



Streaming & Eventing

for Top Management

How to convince decision makers to go on a
architectural transformation journey with
streaming and Eventing

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& Fabrizio Lazzaretti

Streaming World Tour,
Vienna,
September 11th 2025



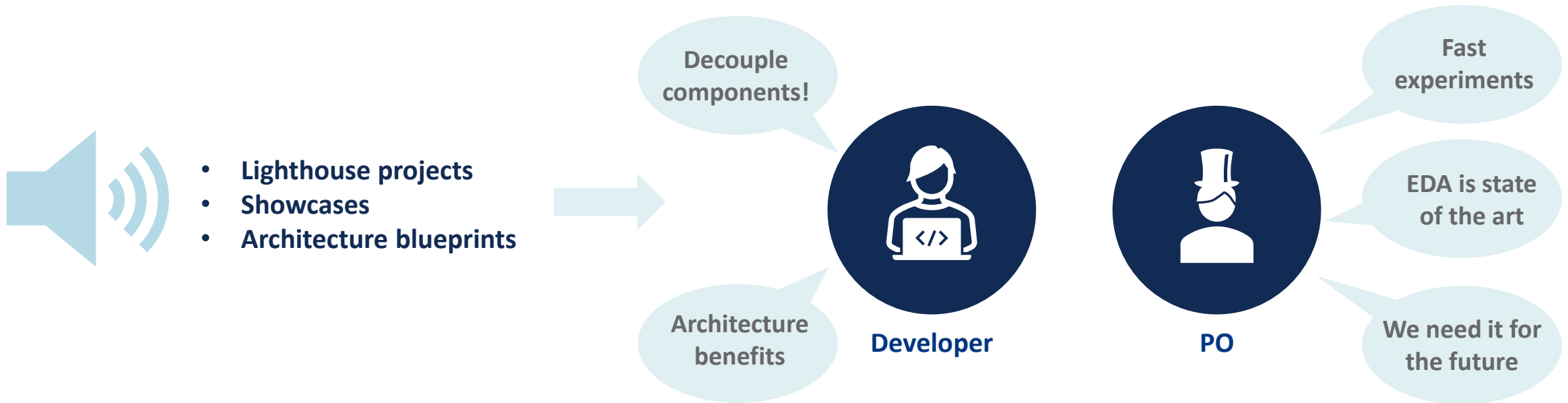
Now it works
with Eventing!

Don't see anything different
...
why was it that expensive?

Did we sell
anything
more?

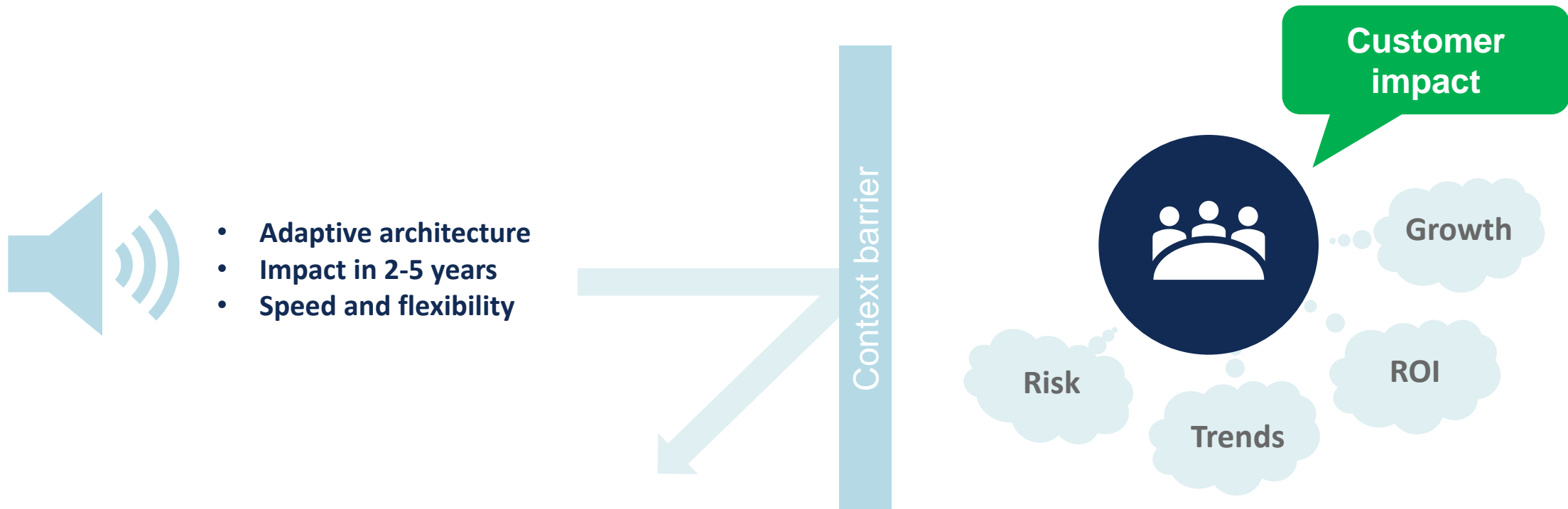


Starting in the machine room ...



