kentik®

Service Provider Solutions Overview

- Insights & Alerting
- Peering & Interconnection
- DDoS Defense
- Traffic Engineering
- Network Troubleshooting

- Capacity Planning
- Network Cost Analytics
- CDN Analytics
- OTT/Subscriber Analytics
- Network Topology Visualization

Insights and Alerting

Today, network service providers face significant challenges from every direction. Network teams are being pressed to operate more efficiently while the infrastructure complexity continues to accelerate. The volume of alerts and potential network problems continues to grow, false alarms mask real problems, and network teams struggle to keep pace. Kentik's ML-based detection engine finds problems that might be missed with traditional tools and generates insights that help network teams prioritize issues by impact and importance.
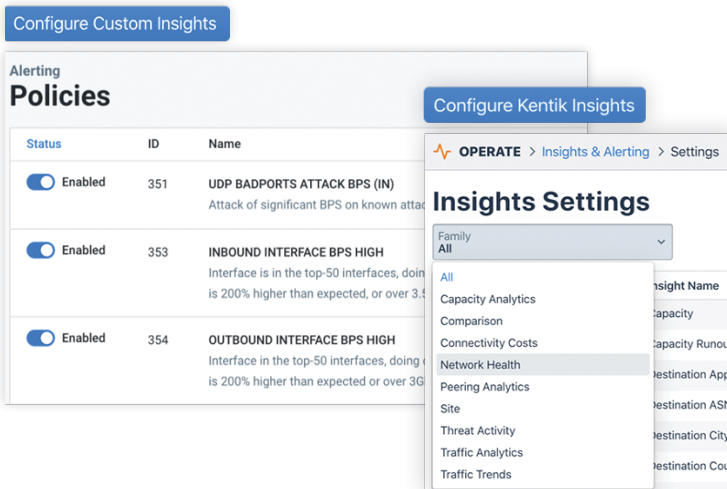
Benefits

Simplify monitoring with built-in, zero-configuration detection

Discover emerging network events before they affect customer experience

Triage and prioritize events to reduce resolution times (MTTR)

Peering and Interconnection

Identify remote networks to target for direct interconnection and understand the potential impacts on new and existing connectivity to help identify peering opportunities, optimize routing, and negotiate more favorable contracts.

Benefits

Find opportunities to optimize costs or improve performance via new connectivity

Evaluate potential peering partners and build data-driven business cases for interconnection

Measure traffic ratios and enforce peering agreements
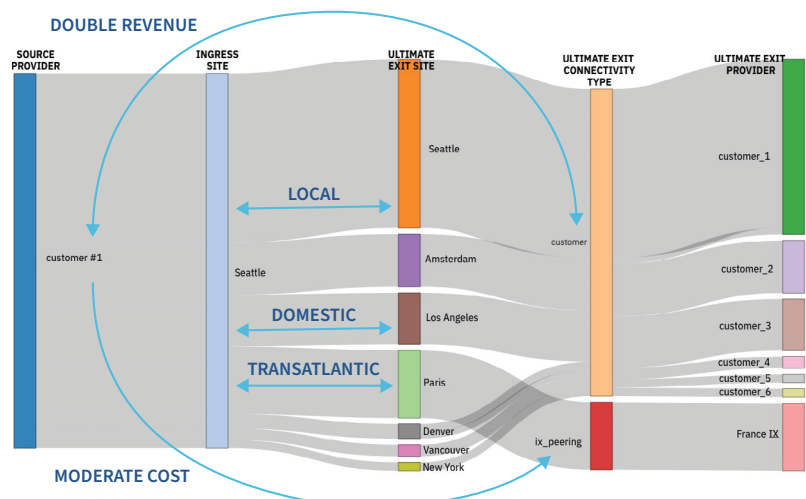
DDoS / Network Defense

