

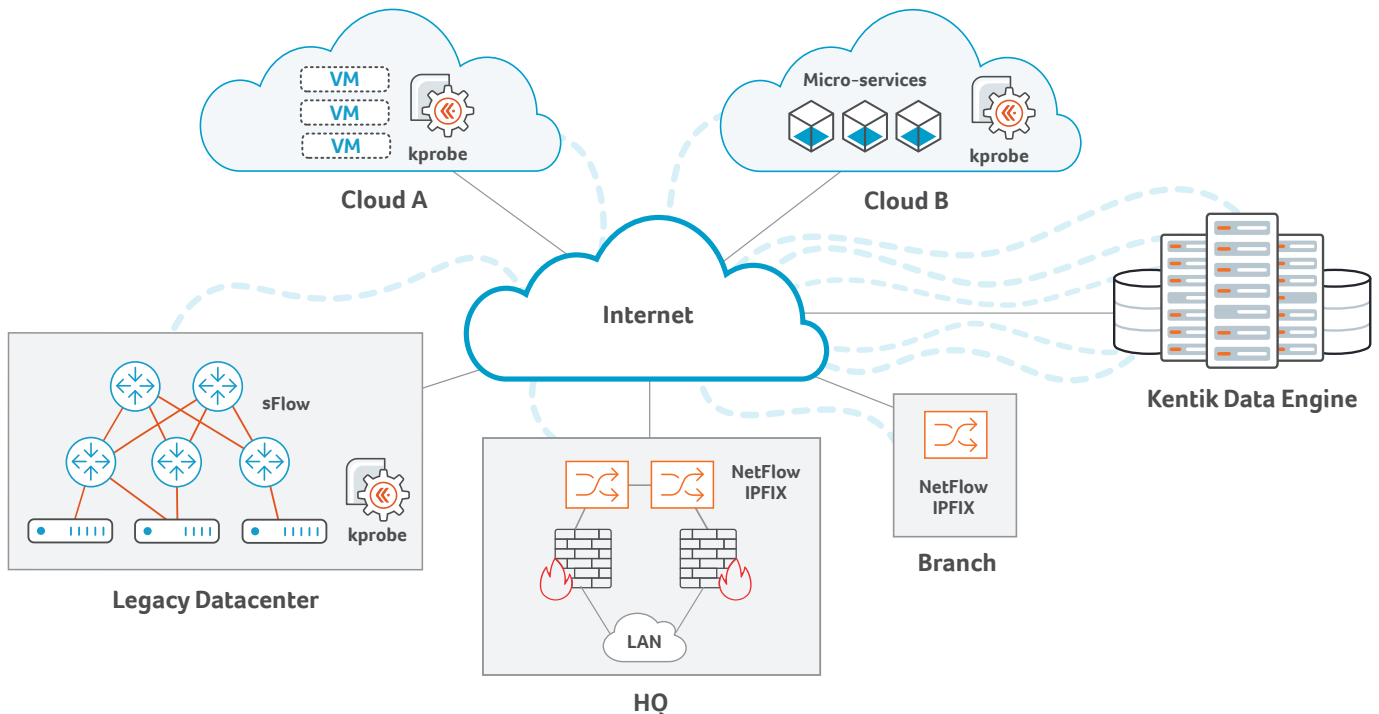
# PLATFORM OVERVIEW

## THE NETWORK TRAFFIC INTELLIGENCE PLATFORM

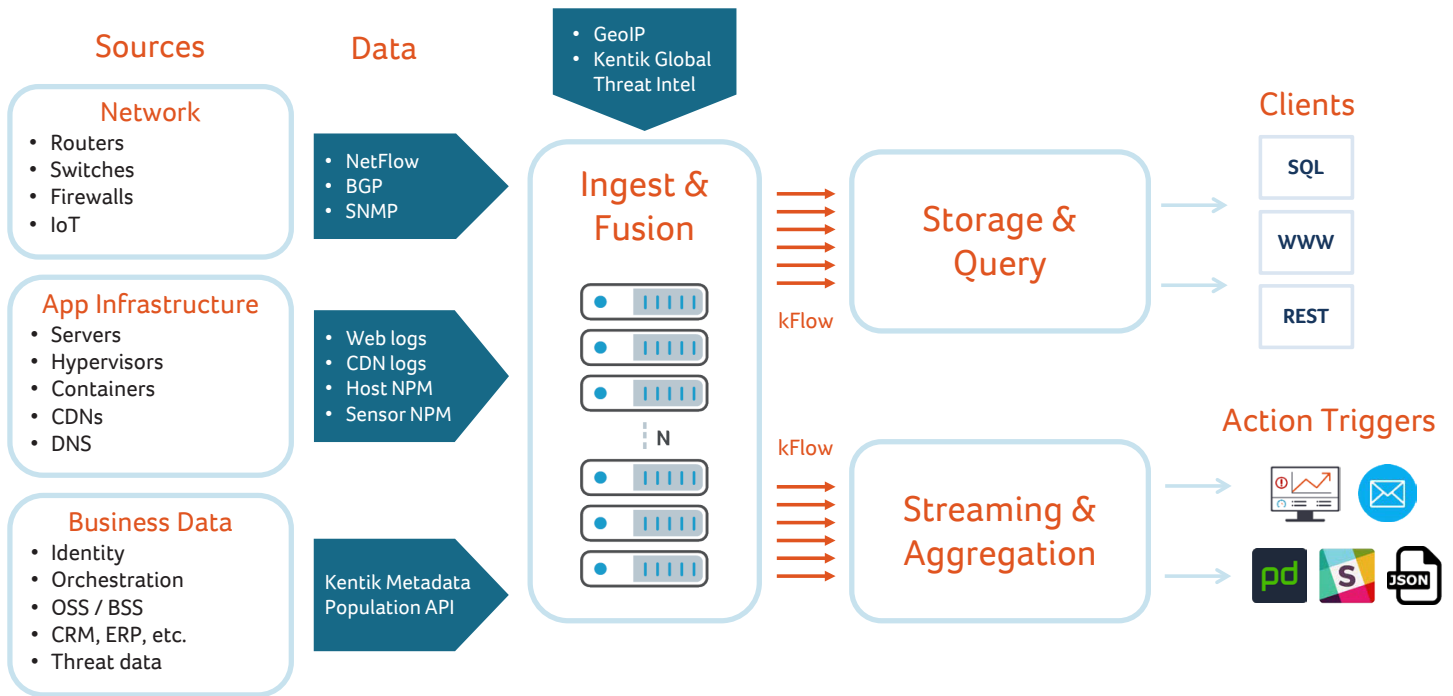
In today's digital world, the network is critical – if the packets don't move, users and customers suffer, and the revenue doesn't flow. But it is also one of the most valuable, untapped information assets in the company. Yet while networks and datacenters are radically different than 20 years ago, the tools to manage and mine them for critical operational and business intelligence are not.

Kentik provides the first Network Traffic Intelligence platform, unifying network operations, performance, security, and business intelligence. With a purpose-built big data engine delivered as public or private SaaS, Kentik captures a high-resolution view of your actual network traffic data and enriches it with critical application and business data, so every network event or analysis can be tied to what matters – revenue & costs, customer & user experience, performance & risk.

## TOTAL NETWORK VISIBILITY WITH KENTIK



## KENTIK SYSTEM OVERVIEW



## KEY DIFFERENTIATORS AND CAPABILITIES

### YOUR ACTUAL TRAFFIC

Kentik captures full-resolution network data — flow records (NetFlow, sFlow, IPFIX, etc.), GeoIP, BGP, SNMP, and performance metrics — across all internal network and internet paths.

### REAL-TIME & HISTORICAL

Kentik’s unique Big Data architecture supports real-time and forensic use cases on months of raw data for unbounded insights, anomaly detection, and ad hoc queries.

### ACTIONABLE INSIGHTS

Kentik combines pervasive visibility with adaptive baselining to give you real-time anomaly detection and immediate insights on the performance, security, capacity, and configuration of your network. Your

### APPLICATION & BUSINESS CONTEXT

Kentik correlates network data with application and business data so every network event or analysis can be tied to what matters — revenue & costs, customer & user experience, performance & risk.

### INTERNET-NATIVE

Kentik was built from the ground up to give you a 360° view of the performance, composition, and paths of actual traffic across both internal networks and the internet.

### OPEN & EASY

Private or public SaaS delivery with open APIs means no hardware, no development, no maintenance, and seamless integration with your management stack. Be up and running in 15 minutes.



“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*

“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*

“Kentik gives us a level of visibility within our infrastructure that we just didn’t have before, and which we didn’t find in any other approach that we considered or evaluated.”

*Steve DeJong, Network Architect,  
Neustar*

## KENTIK RECOGNITION



*Products from Kentik have patents pending in the US and elsewhere.*

## 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).