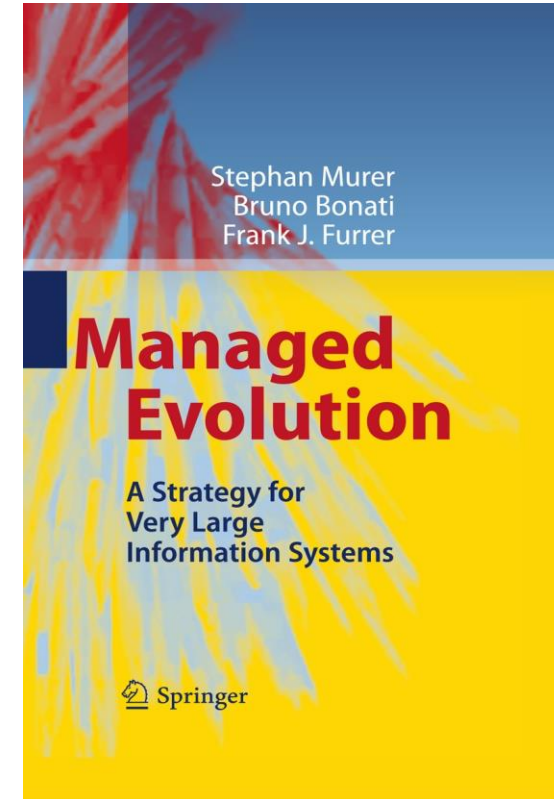
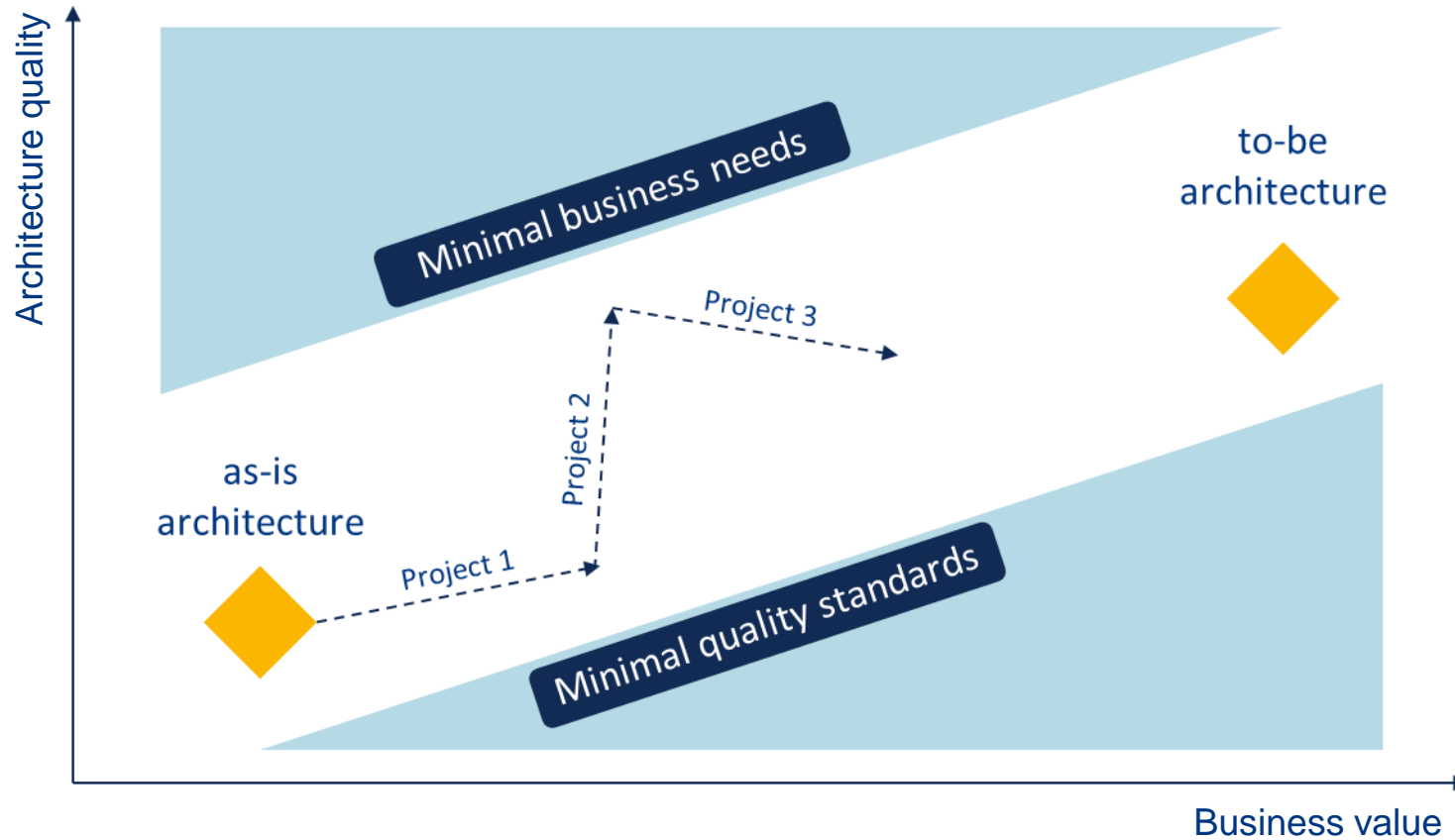
→ Well known way to sell and communicate

