

## INTERNET AND WAN INSIGHT

Gain a 360° view of the performance, composition, and paths of actual traffic across both internal networks and the internet

### PEERING AND INTERCONNECTION

Demystify downstream and transit traffic flows to find peering opportunities, control performance, and lower costs.

### WAN / SD-WAN MONITORING

Monitor end-to-end performance of the WAN / SD-WAN for DIY, NaaS, or managed service deployments.

### TRAFFIC ENGINEERING

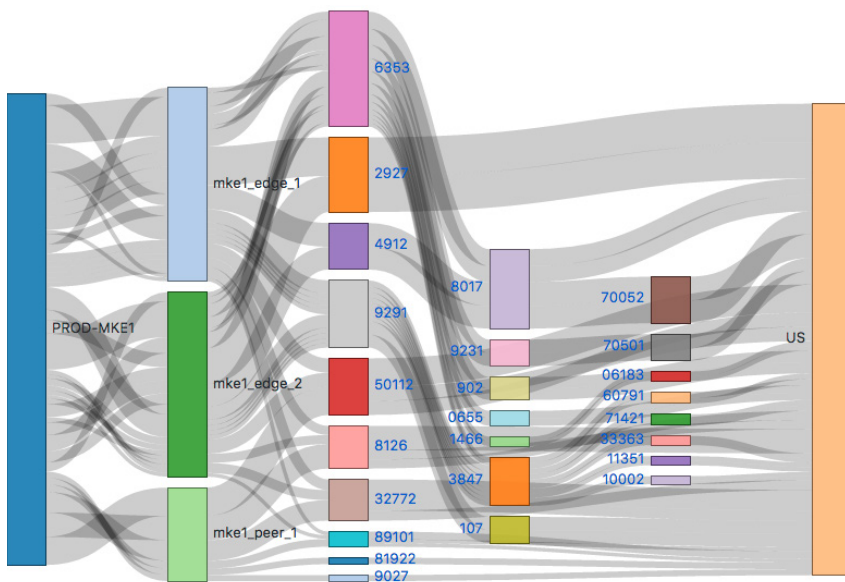
Explore detailed traffic insights, ensure service quality, and contain costs.

### CAPACITY PLANNING

Analyze capacity, utilization, performance, and traffic composition for high QoS at the lowest cost.

### INTERNET PERFORMANCE MANAGEMENT

Manage and control performance and user experience for internet traffic delivery.



Peering Analytics identifies second and third hop ASNs (4th and 5th columns above) where direct interconnection may save cost or improve performance.

### 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

### BENEFITS

- Lower transit costs
- Increase network uptime by 38% or more\*
- Improve traffic management
- Maximize control and performance of internet traffic
- Improve user and customer experience by 47% or more\*
- Defer upgrades and contain costs
- Make data-driven decisions about relationships with peers and competitors

\* TechValidate 2017 Customer Survey | Products from Kentik have patents pending in the US and elsewhere.

## DATACENTER AND CLOUD PERFORMANCE

Modern NPM for modern datacenters and hybrid cloud environments

### DATACENTER VISIBILITY

Uncover insights into east-west traffic and app and infrastructure changes.

### HYBRID CLOUD VISIBILITY

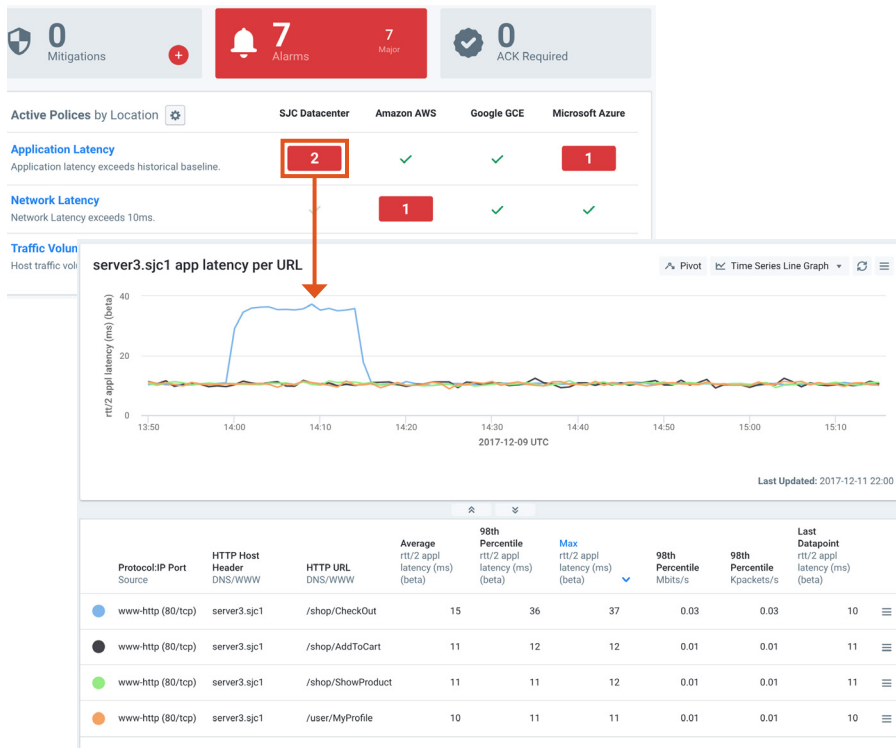
In a single pane of glass, get a high-resolution view network traffic across private, public, and hybrid clouds.

