kentik
The Network doesn't just run the Business…
It Sees the Business!
Jim Frey
VP Strategic Alliances, Kentik

What's New?

- Digital Business Transformation underway
- Application & service architectures more dynamic & decentralized
- Hybrid IT Infrastructure getting more and more real
- User/Customer expectations unrelenting
- The Internet is now a critical piece of the delivery path

Result:
Growing Importance of Networks and Network Visibility

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What Gartner says on this…

"…key shifts, including:

- Migration toward cloud-hosted workloads and applications fundamentally changing the flow of network traffic,
- Growing appreciation of the network as a critical component of IT services and as an agnostic, trusted source of cross-domain availability and performance data,
- Closer alignment between IT and the business, with an appreciation that network data can provide value through business intelligence,

… (have) pressured network teams to rethink their tooling strategy, so that they can get the visibility they need to truly monitor and troubleshoot the performance of their network resources in the context of the applications and services they support."

Magic Quadrant for Network Performance Management and Diagnostics, Gartner, 21 Feb 2017

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Jim's Own Research Findings:

- 60%+ of App & Service Performance Issues are NOT caused by the network (but the network is still an excellent place to start looking)
- Average enterprise has 8+ tools for network monitoring and troubleshooting (some have 20 or more!)
- <1/3 feel their network tools provide adequate visibility into virtual/cloud environments (vs. 2/3 for traditional internal datacenters)
- Nearly 70% use big data analytics to support some aspect of network management practices
- Over 80% of enterprises are using or open to using SaaS for network management

Managing Networks in the Age of Cloud, SDN, and Big Data: Network Management Megatrends 2014, EMA, April 2014

What's Different Now in Net Monitoring Tech?

Big Data maturing

- Powerful analytics applications applied to problem space

SaaS maturing

- Complex, high performance systems now accessible

Changing strategies for instrumentation

- Cloud & dynamic architectures means less appliances and more soft-agent & agentless approaches

Shifting value concepts

- Value is in the analytics, not data generation!

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Why Big Data?

Network monitoring data IS big data

- Meets volume/variety/velocity test
- Billions of records/day

Big data architectures are…

- Considered best practices today for open/flexible correlation
- Great analytics across mixed data sets
- Able to address multiple use cases

Key: Not all big data systems are equal

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Who's Kentik?

Network Visibility for the Digital Business Era

- Founded by network operators for network operators
- ***Big Data Powered Flow Analytics***, *delivered via SaaS*
  - *A new & disruptive approach to turning network traffic metadata into actionable, operational intelligence*

Focused on network flow analytics across

- Network Operations
- Network Planning and Engineering
- Security Operations
- Business Analysis *(coming soon!)*