... moving to the c-suite is harder

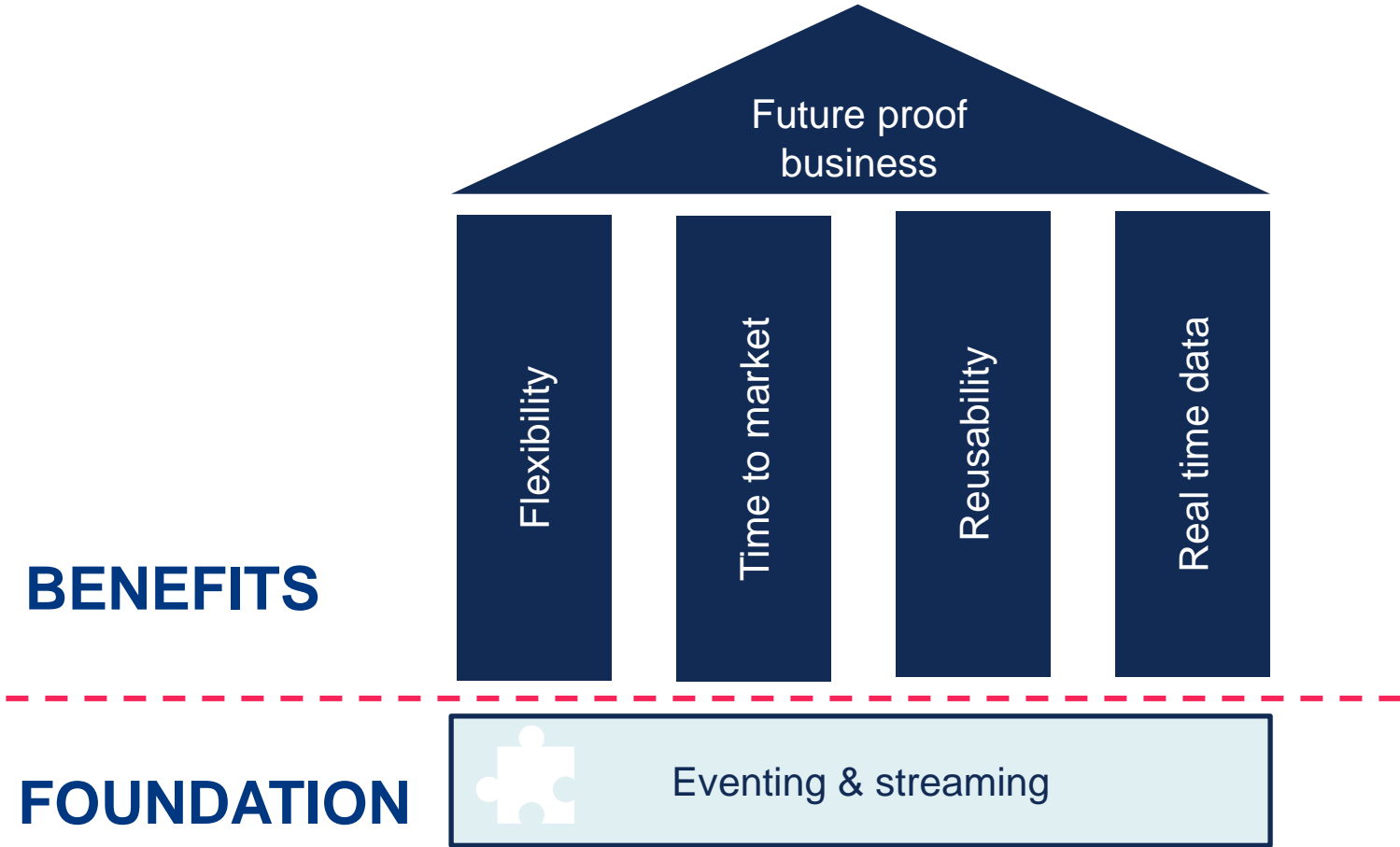


→ Hard to sell because of different goals

