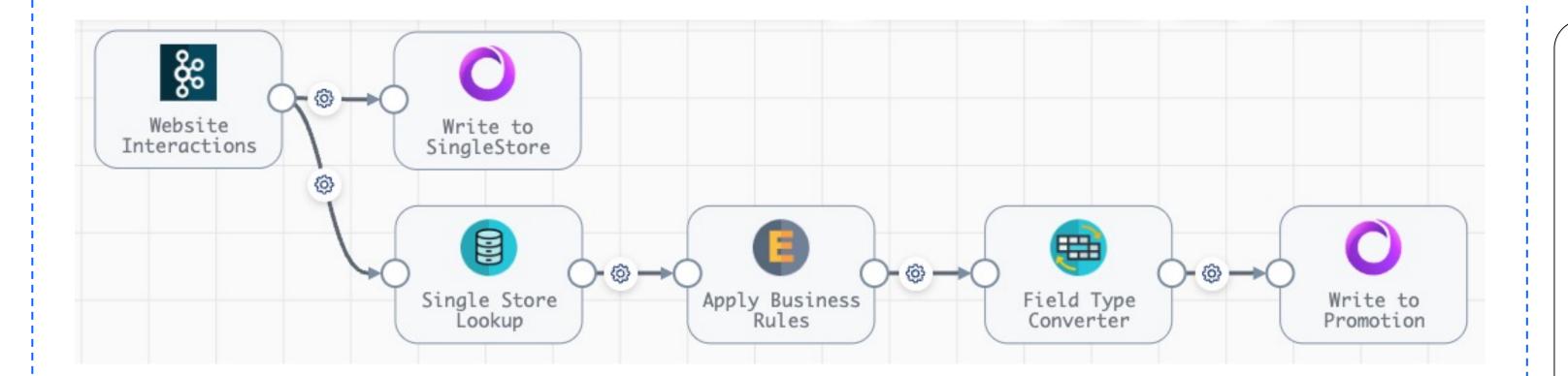
Out of the box examples and user defined templates help ensure consistency.

Streaming

Streaming Origins / Destinations



♣ Unstructured data



Kafka, IBM MQ, Kinesis, Azure iOT, Pub/Sub, MQTT, Rabbit MQ

Includes:

- Stream critical data and events in real-time
- Leverage broker capabilities
- Highly performant and resilient
- Real-time Alerting

