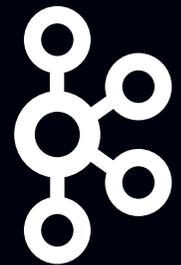




Maximize the value of your Kafka pipeline

Enhance and reliably expand Kafka's event streaming capabilities to end-users beyond your private network.

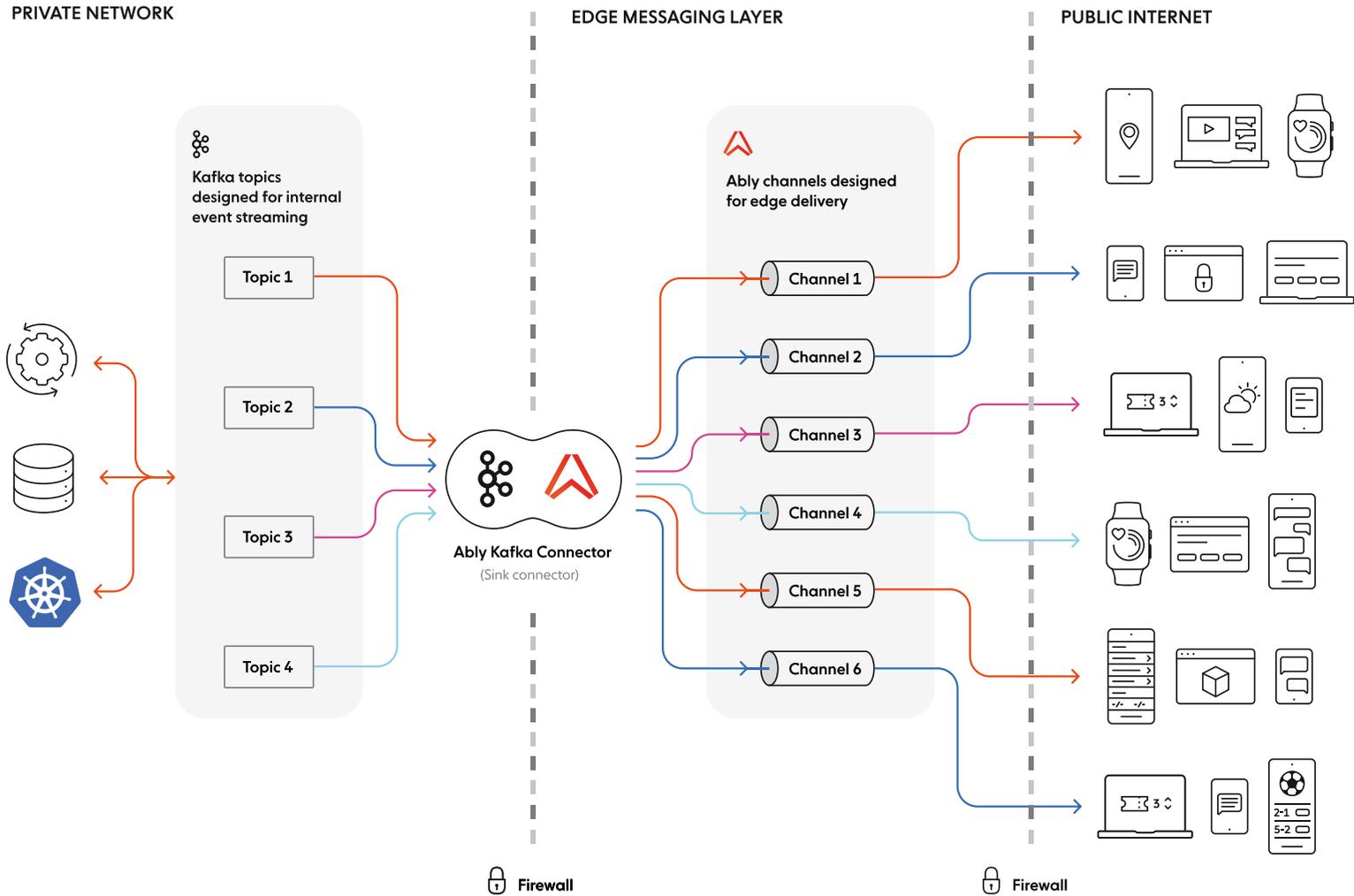


go.ably.com/kafka



What is Aby?