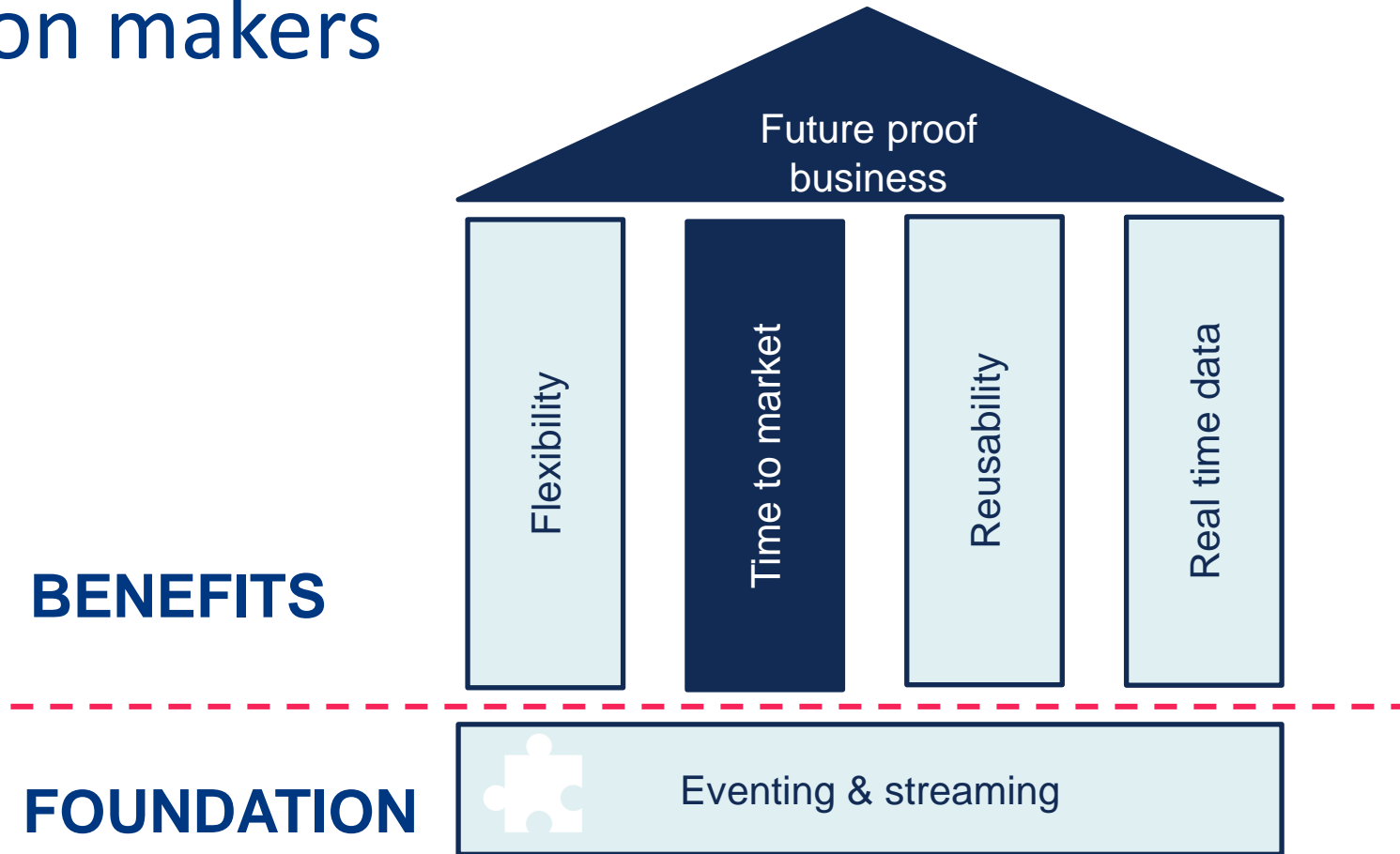
The key to success is to find a balanced approach