Kentik includes the industry's most accurate detection of DDoS attacks and other anomalies such as large-scale data exfiltration. Multi-level thresholds escalate threats as they develop, and built-in integrations enable automated triggers for internal or third-party mitigation.
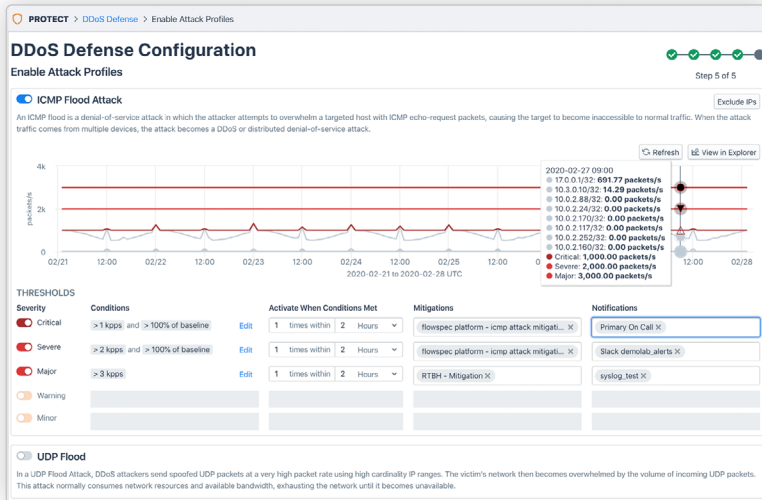
Benefits

Detect and defend up to 50% more attacks*

Eliminate false positives/negatives and decrease response time with automatic ML-based traffic profiling

Visualize attack characteristics and network impact

Trigger automatic mitigation actions including RTBH, Flowspec, and external mitigation hardware or services

** TechValidate survey of Kentik users*

Traffic Engineering

Resolve impending congestion and customer impact by identifying logical traffic groups that can be moved to alternate paths. Ensure that traffic delivery conforms to Service Level Agreements (SLAs) and maximizes utilization of costly network resources.

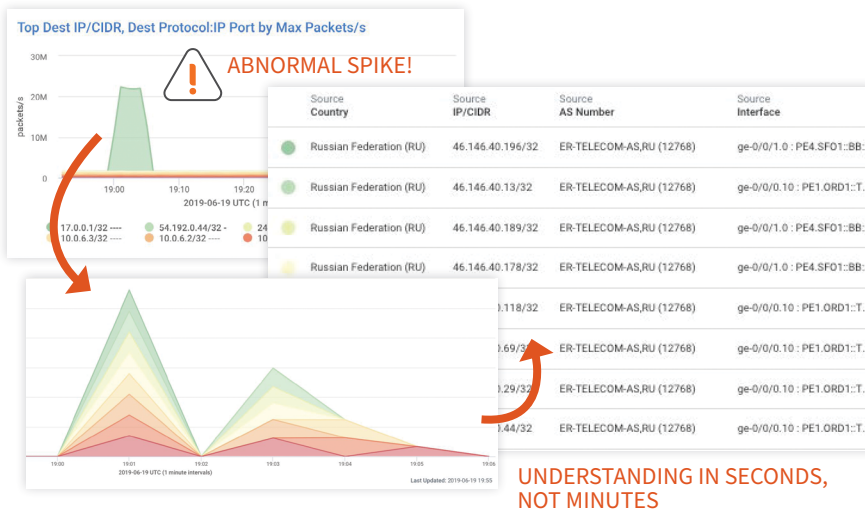## Benefits

Make sound traffic engineering decisions

Automate data collection and collation for traffic engineering tasks

Avert capacity crises by making space for new capacity lead times
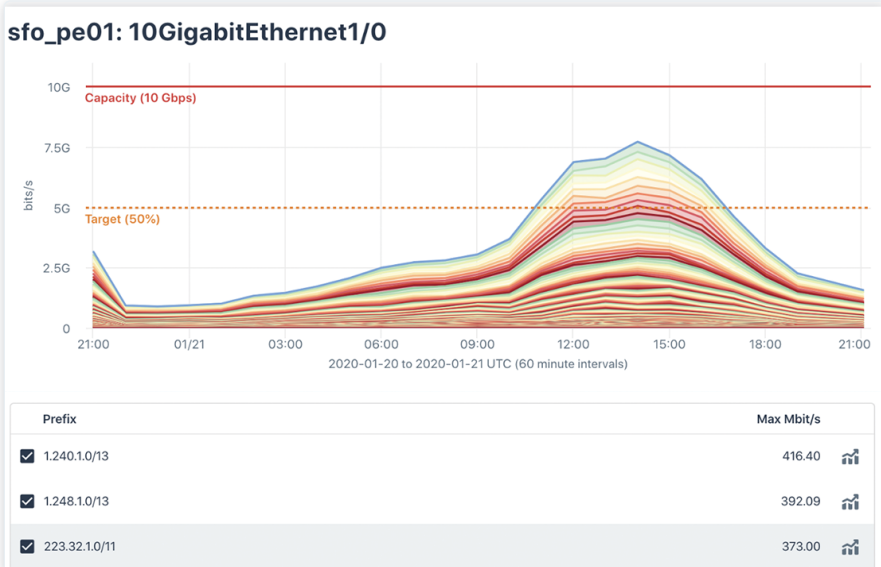
Network Troubleshooting

Resolving network problems and mysteries is challenging — especially with today's complex networks that span both traditional and cloud infrastructure. Kentik's distributed architecture keeps all the data that teams need to understand what's happening on the network and why. Powerful visualizations and a modern UI allow teams to navigate to details quickly and easily.