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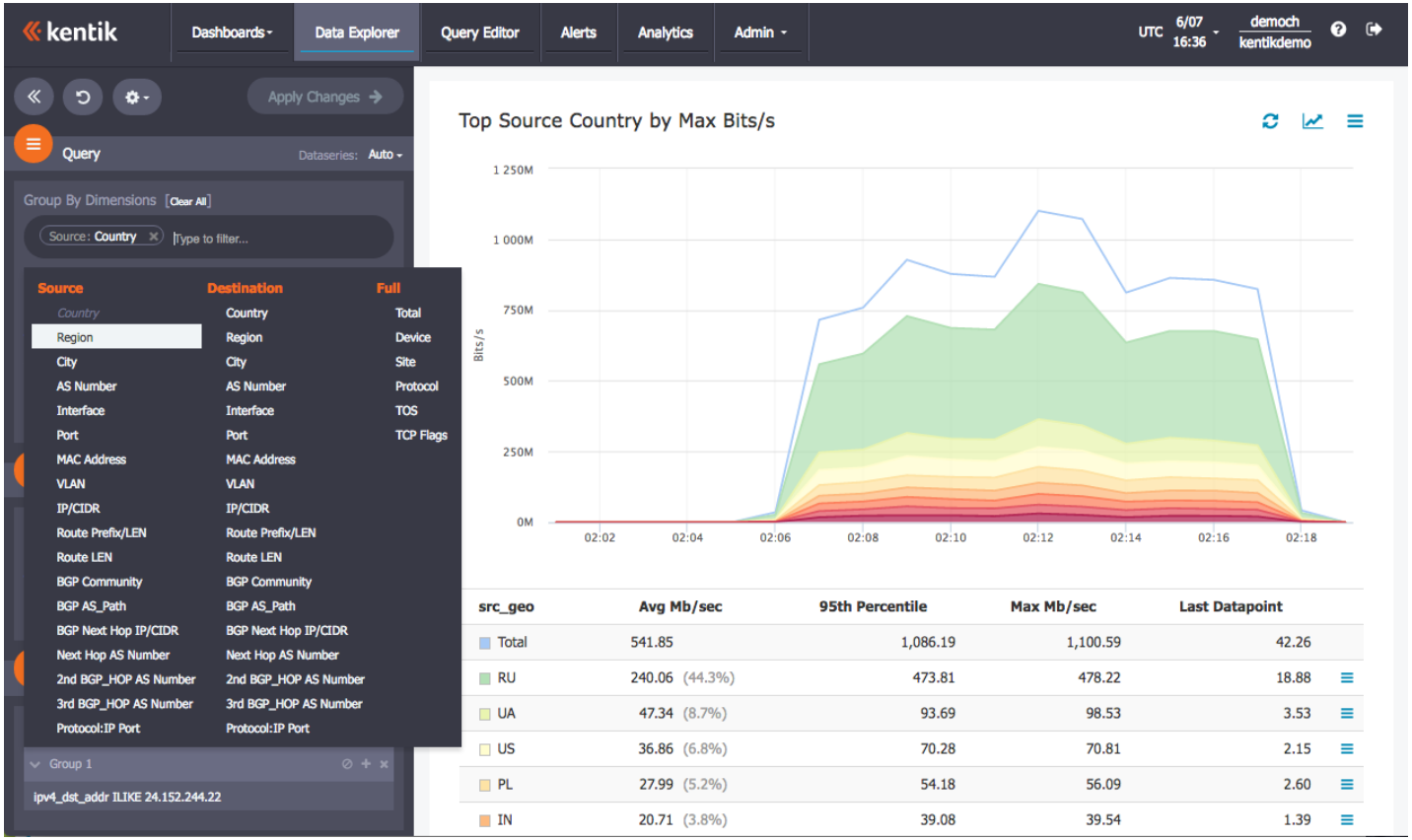
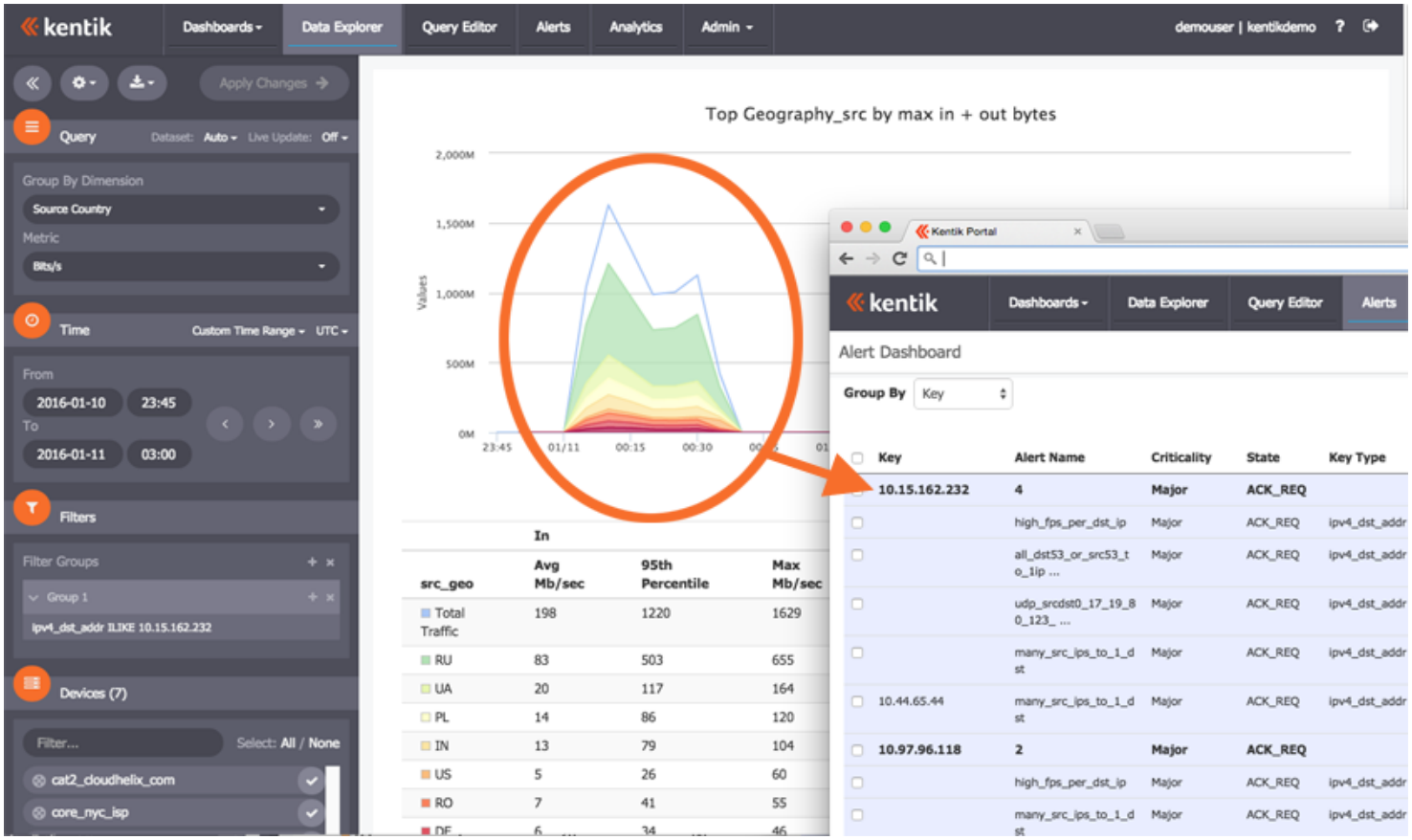
kentik | Network & Security Dashboards & Reports