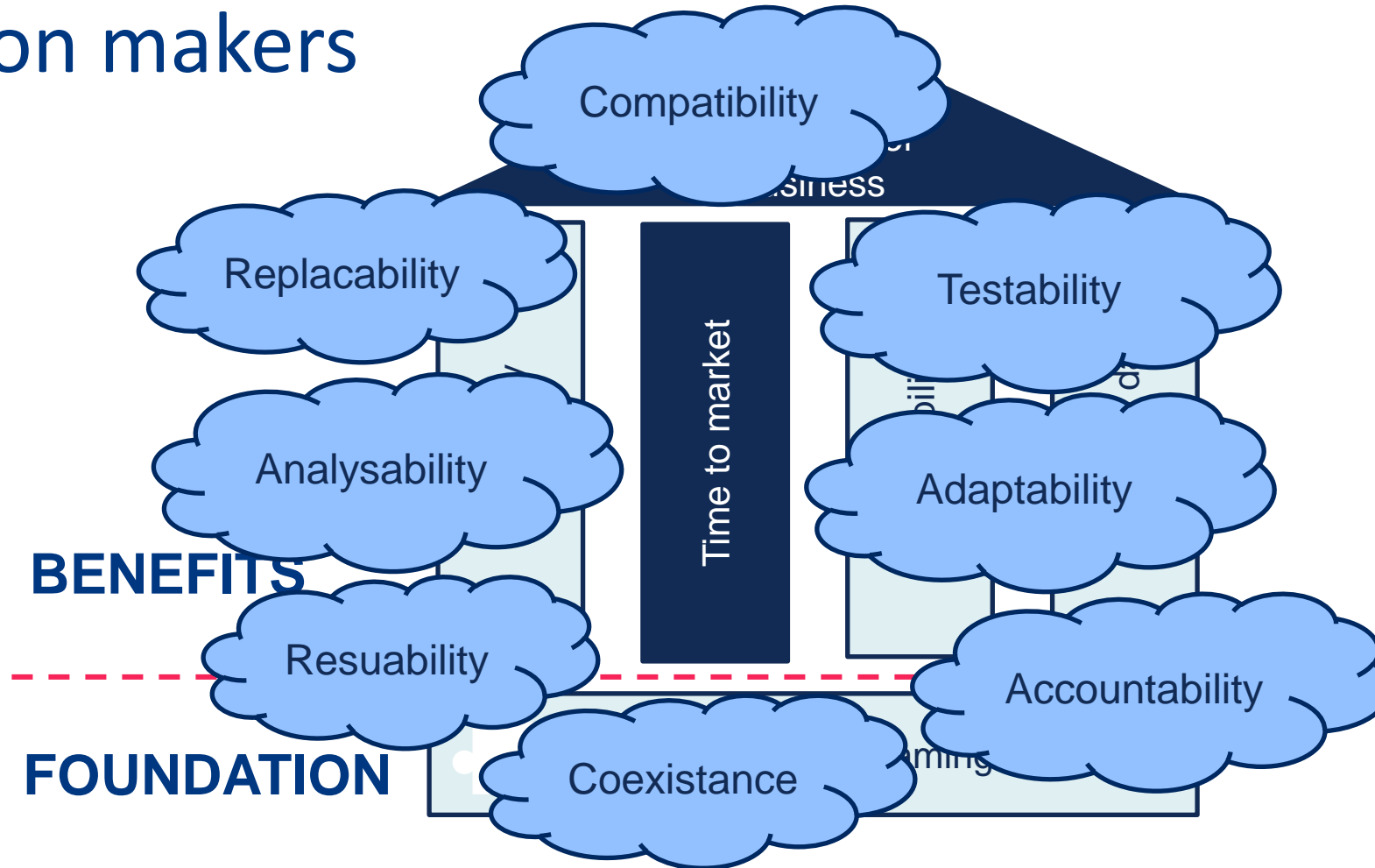
The Temple of Benefits



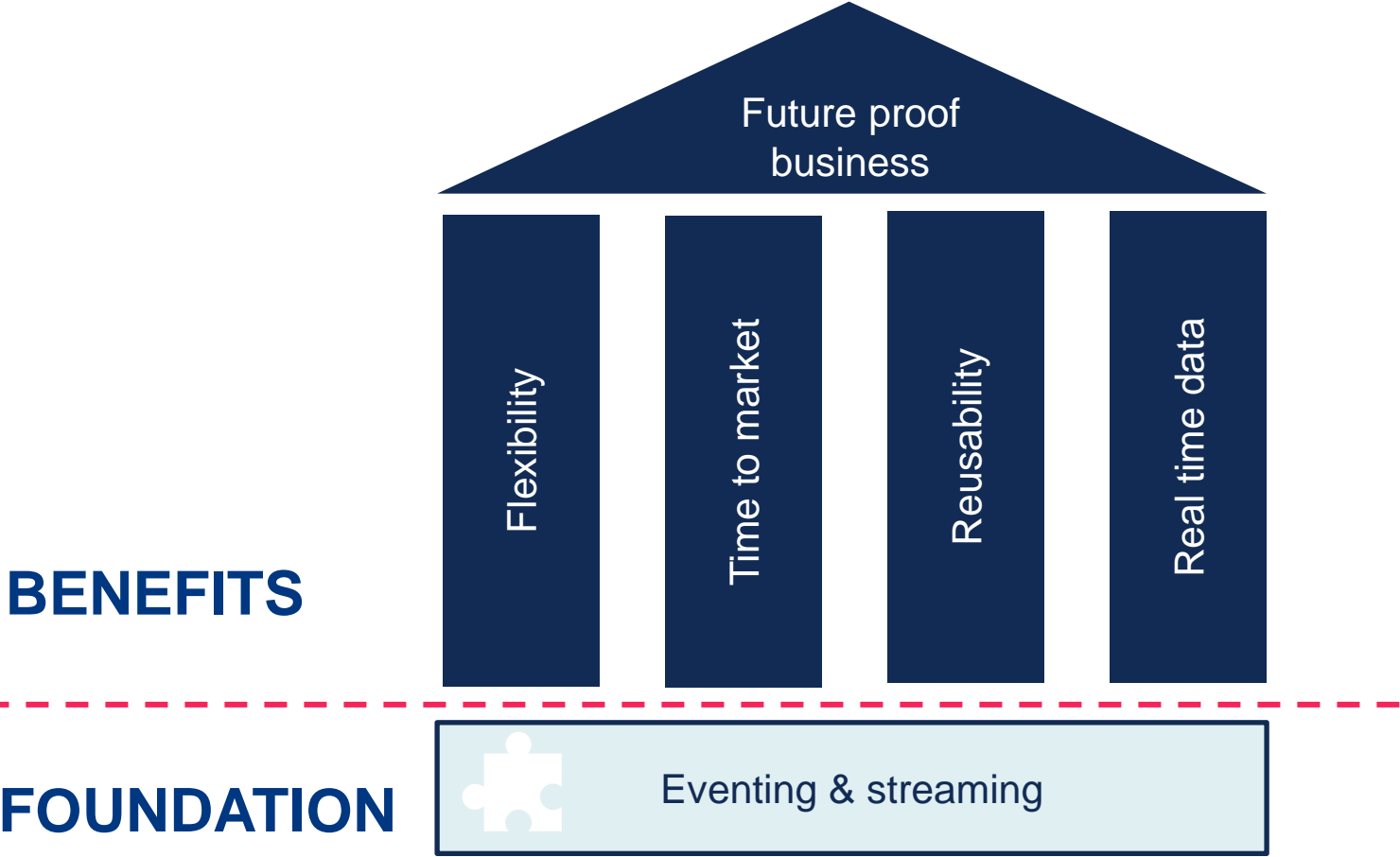
Bringing eventing & streaming into the mind of decision makers