Benefits

Determine affected applications, services and users

Find root causes using guided troubleshooting steps

Minimize MTTR and business impact of network problems

Capacity Planning

Automate network capacity planning tasks and prioritize actions using growth forecasts and projected run-out dates. Gain integrated insights into network capacity, utilization, performance, and traffic composition to ensure the best service delivery at the lowest cost.

Benefits

Automates data gathering and correlation to prioritize the most critical capacity issues

Eliminate complex spreadsheets and manual planning processes

Prevent congestion surprises that impact applications or users
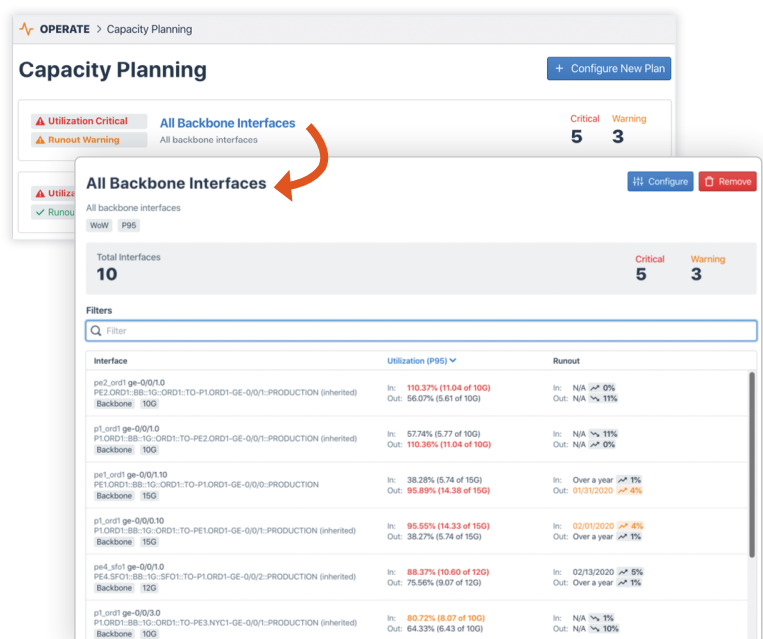
Network Cost Analytics

How are customers, applications, and internal departments utilizing high-cost resources? Find out by using Kentik to uncover the entry, path, and ultimate exit of customer traffic. Fast and accurate multi-dimensional analyses — using provider pricing models and traffic volume measurement — help link costs to consumers, uncover opportunities for differentiated products and services, and support pricing decisions.
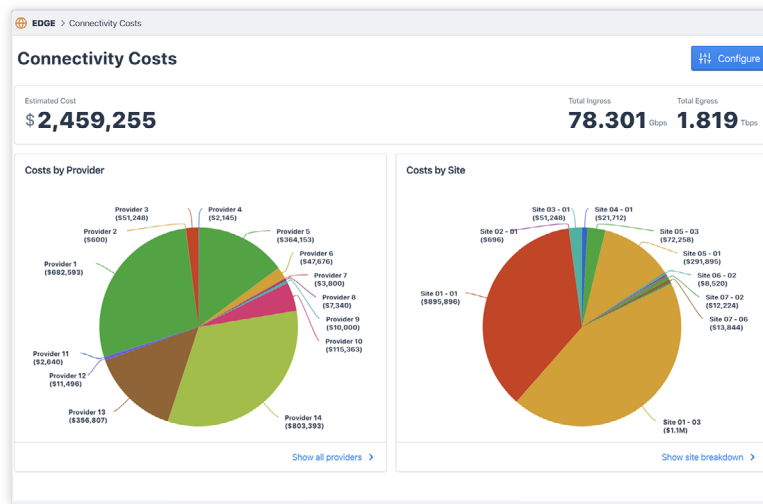
Benefits

Negotiate and enforce stronger customer contracts

Increase service revenue and margins.

Understand the drivers of overall network spend

Eliminate billing surprises and errors with automatic cost forecasts

CDN Analytics

Provide timely, curated insights on specific aspects of CDN traffic to improve CDN traffic delivery and make better business decisions.

