IDC Innovators

IDC Innovators: Cloud-Managed Network Monitoring, 2016

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THIS IDC INNOVATORS EXCERPT FEATURES: KENTIK

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC Innovators: Cloud-Managed Network Monitoring, 2016 (Doc#US41902216).

Why Kentik Was Chosen as an IDC Innovator

Kentik offers a SaaS-based product that allows users to collect, visualize, and analyze network traffic and performance. It is a cloud-based network visibility and analytics solution that provides a panoramic view of any network. It monitors service delivery, detects DDoS attacks, optimizes internet peering, and unleashes innovation with unbounded ad hoc traffic analysis at scale.

FOUNDED	FOUNDERS	HEADQUARTERED	NUMBER OF EMPLOYEES	NUMBER OF CUSTOMERS
2014	Avi Freedman, Ian Pye, Ian Applegate, Justin Biegel	San Francisco, CA	50	70+

PRODUCT NAME	PROFILED PRODUCT/SERVICE	FUNDING	GEOGRAPHIC MIX (% of revenue by major region)
Kentik Detect	Network monitoring and analytics	$38.2 million in three rounds; prominent investors include Third Point Ventures, August Capital, and First Round Capital	90% United States, 10% Canada

IDC Innovator Assessment

- Kentik is a 3rd Platform-oriented company, leveraging a multitenant Big Data and analytics engine that enables a range of ad hoc network traffic and performance inquiries at scale, equipping service providers, web enterprises, and network operations teams with actionable, usable insights (including alerting and anomaly detection) that enable making quick, cost-effective decisions.
- Kentik's scale allows for the processing of tens of billions of data records per day, and the insights are applicable to network architects, network engineers, network systems analysts, and security operators.
- Real-time customizable dashboards allow customers to clearly see what is happening on their networks in real time and provide detailed reports on network utilization.

Key Differentiator

The multidimensional ad hoc querying provides infinitely granular answers in seconds and shows users necessary network performance data in a timely manner. One key enabler of this is that raw BGP, Flow, and SNMP data is stored for 90 days for ease of access.

Challenges

Kentik will be challenged to maintain its scalability as its customer base increases and its customers continue to experience rapid increases in network utilization. Similar to some of its competitors, Kentik's cloud is hosted in a collocated datacenter – some customers may be wary of the absence of a proprietary datacenter for their sensitive network data. With both of these challenges, Kentik may need to evolve its strategy as its customer base and industry reach grow.

IDC INNOVATORS IN CLOUD-MANAGED NETWORK MONITORING

The rise of cloud technologies has caused many within enterprise IT to reconsider traditional approaches to network architectures. Delivering networking capabilities "as a service" is becoming more mainstream, building off of the success of cloud-managed wireless network infrastructure. This allows organizations of all sizes to deploy applications faster and more efficiently, with arguably easier, more centralized day-to-day manageability and maintenance. Across all domains, cloud computing has enabled enterprises to more rapidly adjust IT resources (apps, servers, storage, security, and networking) to meet fluctuating and unpredictable business demand, better aligning the provisioning of IT resources to the elastic demands of the enterprise. For many organizations, the opex-heavy orientation of most cloud technologies can help enterprise IT meet budgetary guidelines and more quickly implement critical technology updates. Thus many enterprises are in a period of migrating core IT functions to the cloud. While many elements of network infrastructure have been available in a cloud-managed format, network management and monitoring delivered through an as-a-service cloud-based subscription model has only more recently come to market. To this end, a handful of start-ups have introduced a range of network management solutions that are hosted in the cloud and delivered in a SaaS model (see Figures 2-5). These solutions seek to promote manageability, elasticity, and an opex orientation while harnessing the centralized management and analytics capabilities of the cloud.

IDC Innovators are emerging vendors with revenue <$50 million that have demonstrated either a groundbreaking business model or an innovative new technology or both.

TECHNOLOGY DEFINITION

Network management software and appliance includes solutions for managing the network components of enterprise IT infrastructures. Network management includes solutions that manage network availability by collecting and correlating events, service levels, alarms, response times, and performance. It also includes network configuration management products that manage, control, and audit changes to the network infrastructure.

In cloud-based network monitoring and management, the core functionality of the network management solution is centrally hosted in a public or private cloud and delivered to distributed end users via a SaaS model.

IDC INNOVATORS INCLUSION CRITERIA

An "IDC Innovators" document recognizes emerging vendors chosen by an IDC analyst because they offer an innovative new technology or a groundbreaking business model, or both, and were approved by the IDC Innovators Review Panel. It is not an exhaustive evaluation of all companies in a segment or a comparative ranking of the companies.

An IDC Innovators document highlights vendors that meet the following criteria:

- In IDC's opinion, the company exhibits innovative technology or a new business model.
- The company has annual revenue <$50 million at the time of selection.
- Customers are currently using the company's products and services (i.e., the products and services are not conceptual or in the process of being released).
- The product, service, or business model must solve or help alleviate an IT buyer challenge.

In addition, vendors in the process of being acquired by a larger company may be included provided the acquisition is not finalized at the time of publication of the document. Vendors funded by venture capital firms may also be included even if the venture capital firm has a financial stake in the vendor's company.

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Related Research

- *Market Analysis Perspective: Enterprise Communications Infrastructure 2016* (IDC #US40329815, September 2016)
- *Worldwide Cloud-Managed Enterprise WLAN Infrastructure and Cloud-Managed Services Forecast: 2016-2020* (IDC #US41650215, August 2016)
- *Worldwide Network Management Software and Appliance Market Shares, 2014-1H15: Incumbent Vendors Stand Their Ground* (IDC #US41291615, May 2016)
- *Worldwide Network Management Software and Appliance Forecast, 2016-2020* (IDC #US40817215, March 2016)

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