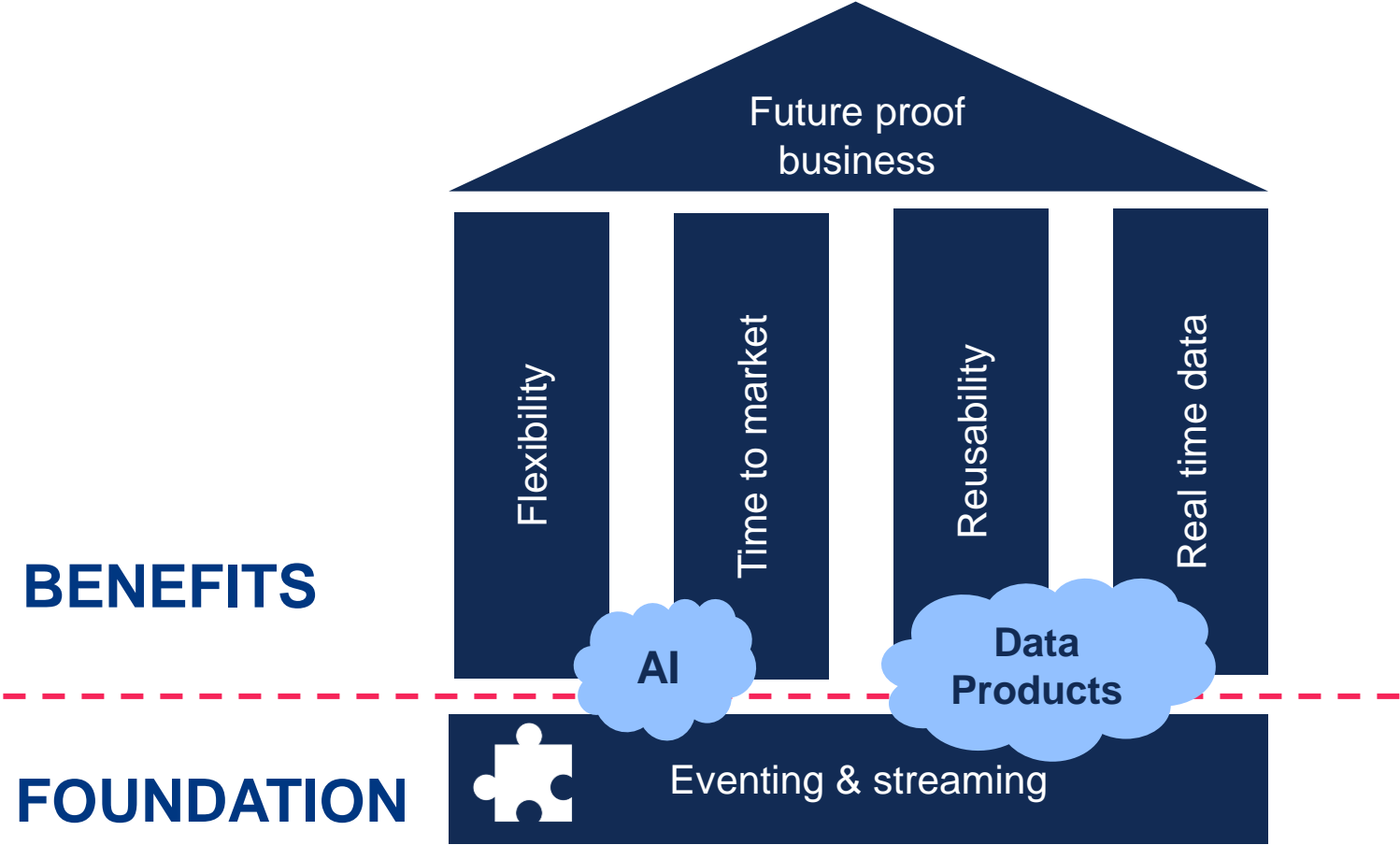
Bringing eventing & streaming into the mind of decision makers



