

## Real-Time, Automated Network Cost Intelligence

Service providers, content platforms, and digital enterprises are under constant pressure to scale their networks while controlling costs and driving revenue. Yet understanding connectivity spend across hundreds or thousands of network interfaces, and what underlying traffic is driving those costs, has remained one of the industry's most complex challenges.

Kentik is the only platform that solves this problem at scale. With our Connectivity Costs and Traffic Costs automated workflows, we unify traditionally siloed data sources to deliver real-time network cost intelligence – track connectivity spend across all providers, instantly calculate the cost of key traffic slices, and see exactly how traffic is driving spend across your network.



### OPTIMIZE SPEND AND INCREASE REVENUE

Confidently price services, negotiate contracts, and engineer traffic paths to reduce spend, boost performance, and increase profitability.



### ELIMINATE COMPLEXITY

Automate network cost analysis with instant insights. Free engineering teams from manual spreadsheets and fragmented tooling.



### ACCELERATE DECISION MAKING

Empower sales, finance, and executive teams with real-time network cost insights to make faster, smarter, data-driven decisions.



## Connectivity Costs

Real-time visibility into what you're spending – and with whom.

- ✓ Upload contracts across all providers and connectivity (transit, peering, IX, PNI, etc.).
- ✓ Normalize complex billing models (95th percentile, flat-rate, tiered, and more).
- ✓ Track spending by provider, connectivity, site, and market.
- ✓ Validate invoices, uncover errors, forecast costs, and monitor trends.

## Traffic Costs

Go deeper: See exactly what traffic is driving spending.

- ✓ Instantly calculate costs for key traffic slices – by CDN, OTT, ASN, AS group, region, city, customer, or IP/CIDR.
- ✓ Measure effective cost per Mbps.
- ✓ Identify high-cost routes and interconnects.
- ✓ Compare traffic costs against revenue to assess margin impact.
- ✓ Automate cost estimates with snapshots and trend tracking.

## Use Kentik's network cost intelligence capabilities to:

### Identify high-cost paths

Surface routes and interconnects driving the most spend and take action to optimize traffic engineering and interconnect agreements.

### Improve margins

Compare per-customer and per-service traffic costs against revenue to guide smarter pricing, renewals, and negotiations.

### Eliminate manual toil

Replace hours of spreadsheets with automated insights, freeing engineering teams for higher-impact work.

### Track trends over time

Measure the financial impact of peering or routing changes and share results across teams.

### Democratize cost insights

Give finance, sales, and leadership real-time access to cost drivers for data-backed decision making.

### Forecast and validate spend

Eliminate billing surprises with automatic forecasts and contract validation.

#### Google ASNs

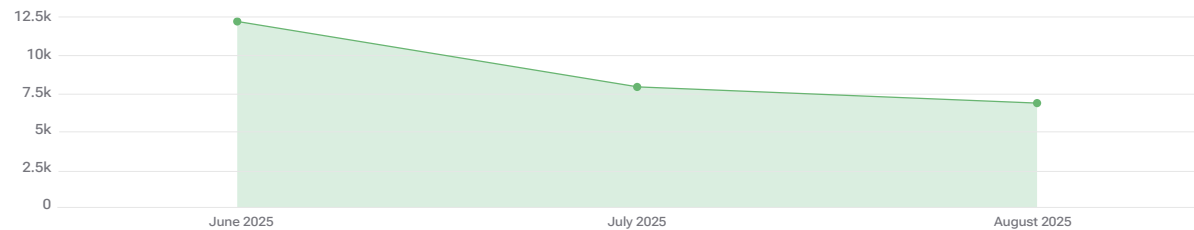
Estimated Cost  
\$6,888.35

Cost per Mbps  
\$0.56

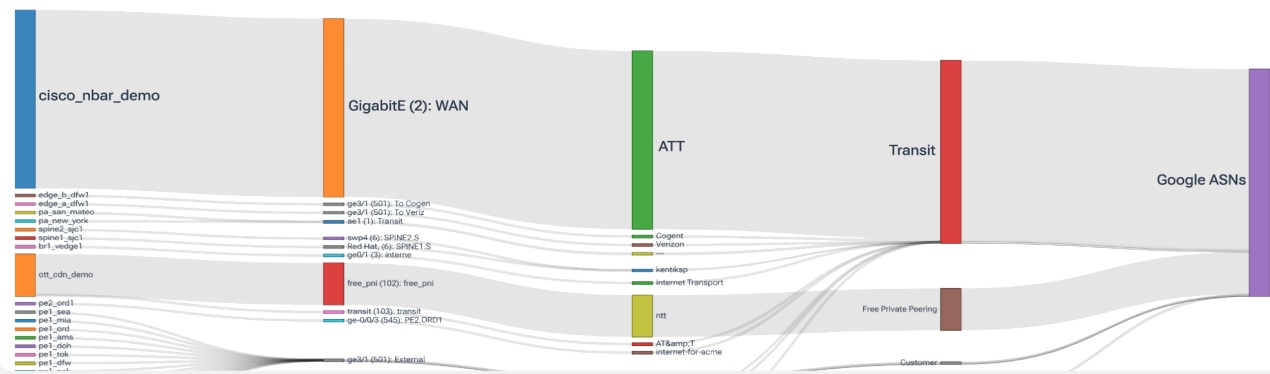
Ingress Billing Direction  
12.24 Gbps

Egress  
635.79 Mbps

#### Traffic Cost History



Ingress Egress



"Kentik Traffic Costs is like putting our connectivity spend under an X-ray. We now have instant visibility into which portions of our traffic are driving costs – and exactly where to optimize for performance and savings."

*Tomás Lynch, Senior Network Architect, Vultr*