

INFRASTRUCTURE SERVICE PROVIDERS

As providers of critical infrastructure services, ISP, hosting, DNS, CDN, and security solution vendors face skyrocketing expectations while operating in an ultra-competitive marketplace. Even as established services commoditize and margins shrink, users demand ever-higher performance, convenience, and security.

If you are an executive or network owner, the challenge is stark – modernize or fall behind. The good news is that you already hold the key to a profitable future. The same network that delivers your revenue holds data that will let you gain critical operational and capital efficiencies, and launch compelling new service offerings.

THE KENTIK NETWORK TRAFFIC INTELLIGENCE PLATFORM

Kentik's platform was built from the ground up to give infrastructure service providers the industry's most comprehensive network traffic intelligence and the ability to act on those insights to create innovative new services and modernize their operations.

KEY USE CASES

Service Creation

Customer Intelligence & Prospecting

Customer and Network Cost Analytics

Customer Care

Peering Analytics

DDoS Detection and Mitigation

Network Performance Management

DNS Monitoring

Traffic Engineering

Network Operations

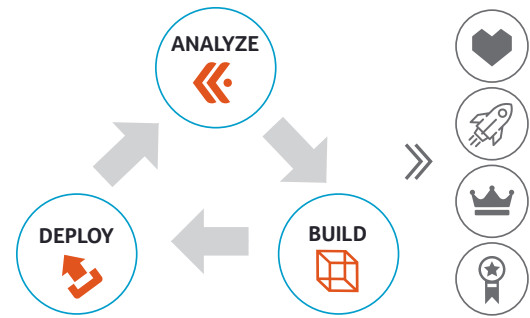
Capacity Planning

Open APIs for Automation & Integration

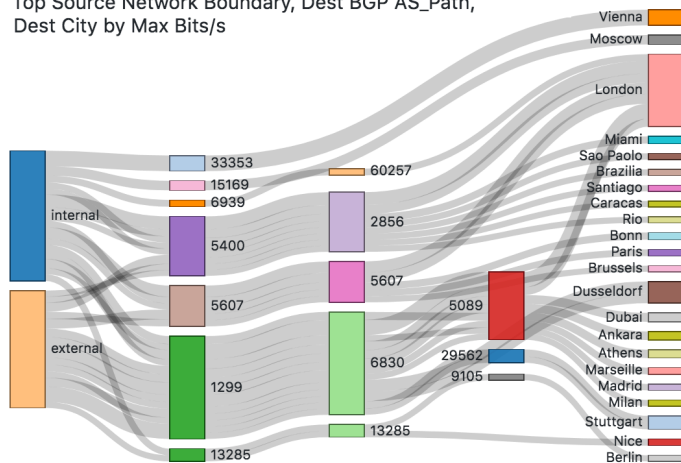
SERVICE CREATION

Create new analytics and security service offerings that seamlessly integrate with branded customer portals.

- ✓ Increased revenue
- ✓ Reduce customer churn



Top Source Network Boundary, Dest BGP AS_Path, Dest City by Max Bits/s



CUSTOMER INTELLIGENCE AND PROSPECTING

Gain deep insight into non-adjacent ASNs and their traffic flows, helping sales teams find new prospects and grow revenue. Visibility into customer traffic patterns reveals new upsell or cross-sell opportunities for security, analytics, and cloud connect offerings. Detailed monitoring of customer traffic ensures contract compliance.

- ✓ Drive revenue growth
- ✓ Reduce SLA payouts

CUSTOMER AND NETWORK COST ANALYTICS

Uncover the entry, path, and ultimate exit of customer traffic, enabling fast and accurate customer cost analytics. Multi-dimensional traffic analyses support the formulation of geo-scoped product pricing.

- ✓ Negotiate stronger customer contracts
- ✓ Increase service revenue and margins

“Prior to deploying Kentik, we had very little visibility into our traffic flows. Any analysis was extremely painful, manually laborious, and time intensive. Kentik has made all of these much easier and quicker.”