Aby is an enterprise-grade serverless WebSockets platform designed for pub/sub messaging at the edge. It offers a simple, dependable, scalable, and secure way to distribute Kafka events to millions of concurrently connected web, mobile, and IoT clients anywhere in the world.





Ably is 'Kafka for the Internet'

Ably and Kafka share similar guarantees, messaging semantics, and characteristics.



Built for streaming messages to the edge, across network boundaries.

Built for streaming messages within a private network.

Very high & rapidly changing number of end-user devices.

Small & predictable number of consumers.

Robust and diverse security mechanisms, including flexible authentication, and state-of-the-art encryption.

No rich security features as it relies on the security mechanisms of the network where it's deployed.

Distributed pub/sub system:

- high throughput
- global median roundtrip latencies of <65ms
- high concurrency
- fault tolerance and durability
- guaranteed delivery
- message ordering

Distributed pub/sub system:

- high throughput
- achieves sub-second latencies
- high concurrency
- fault tolerance and durability
- guaranteed delivery
- message ordering



The benefits of extending Kafka with Aly

Distribute to millions of end-users with no infrastructure overhead

Aly is optimized to work with a large, rapidly changing number of end-user devices.

Thanks to our dynamically elastic, global edge network, Aly can quickly scale horizontally to an unlimited number of channels and millions of concurrent subscribers.

You don't have to manually provision capacity or manage infrastructure, and with our flexible pricing model, you only pay for what you use.

Read more about our:

[Global edge network](#) →

Easy routing and granular distribution of Kafka data

You can map Kafka's topics and partitions directly into as many Aly channels (our equivalent to Kafka topics) as you need.

Aly channels are created elastically, on-demand. Clients subscribe to the channel that distributes only the data that is relevant to them.

Our channels can scale to an unlimited number of subscribers at speed, so you don't need to pre-provision for spikes.

Read more about:

[Aly's channels](#) →



The benefits of extending Kafka with Ably

Create dependable digital experiences for users at the edge

Our platform's mathematically modeled approach to system design ensures critical functionality at scale, enabling you to create dependable digital experiences that will delight your end-users.

Integrity. Message ordering and exactly-once semantics from publisher to consumer.

Reliability. Regional & global fault tolerance ensures 99.999999% message survivability.

Scalability and Availability. 50% capacity margin for instant surges. 99.999% uptime SLA.

Performance. <65 ms round trip latency for 99th percentile.

Read more about Ably's:

[Four Pillars of Dependability](#) →

Keep your Kafka data secure end-to-end

Ably is optimized to deal with edge delivery security considerations, keeping the integrity of your data and the availability of your Kafka deployments protected.

- SSL/TLS Encryption
- 256-bit AES Encryption
- Token-based and basic key-based authentication
- Privilege-based access
- DoS protection & rate limiting
- HIPAA and EU GDPR compliance
- SOC2 Type 2 certified

Read more about:

[Ably's security](#) →



Easy integration with your Kafka deployment

You can seamlessly integrate your Kafka pipeline with Ably using the Ably Kafka Connector. This sink connector works with any type of Kafka deployment that includes Kafka Connect (self-hosted, fully managed, on-prem, or in the cloud). As part of our partnership with Confluent, the connector is available on the Confluent Hub as a gold standard connector.

Get started with the:

[Ably Kafka Connector](#) →





Ready to get started?

To learn more about Ably and how it can help you extend Kafka to the edge, visit go.ably.com/kafka or get in touch with our technical sales team.

Get in touch



Ably is awesome. It was a life-saver for me. Not only was it the only HIPAA-compliant realtime solution capable of integrating with Kafka streams and giving us the performance guarantees we need, but the set-up was just incredibly straightforward. It instantly transformed the value of the dashboard for our customers.



Andrew Hanisch
System Architect, Experity

EXPERITY



We run thousands of services with 100s of daily deploys by autonomous teams. Ably's infrastructure layer supports this agile SoA environment. And the team provide responsive, collaborative support that help us meet our technical, business, and product development requirements.



Max Freiart
Product Group Lead, Hubspot

HubSpot