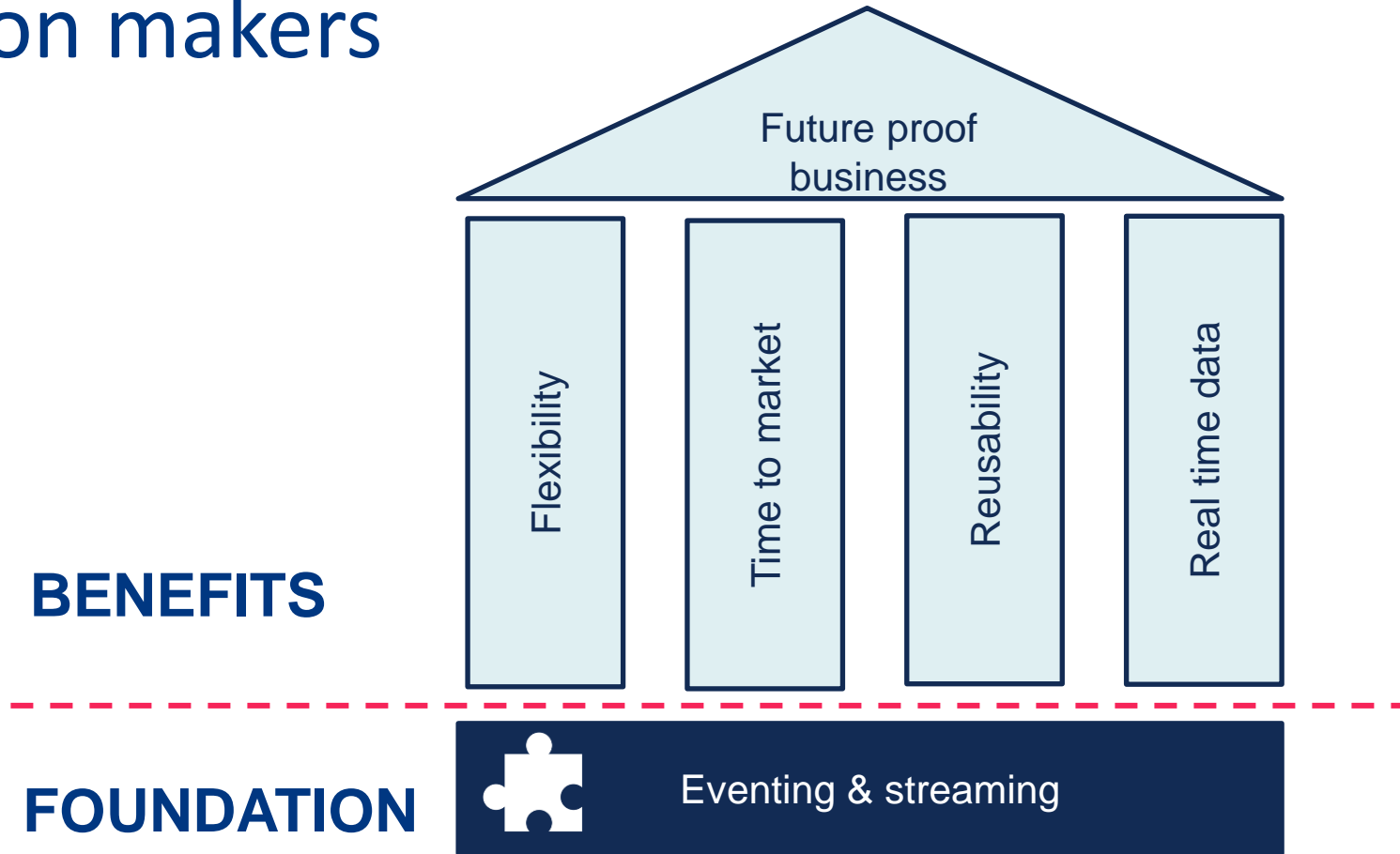
The Temple of Benefits



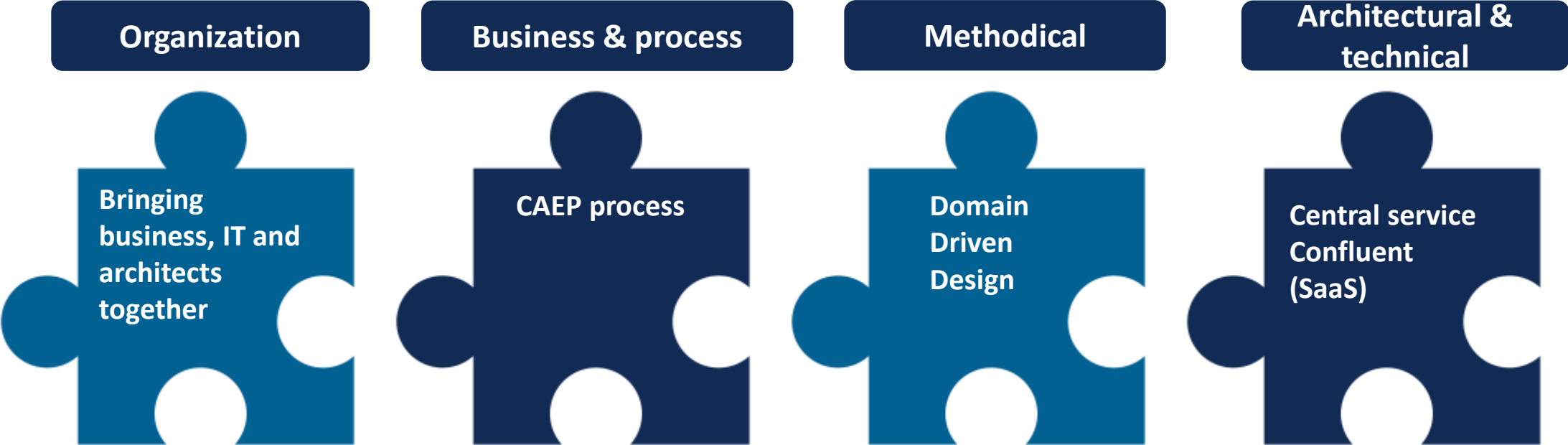
The Temple of Benefits



Bringing eventing & streaming into the mind of decision makers



To bring this transformation into an organisation focus is key

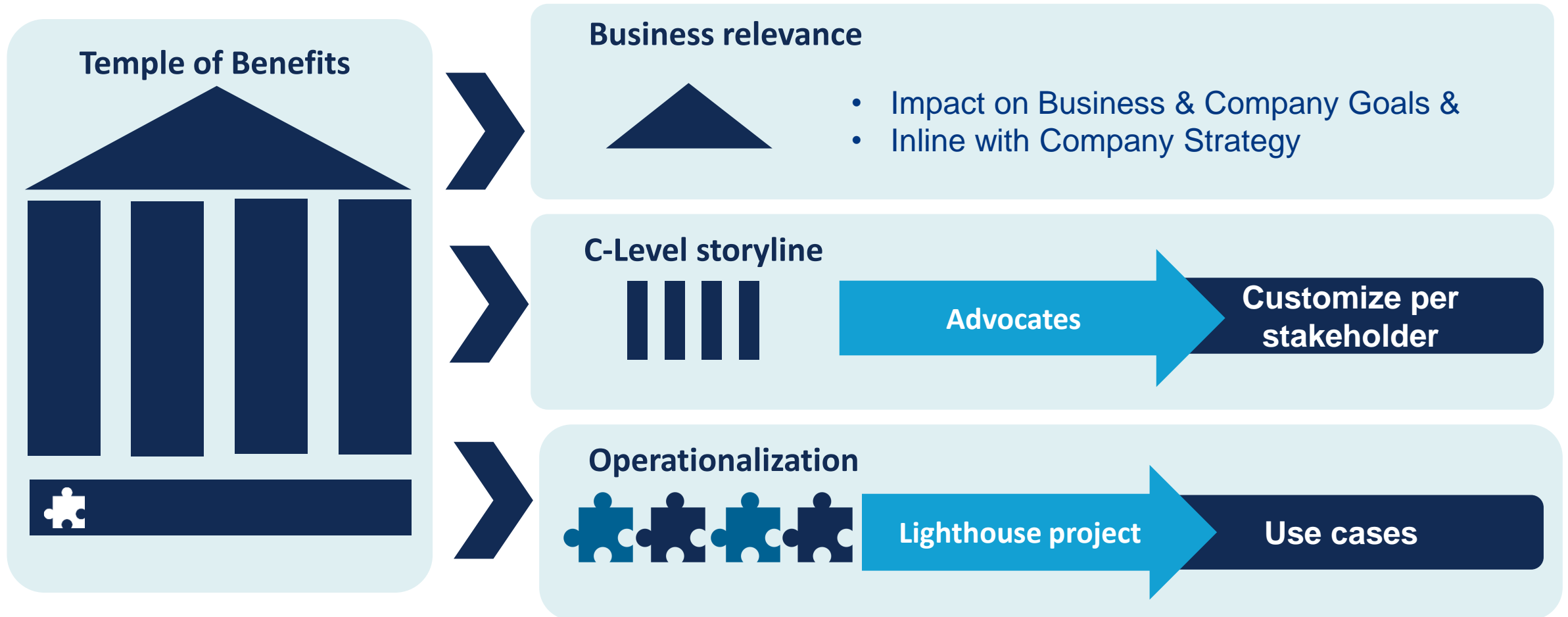


Needs the right maturity to successfully bring everything together

To bring this transformation into an organisation focus is key



... and concludes in a framework to communicate and scale



We delivered the lighthouse project cheaper & faster ... aaand with the CAEP process - it's exactly what business needs.

Ahh ... now I see it



The crew who make it happen...



**JENS
MÜLLER**

Business Owner EBS AZID
Eventing Lead within Enterprise
Architecture



**FABRIZIO
LAZZARETTI**

Senior Eventing & Cloud
Architect



**PATRICK
MÜLLER**

Senior Eventing Architect
DDD Coach



**CHRISTOPH
TONK**

API, CAEP & Eventing
Management Lead