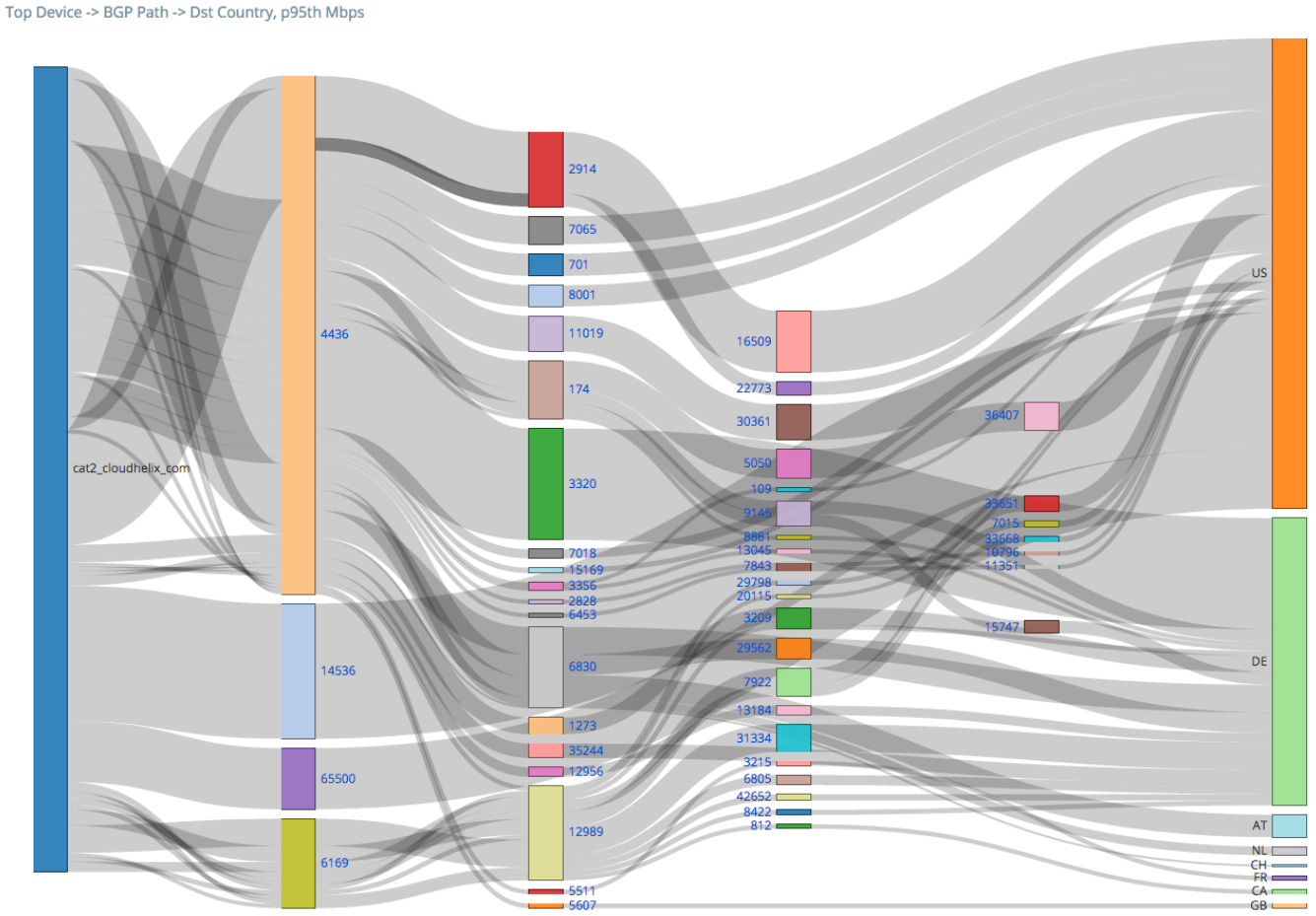
kentik | Use Case: Flexible ad-hoc analytics & forensics



kentik | Use Case: Proactive Anomaly Detection & Alerting



Use Case: Network Planning & Cost Management



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Thank You

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