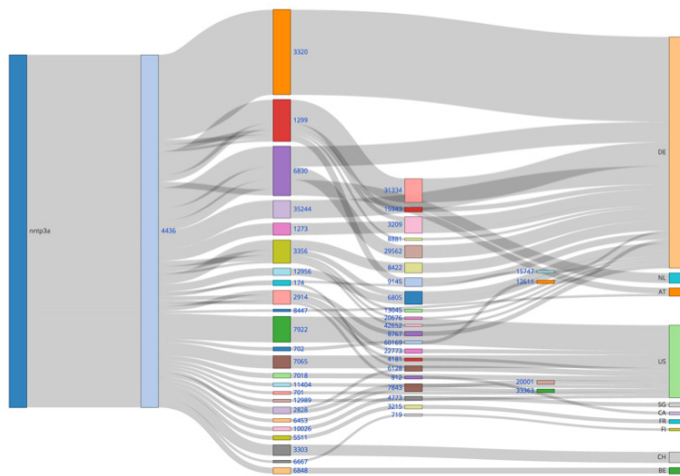
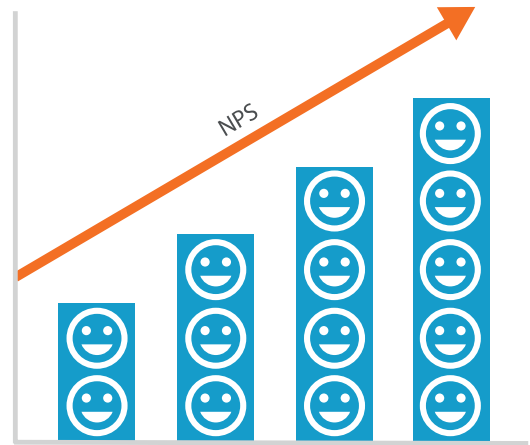
CUSTOMER CARE

Use deep network traffic details to diagnose and solve problems faster and more proactively. Share intuitive visualizations and build rich portals to communicate with, educate, and enable customer self-service.

- ✓ Improve user experience and customer satisfaction
- ✓ Increase your Net Promoter Score (NPS)

“Kentik has allowed us to easily share and generate graphical reports with our customers.”

– Senior IT Architect, Regional ISP



PEERING 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

“We have been able to much more efficiently redesign our Internet peerings in order to balance traffic between providers, as we could see exactly how traffic was flowing to a given network. The ability to dig in with such granularity is one of the best features of Kentik for us.”

– Multi-State Cable MSO

DDoS DETECTION AND MITIGATION

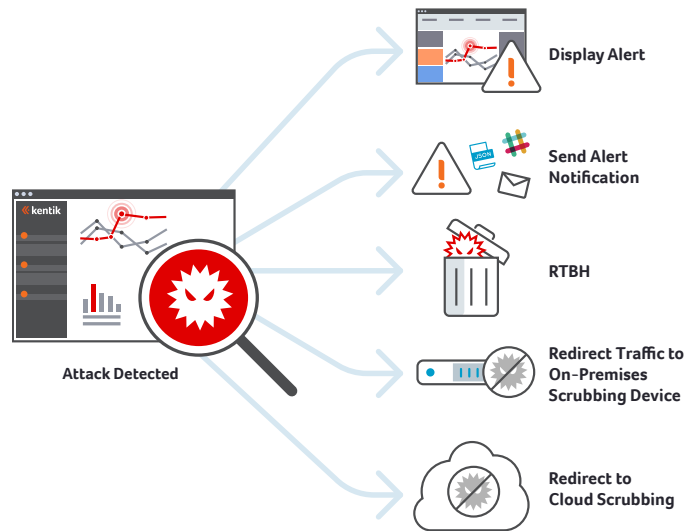
Get the industry’s most accurate and automated DDoS detection and triggering, and give security and operations teams a full forensic capability across months of raw data.

