

# DIGITAL ENTERPRISES

In a digital enterprise, if the packets don't flow, neither does the revenue. The applications may drive the traffic, but the network delivers it. Together, they create the digital experience that becomes the brand, whether you're a web, SaaS, e-commerce, sharing economy, or ad tech business.

For executives and network teams, the challenge is clear but can seem impossible – deliver an amazing digital experience, protect the business from network threats, and still innovate at speed. The good news is that you already hold the key. The same network that delivers your revenue holds data that will let you deliver performance, security, and speed.

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## THE KENTIK NETWORK TRAFFIC INTELLIGENCE PLATFORM

Kentik's platform was built from the ground up to give digital enterprises the industry's most comprehensive network traffic intelligence, fueling your business, application, and operations teams with insights that let them move fast, drive performance, and protect the business.

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## KEY USE CASES

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Network Performance Management

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Network Operations

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Traffic Engineering

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Peering and Transit Analytics

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DDoS Detection and Mitigation

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Network Security and Forensics

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Capacity Planning

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Open APIs for Automation & Integration

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## NETWORK PERFORMANCE MANAGEMENT

Understand the performance of actual traffic delivery from modern applications and infrastructure, across both internal network and internet paths.

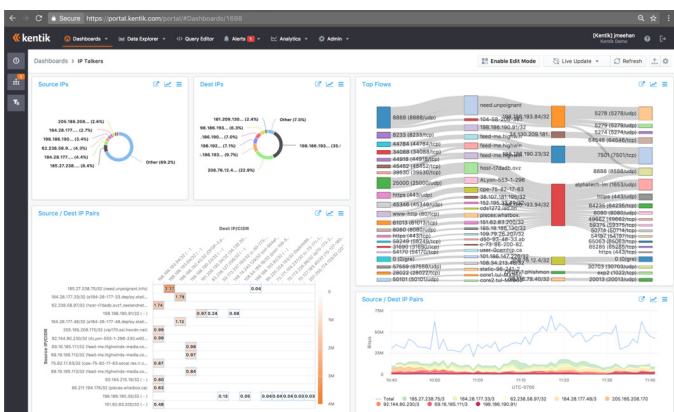
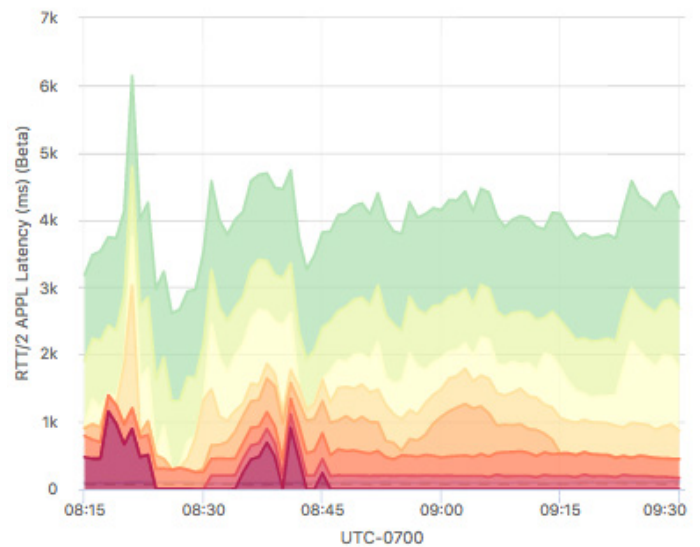
- ✔ Improve customer experience
- ✔ Reduce MTTR and MTTI by 40%

“Kentik’s NPM solution has given us a breakthrough level of visibility that puts us in far better control of the complex network and Internet traffic delivery factors that impact our service delivery.”



Scott Martin, VP Technical Operations, AppNexus

Top Dest AS Number by Average RTT/2 APPL Latency (ms) (Beta)



## NETWORK OPERATIONS

Create highly tuned anomaly detection, alerts, and intuitive dashboards, along with deep ad-hoc analytics for faster break-fix operations.

- ✔ Reduce MTTD/MTTR
- ✔ Increase staff productivity

“We run a global MPLS backbone with direct peering points spread out in NA, EU and Asia. Kentik allows us to normalize all those data points in a clean and efficient manner. We’re just starting to tap into all the capabilities of the product but have seen significant MTTI improvements at our NOC.”



