

PEERING AND INTERCONNECTION

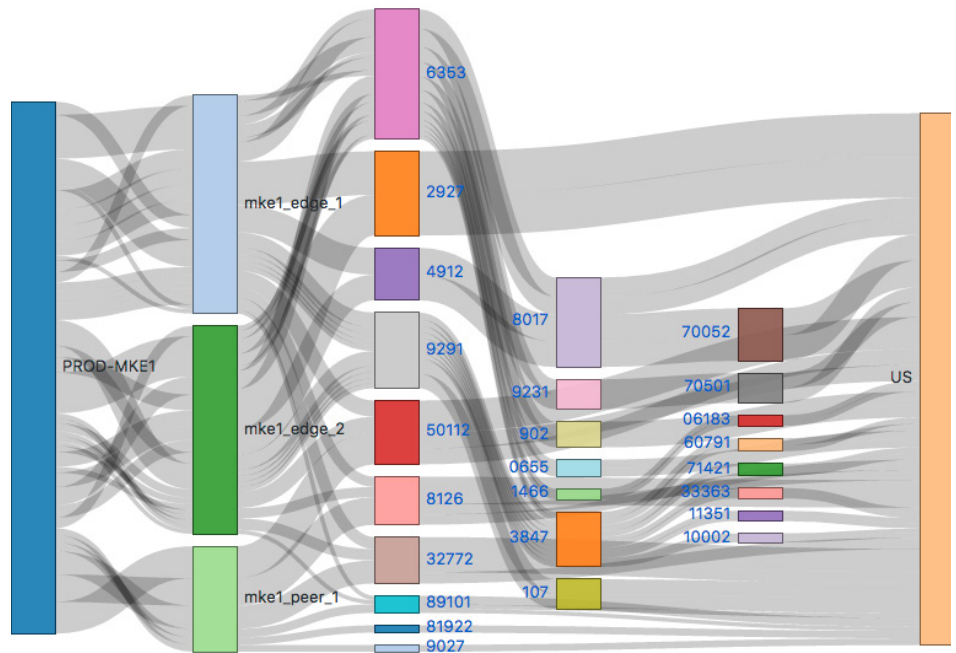
KEY CAPABILITIES

- Combines and correlates months of flow, BGP, geolP, and performance data
- Powerful analytics and intuitive visualizations of internet traffic by application, path, and region
- Detailed impact analysis of peering on customer traffic
- Open APIs enable data and analyses to be shared across teams and third party tools

KEY BENEFITS

- Make better, faster decisions based on a complete picture of hard data
- Maximize control and performance of internet traffic
- Drive continuous cost savings through optimal peering
- Service Providers can uncover previously hidden revenue opportunities

The payoff from peering analytics can be huge — lower costs, more control, better performance. But it’s a game of three dimensional chess where the pieces and the board change constantly. Crack the code, and you create a permanent competitive advantage for your business.



Sankey flow diagram showing PoP, edge routers, 1st / 2nd / 3rd hop ASNs, and dest country.

The challenge isn’t getting the data, but building a system that can effectively analyze a large number of variables across an ocean of data. Without that insight, interconnection decisions get made on gut feel, guesswork, and a bare minimum of actual traffic data. The end result is the worst of all worlds: traffic delivery not optimized for cost, performance, control, or revenue.

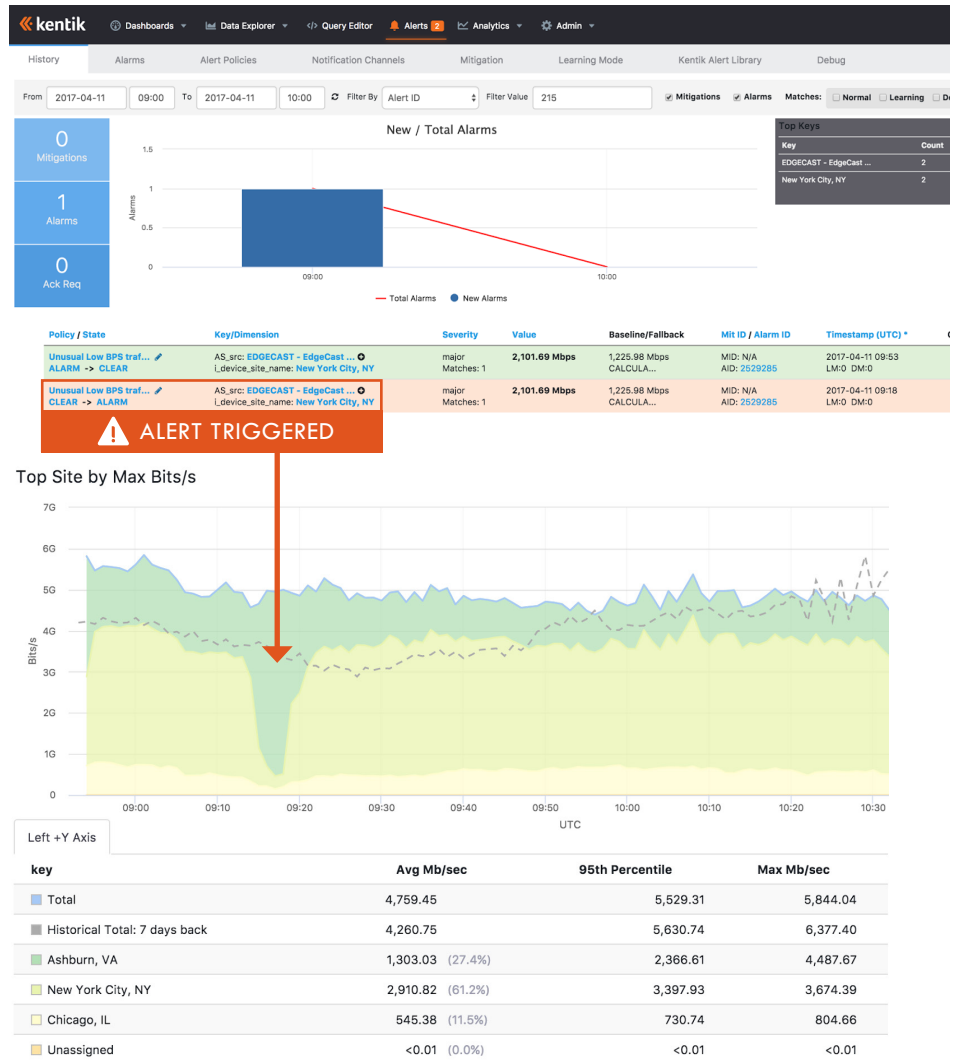
Kentik built its network traffic intelligence platform from the ground up to perform instant, highly flexible analytics on huge volumes of traffic, routing, and other network data.

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KENTIK CUSTOMER SUCCESS

“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.”

– Engineer, Multi-State Cable MSO Provider



Kentik’s alerting engine can proactively notify operators about interconnection issues, like peer traffic shifting from one ingress point to another, which could cause congestion or other adverse performance impact.

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.