Ecosystem interoperability





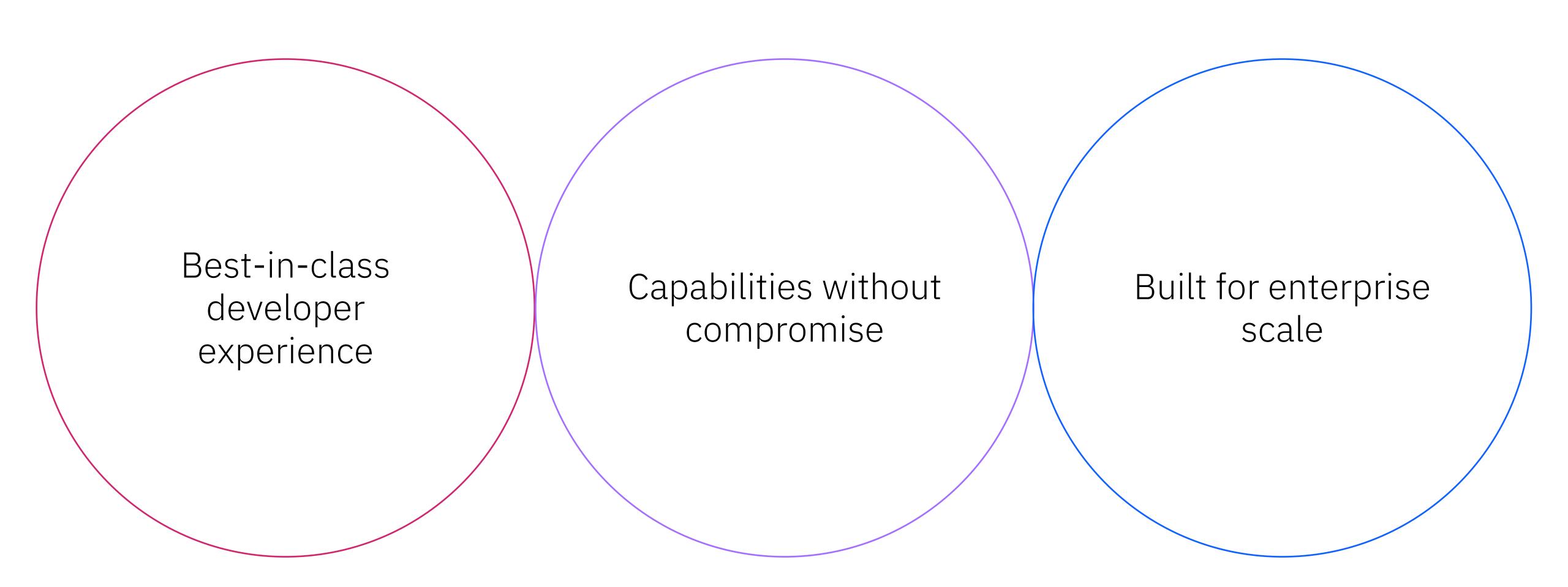




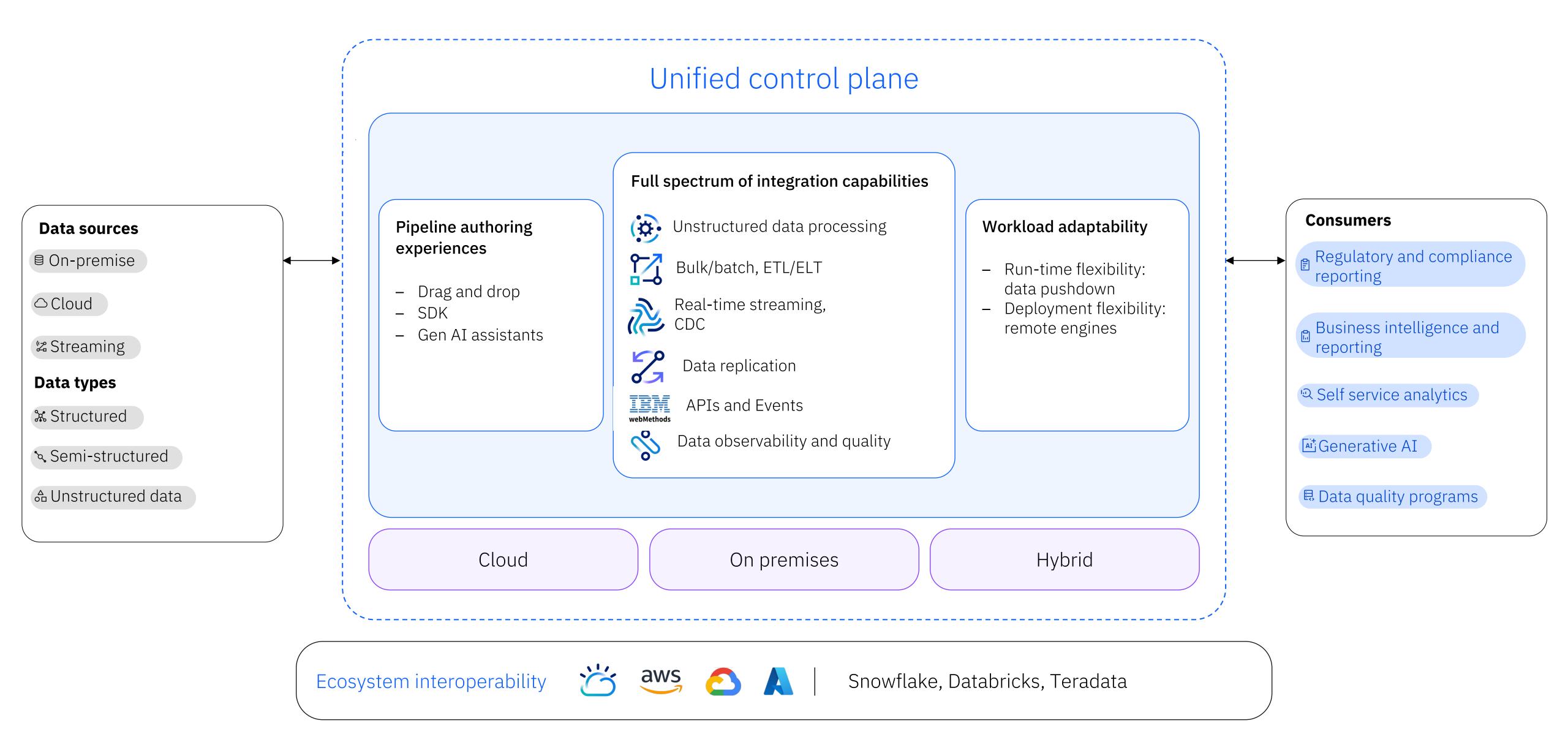
Snowflake, Databricks, Teradata

IBM StreamSets

A no-code/low-code streaming data integration tool for engineers who also want the ability to code