## TRAFFIC ENGINEERING

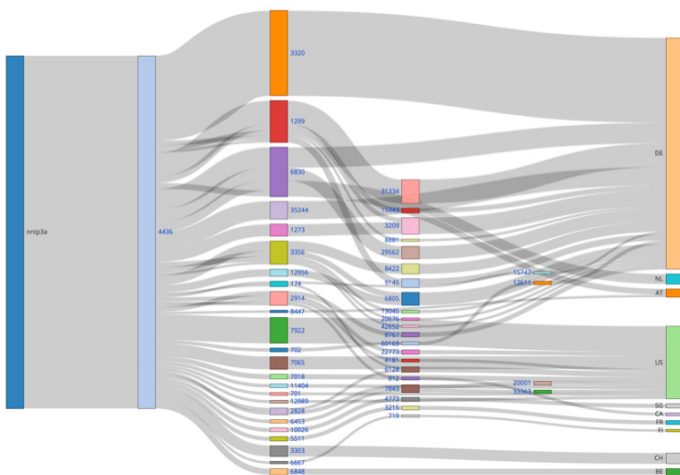
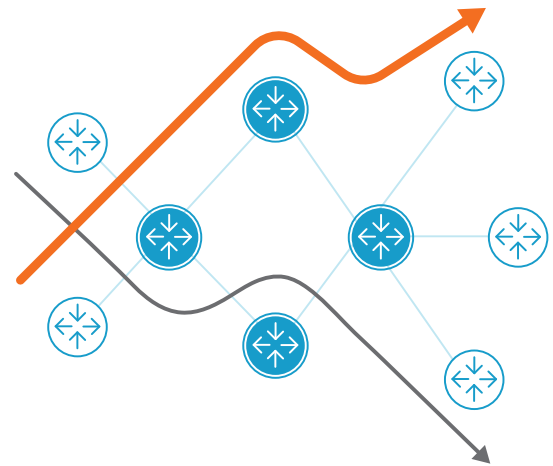
Ensure that traffic delivery maximizes utilization to costly network resources and delivers optimal user experience.

- ✓ Optimize service quality
- ✓ Defer upgrades and contain costs

“Kentik has given us insight and visibility that we haven’t been able to achieve through other network performance monitoring products or open source tools. We can see things we simply couldn’t see before.”



Sam Eaton, VP Engineering,  
Operations & Infrastructure



## PEERING AND TRANSIT ANALYTICS

Demystify the interaction of downstream and transit traffic flows to help identify peering opportunities, optimize routing, and negotiate more favorable contracts.

- ✓ Lower transit costs
- ✓ Control service performance

“Kentik gives us much better visibility to our Internet traffic. Identification of potential peers has helped lower operational costs as well.”

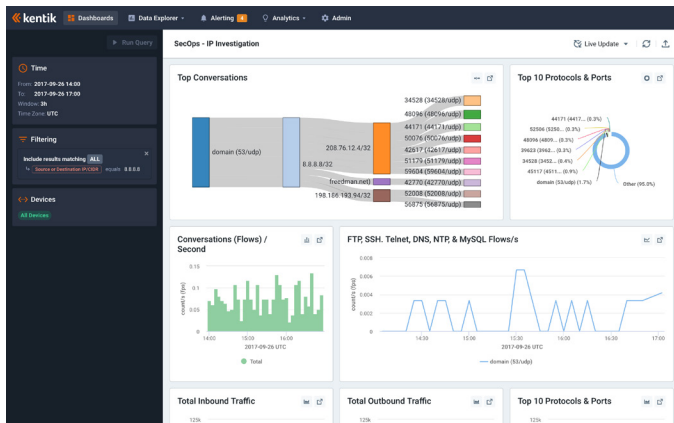
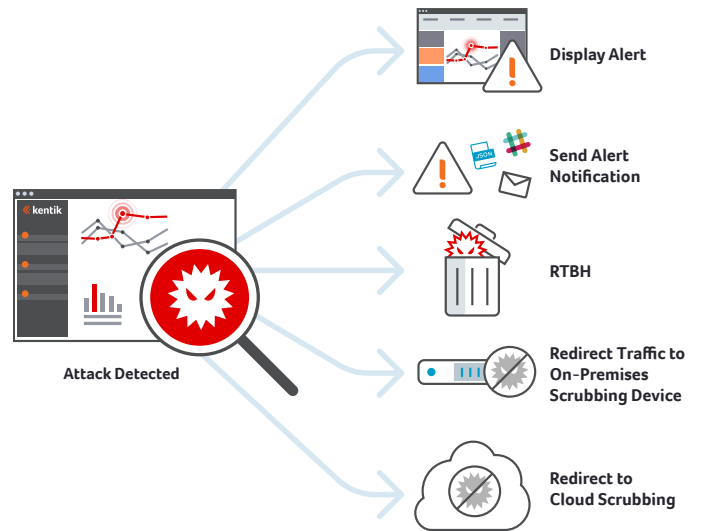
– E-Commerce Web Enterprise

## DDoS DETECTION AND MITIGATION

Get the industry’s most accurate and automated DDoS detection and triggering, and give security and operations teams a full forensic capability across months of raw data.