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

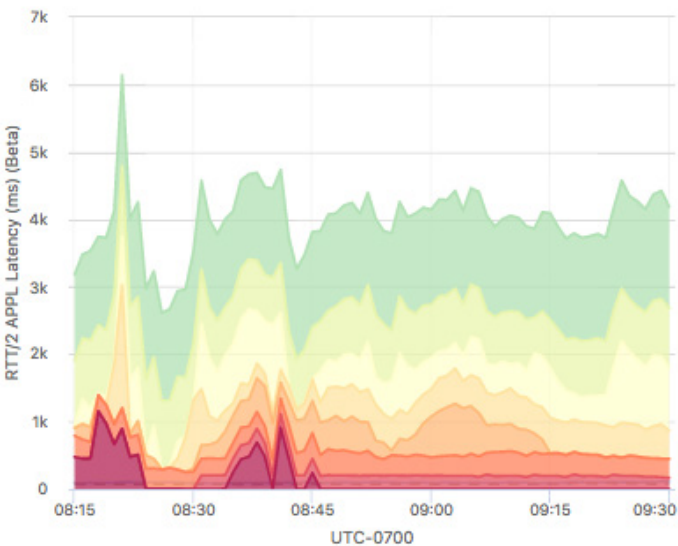
“Kentik is a game-changer for network operations. Since deploying Kentik detection and Radware mitigation, we have seen an over 30 percent improvement in catching and stopping DDoS attacks.”



Brian Mengel
CTO, PenTeleData



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



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.”

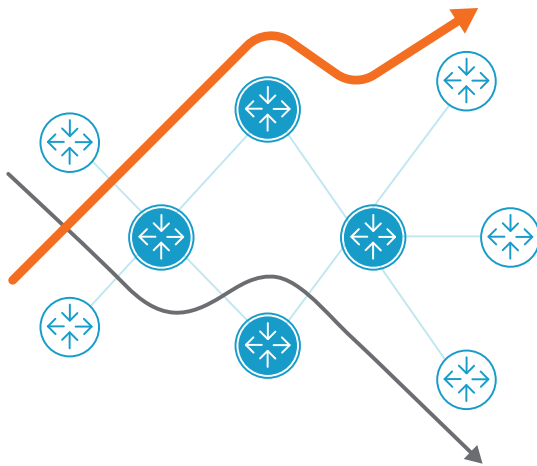
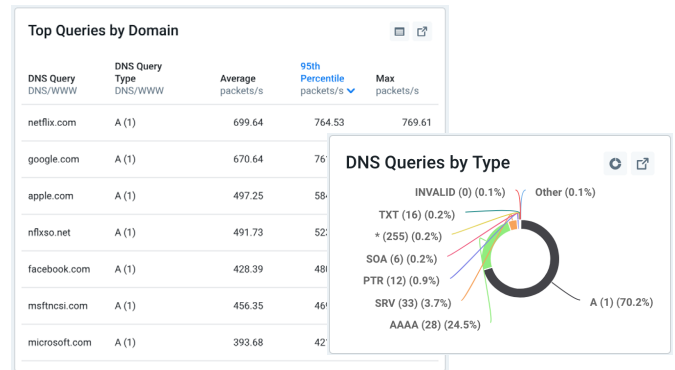


Scott Martin, VP Technical Operations, AppNexus

DNS MONITORING

Monitor performance, detect anomalies, and provide in-depth analytics for critical DNS service traffic.

- ✔ Increase service availability
- ✔ Reduce network and infrastructure abuse



TRAFFIC ENGINEERING

Ensure that traffic delivery conforms to Service Level Agreements (SLAs) and maximizes utilization of costly network resources.

- ✔ Ensure service quality
- ✔ Defer upgrades and contain cost

“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.”