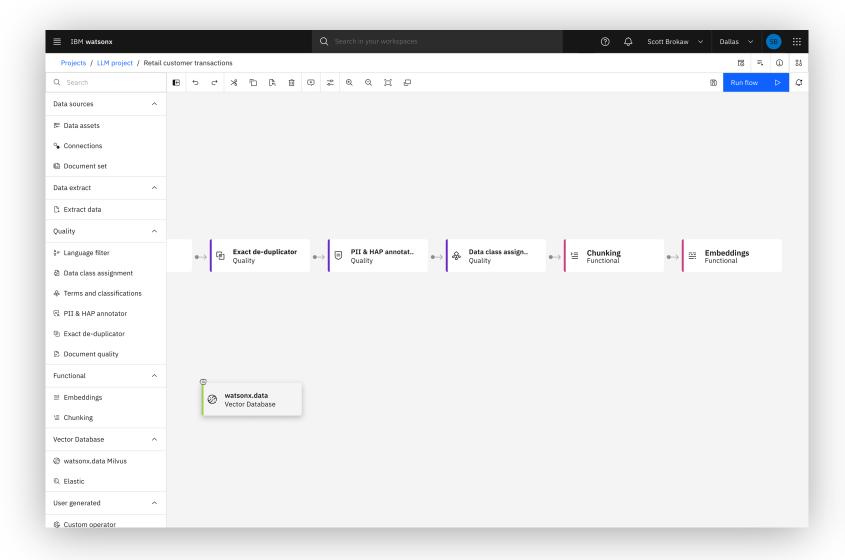


Roadmap: IBM data integration

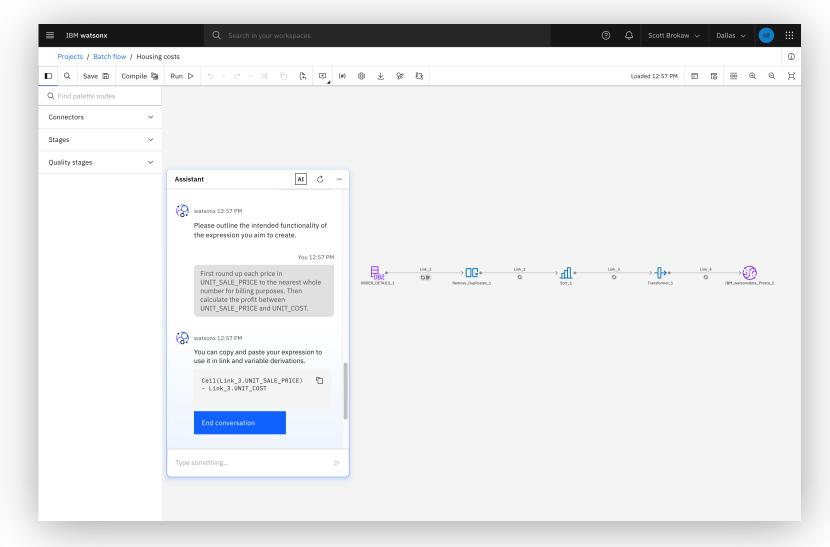


Pipeline authoring experiences

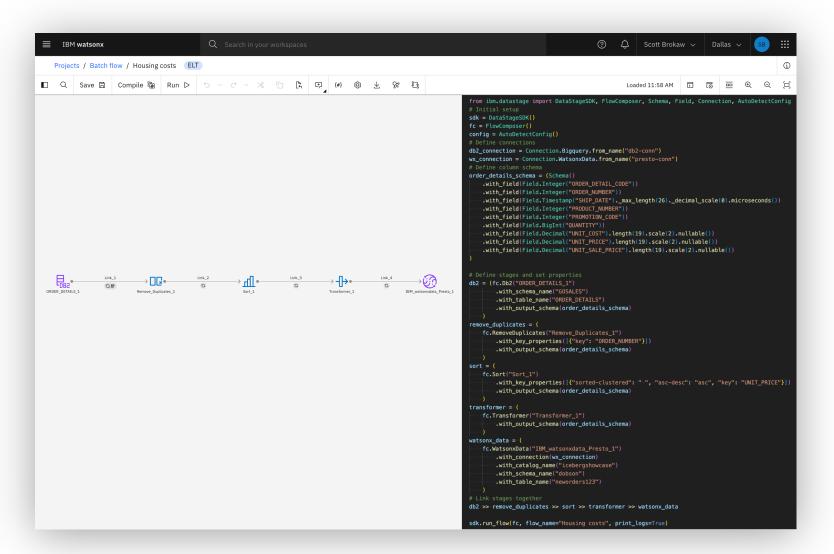
Canvas drag and drop



AI assistant

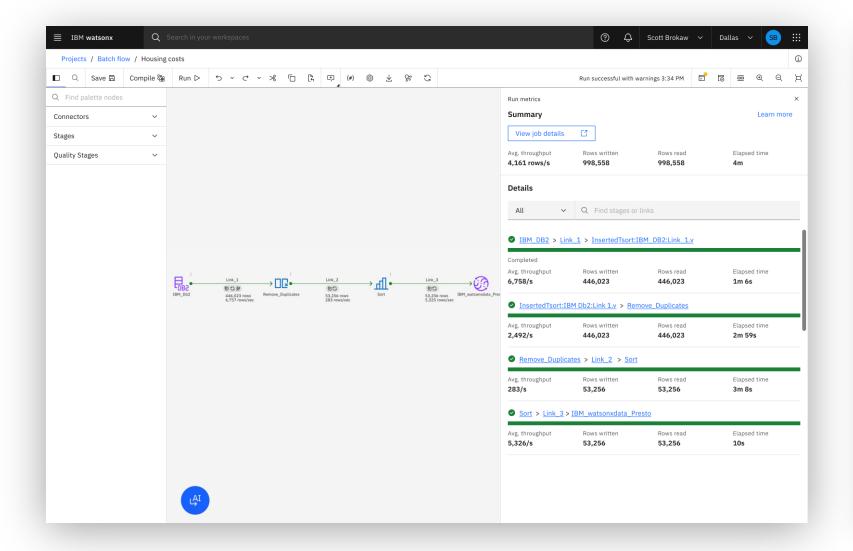


SDK

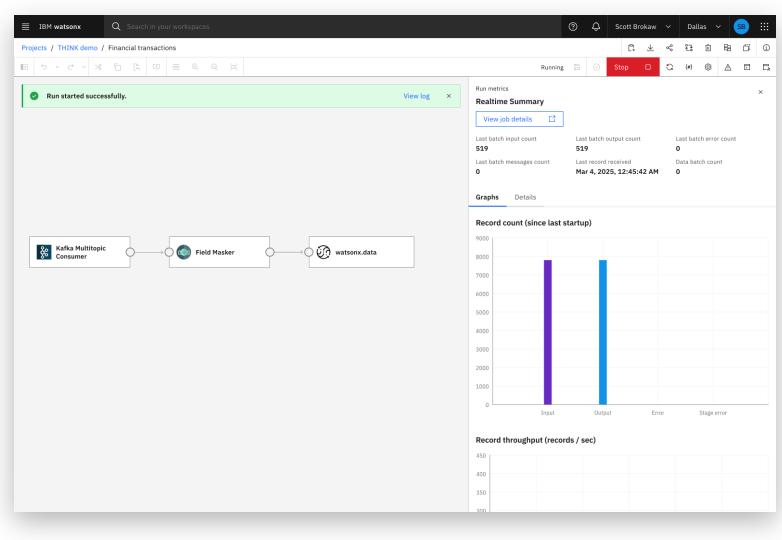


