Unlock $2-5M in Annual Revenue by Making Your Kafka Data Partner-Ready

Your competitors are already monetizing their real-time data, sharing inventory feeds, transaction patterns, and telemetry with partners who pay for access. The opportunity is real and the compliance concerns are solvable. Here's how to capture your share.

conduktor

A new revenue category is emerging and early movers are winning.

Automotive OEMs sell real-time warranty and telemetry data to dealerships, logistics companies monetize shipment tracking with customers, retailers share inventory feeds with brand partners for demand forecasting, and financial institutions provide transaction streams to fraud detection vendors. These aren't pilot programs but $2-10M/year revenue lines built on data that was previously locked inside. The difference between companies capturing this opportunity and those watching from the sidelines isn't the data itself, it's the ability to share it safely, at scale, with the compliance controls that get deals approved.

01
Security concerns block deals before they start

Sharing data with partners creates breach and penalty risks that security teams can't quantify.

Legal needs proof sensitive data is protected before approving deals, with no easy way to provide it.

Even when deals move forward, each requires a fresh compliance review that can stretch to six months.

With Conduktor
Automated audit logs and field-level encryption give legal the proof to approve deals in weeks, not months.

02
Getting started seems impossibly expensive

$50-200K in replica clusters, custom APIs, and engineering per partner makes ROI hard to justify.

Traditional approaches require dedicated infrastructure for each partner, so costs scale linearly.

Months of engineering per deal means most partnerships never get off the ground.

With Conduktor
Partners consume from your existing cluster via isolated Partner Zones. No replication, no custom APIs.

03
Operating partnerships becomes a full-time job

No way to track partner usage or prove ROI when it's time to renew or renegotiate pricing.

Every partner needs different data formats, and constant schema adaptation consumes capacity.

Internal topic names get exposed; troubleshooting partner issues is blind guesswork.

With Conduktor
Chargeback dashboards track usage. Data transformations and topic aliasing adapt per partner. Full observability.

IMPACT WITH CONDUKTOR

APPROVE	SAVE	SCALE TO	UNLOCK
2-3wks	**$150K+**	**4-6x**	**$2M+**
First Deal	**Year One**	**More Partnerships**	**New Revenue**
vs. 6+ month compliance reviews	Eliminate replication infrastructure	Per year with the same team	From data you already have

Global Automotive OEM

From Manual CSV Exports to $2M+ in Partner Revenue

A Fortune 100 automotive manufacturer with 5,000+ dealerships globally wanted to share real-time warranty claims and vehicle telemetry data to improve service quality, but the legacy approach of manual CSV exports sent weekly left dealerships frustrated with week-long data delays and incomplete summaries. A projected 3-year timeline to scale made the business case hard to justify.

50+	2M+	3 Weeks	<30 sec
Dealership partners	Compliance approval	Loss avoided annually	Data delivery

With Conduktor, they deployed Partner Zones for each region (NA, EMEA, APAC) with field-level masking, topic aliasing, and rate limiting. They scaled from 1 dealership to 50+ in 18 months and 30% of platform team capacity shifted from manual exports to core product development.

"Conduktor Exchange turned our warranty data from a cost center into a revenue stream. We onboard new dealership partners in 2 weeks instead of 6 months and dealerships love the real-time data."

— Head of Data Partnerships, Global Auto OEM

How We Do It

Conduktor removes the barriers between your data and revenue, making partnerships audit-ready, scalable, and profitable.

Compliance-Ready from Day One

- Automated audit logs track every partner access, with field-level encryption and PII masking enforced before data leaves your organization and instant revocation when partnerships end.
- A full audit trail for GDPR, HIPAA, SOC2, and PCI-DSS gives legal the proof they need to say yes.

Partner Zones, Not Replica Clusters

- Partners consume directly from your existing Kafka cluster via isolated Partner Zones, eliminating replica clusters, Cluster Linking fees, and custom APIs to build or maintain.
- Leveraging existing infrastructure eliminate $50-200K per partner in traditional infrastructure costs.
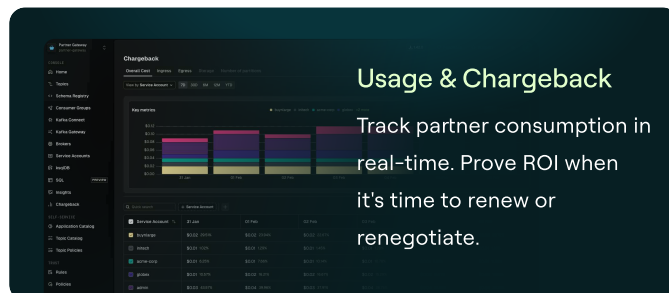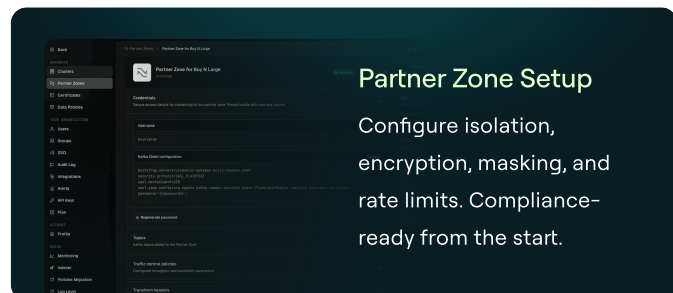
Templates That Scale Every Deal

- Configure encryption, rate limits, and access controls once, then reuse 80% of your configuration across every new partnership to onboard partners in 2-4 weeks instead of 6 months.
- The first deal proves the model and subsequent deals multiply revenue, not engineering effort.

Built-In Operations & Observability

- Chargeback dashboards track usage for renewals and pricing negotiations, while data transformations adapt formats per partner and topic aliasing hides internal
- naming from external consumers.
  Per-partner monitoring shows throughput, lag, and errors in real-time.

Partner Zone Setup

Configure isolation, encryption, masking, and rate limits. Compliance-ready from the start.

Usage & Chargeback

Track partner consumption in real-time. Prove ROI when it's time to renew or renegotiate.

Ready to unlock your data's revenue potential?

Watch a 5 minute demo to see how Conduktor makes data partnerships audit-ready, scalable, and profitable.

See it in action now