Benefits

Find and fix CDN traffic origin misconfigurations

Improve CDN traffic delivery and performance for subscribers

Optimize CDN-related business decisions

OTT / Subscriber Analytics

Associate traffic with OTT content owners and service operators to expose the competitive landscape and optimize pricing to incorporate actual subscriber usage patterns.

Benefits

Reveal the origins and growth of network traffic and evaluate the competitiveness of in-house offerings

Analyze usage patterns across customer segments to optimize plans and pricing

Improve customer service outcomes by informing subscribers with human-readable details
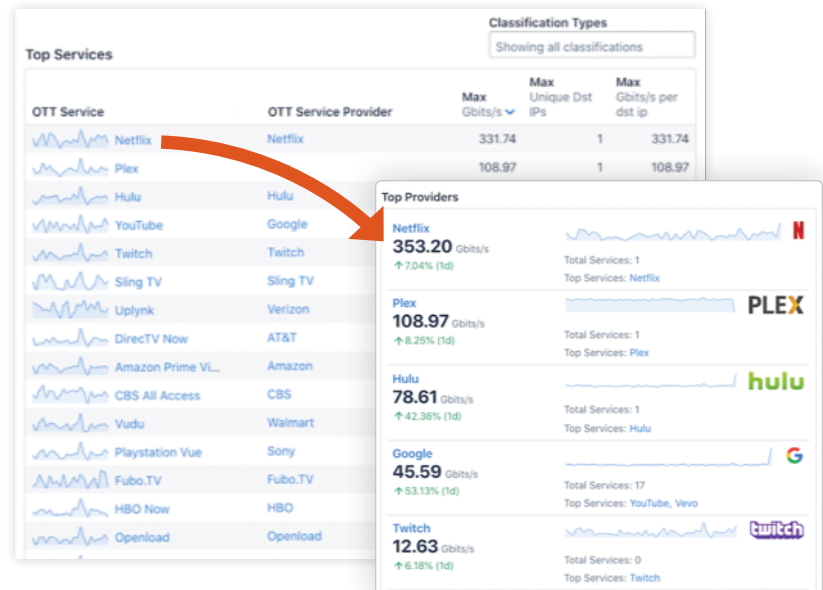
Network Topology Visualization

Visualize network topology, geography, and traffic to understand the interaction between customers or applications and the underlying network infrastructure.
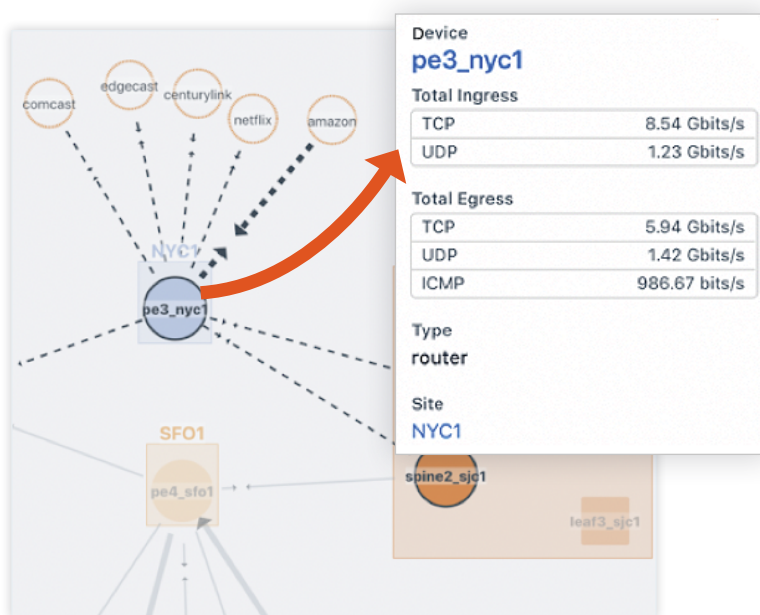
Benefits

Navigate to areas of interest with a geographical representation of the network

Understand the connectivity between network devices and sites

Find hotspots with an intuitive, interactive view of device and interface utilization

ABOUT KENTIK

For businesses running dynamic and complex networks that exceed efficient human operational scale, Kentik® is the provider of the only AIOps platform specifically designed for network professionals. Kentik uniquely unifies diverse data streams across cloud and traditional infrastructure to produce instant insights that accelerate network team efficiency, automate issue resolution, and create new business capabilities. Kentik is based in San Francisco. Learn more at www.kentik.com.

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

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