Full spectrum of integration capabilities

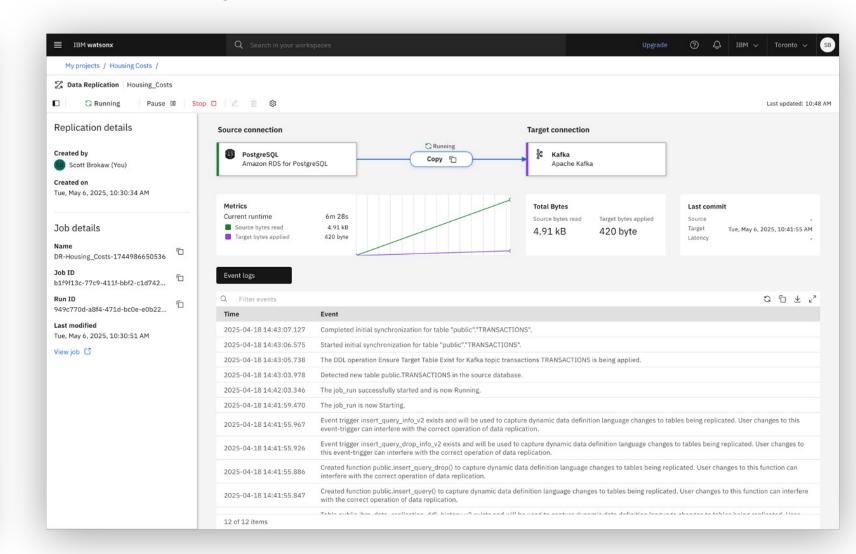
Batch



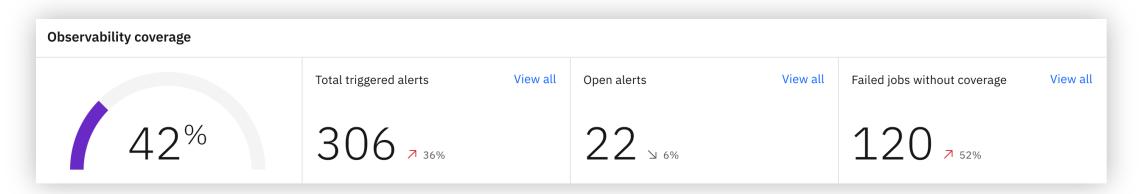
Streaming



Data replication



Data observability





Q&A Time



Three ways to get started with IBM data integration today



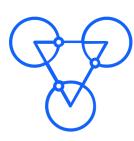
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