Dylan Mendes
Engineer, PenTeleData

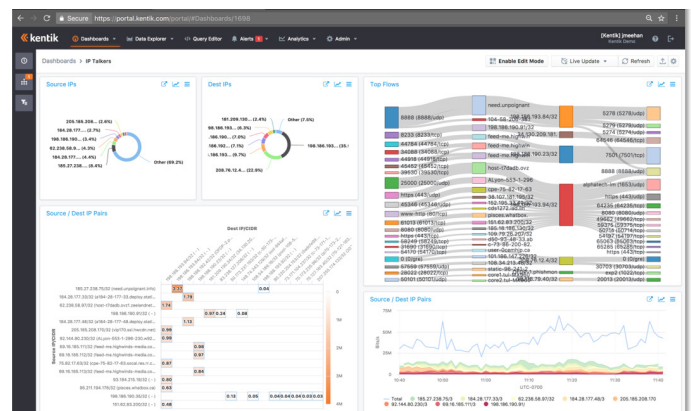
NETWORK OPERATIONS

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

- ✔ Reduce MTTD/MTTR
- ✔ Increase staff productivity

“The tool has substantially reduced our MTTR for customer, peering, and transit related issues.”

– Global CDN provider



CAPACITY PLANNING

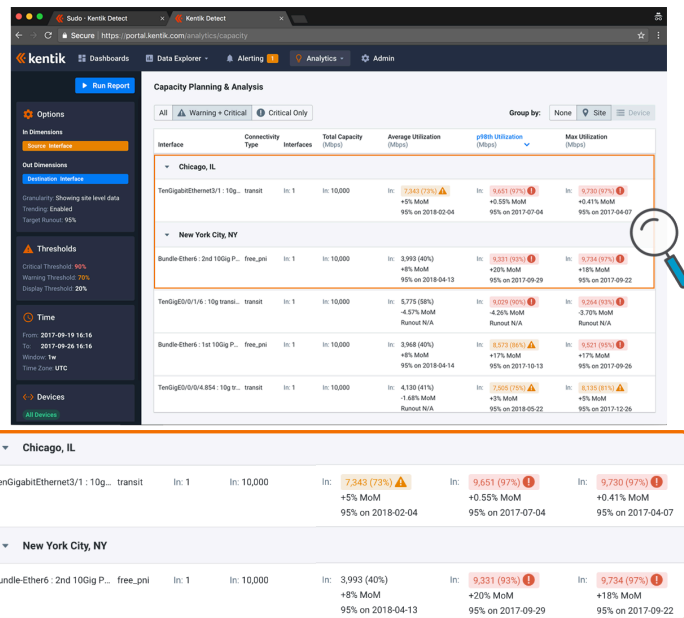
Gain integrated insights into network capacity, utilization, performance, and traffic composition to ensure the best service delivery at the lowest cost.

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

“Given the sheer scale and complexity of our network and the amount of data it generates, network planning analyses often took days to compile. Using Kentik Detect, our team gets valuable insights about our network within seconds.”



*Toru Maruta, General Manager,
IP Network Department, KDDI*



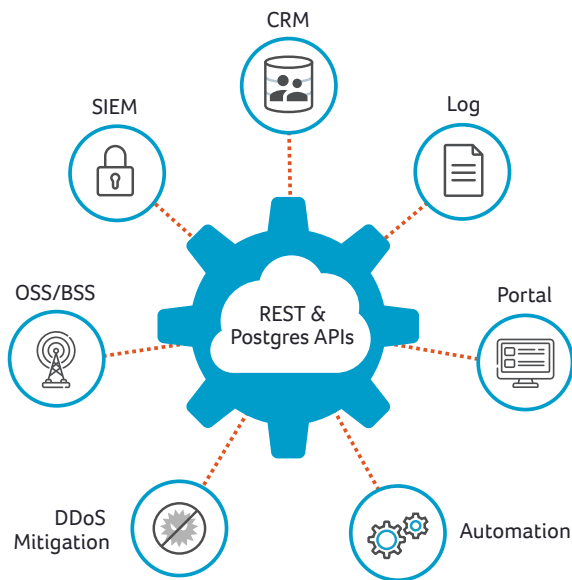
OPEN APIs FOR AUTOMATION & INTEGRATION

Kentik’s network traffic intelligence platform supports open and highly scalable APIs for easy integration with OSS, BSS, automation, and orchestration tools.

- ✓ Automate and integrate across the management stack
- ✓ Increase cross-team productivity

“Kentik’s APIs have allowed us to integrate network analytics into tools that the rest of our company already uses. These integrations have significantly increased network visibility across teams.”

– IDC & Hosting Provider



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.