- ✔ Reduce service impacts
- ✔ Spend less staff time on intervention

“Leveraging Kentik to quickly detect DDoS attacks and automate the mitigation process, our network uptime has increased and service level has greatly improved.”



## NETWORK SECURITY AND FORENSICS

Give your security teams the industry’s most scalable raw flow storage and rapid ad-hoc query capabilities to support proactive and forensic analytics.

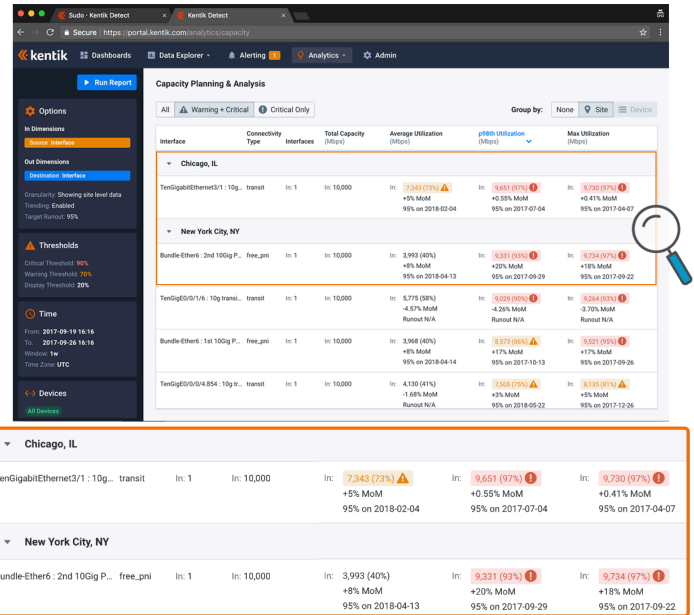
- ✔ Continuously strengthen your overall security posture
- ✔ Mitigate risks and threats in real-time

## CAPACITY PLANNING

Gain integrated insights into network capacity, utilization, performance, and traffic composition to ensure the best service delivery at the lowest cost.

- ✓ Eliminate or defer CAPEX spending
- ✓ Optimize service quality

“We are able to view traffic on a much more granular level using the built-in query engine. This allows us to drill into traffic data and make more effective decisions during project planning phases.”



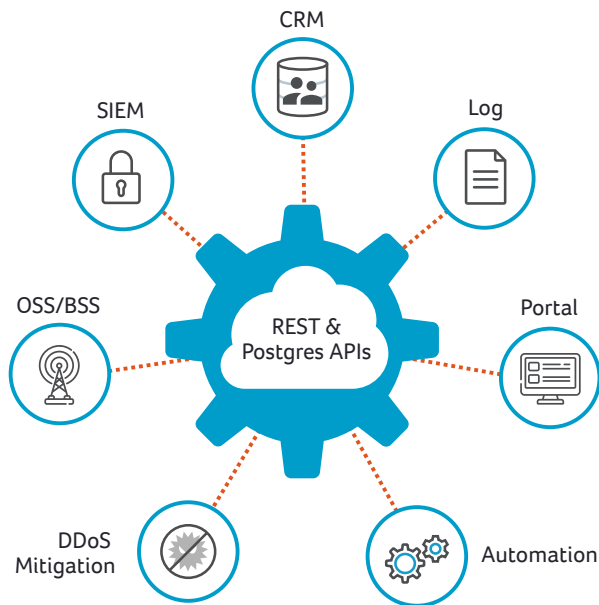
## OPEN APIs FOR AUTOMATION & INTEGRATION

Leverage an easy to use web portal and scalable, open APIs that enable broad cross-group utilization and integration with Ops tools.

- ✓ Increase business agility
- ✓ Improve cross-team collaboration and productivity

“We now have very accurate details on traffic to/from our network and the internet. Using Grafana we have extended this into our in-house monitoring solution to allow for greater visibility and sharing of the data we are collecting.”

– Engineer, Financial Web Enterprise



**ABOUT KENTIK** | Kentik is the network traffic intelligence company. Kentik turns network traffic – billions of digital footprints – into real-time intelligence for both business and technical operations. Network operators, engineers, and security teams use Kentik to manage and optimize the performance, security, and potential of their networks and their business. To learn more about Kentik and its award-winning solutions, visit [www.kentik.com](http://www.kentik.com).