### DNS MONITORING

Monitor performance, detect anomalies, and gain in-depth analytics for critical DNS service traffic.

### APPLICATION-AWARE NETWORK PERFORMANCE

Understand the performance of actual traffic delivery from modern apps and infrastructure, across both internal network and internet paths.



### KENTIK CUSTOMER SUCCESS

“With a substantial portion of the world’s internet advertising flowing across our open cloud platform, predictable performance is a business-critical concern. 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 for AppNexus, a leading ad-serving technology provider



### BENEFITS

- Eliminate datacenter and cloud monitoring blind spots and accelerate troubleshooting
- Improve user and customer experience
- Proactively detect congestion and other traffic anomalies
- Reduce MTTD, MTTR, and MTTI by 41% or more\*
- Increase staff productivity
- Reduce network and infrastructure abuse
- Automate and integrate across the management stack

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# THREAT DETECTION AND ATTACK PREVENTION

Kentik provides a single, unified platform for attack detection, mitigation, and investigation

## DDoS DEFENSE

Get the industry's most accurate and automated DDoS detection and triggering.

## DNS SECURITY

Monitor traffic flows and DNS queries in real-time to detect and thwart targeted DNS attacks.

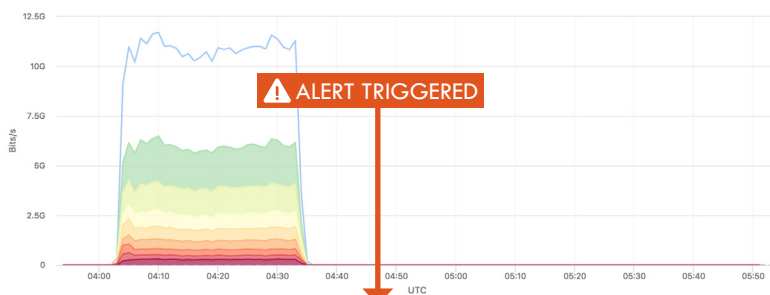
## NETWORK FORENSICS

Leverage months of raw flow data and ad-hoc query capabilities to support proactive and forensic analytics.

## CYBER THREAT HUNTING

Proactive, accurate threat detection to reduce impact and improve security posture

Top Source Country by Max Bits/s



Policy / State	Key/Dimension	Severity	Value	Baseline/Fallback	Mx ID / Alarm ID	Timestamp (UTC)	Comment
src Interface near... ACK_REQ -> ALARM	InterfaceID_src: 10g Transit to Level... L_device_ID: gateway_nyc_csm_net	critical Matches: 19	9,724.24 Mbps	0.00 Mbps NO_USE...	MID: N/A AID: 2883471	2017-04-30 00:45 LMD DMQ	
Mitigation END_GRACE -> CLEAR	192.168.161.252/32 192.168.161.225	Radware_PAL Generic_UDP	Mitigation Args		MID: 93519 AID: N/A	2017-04-30 00:43 LMD DMQ	
UDP_HOCHIPS ALARM -> ACK_REQ	IP_dst: 192.168.243.60	critical Matches: 8	12,109.00 Mbps	100.00 Mbps DEFAULT...	MID: 93531 AID: 2883000	2017-04-30 00:40 LMD DMQ	
Mitigation MITIGATING -> END_GRACE	192.168.3.83/32 192.168.243.60	Radware_PAL Generic_UDP	N/A		MID: 93531 AID: N/A	2017-04-30 00:40 LMD DMQ	
UDP_BADPORTS ALARM -> CLEAR	IP_dst: 192.168.243.60	major Matches: 10	11,790.00 Mbps	0.00 Mbps NO_USE...	MID: 93531 AID: 2883285	2017-04-30 00:40 LMD DMQ	
BIG_PPS ALARM -> ACK_REQ	IP_dst: 192.168.243.60 Proto: UDP (17)	major Matches: 1	1,414.67 kpps	700.00 kpps LOWEST...	MID: 93531 AID: 2883000	2017-04-30 00:34 LMD DMQ	

## KENTIK CUSTOMER SUCCESS

“Kentik is a game-changer for network operations. Since deploying Kentik’s big data-based detection and automated triggering of our Radware mitigation platform in May of this year, we have seen an over 30 percent improvement in catching and stopping DDoS attacks. Kentik helps us deliver better service to our customers, and has freed our engineers from constant firefighting so they can focus on projects that will move us forward.”

- Brian Mengel, CTO, PenTeleData



## BENEFITS

- Deploy a single platform for attack detection, mitigation, and investigation
- Continuously strengthen your overall security posture
- Eliminate false positives and negatives
- Detect and mitigate risks and threats in real-time
- Reduce service impacts
- Detect and defend 53% more DDoS attacks\*
- Spend less staff time on intervention
- Enable turn-key, vendor-neutral protection

\* TechValidate 2017 Customer Survey | Products from Kentik have patents pending in the US and elsewhere.

## NETWORK BUSINESS INTELLIGENCE

Combine deep network analytics with application and business data to grow revenue and contain costs

### DIGITAL TRANSFORMATION BENCHMARKING

Leverage detailed network analytics to understand progress toward cloud, application, and digital transformation.

### NETWORK AND APPLICATION COST

Uncover the entry, path, and ultimate exit of customer traffic for fast and accurate cost analytics.

### REVENUE & CUSTOMER RISK ANALYSIS

Reveal revenue opportunities and risks through detailed traffic flows for customers and prospects.

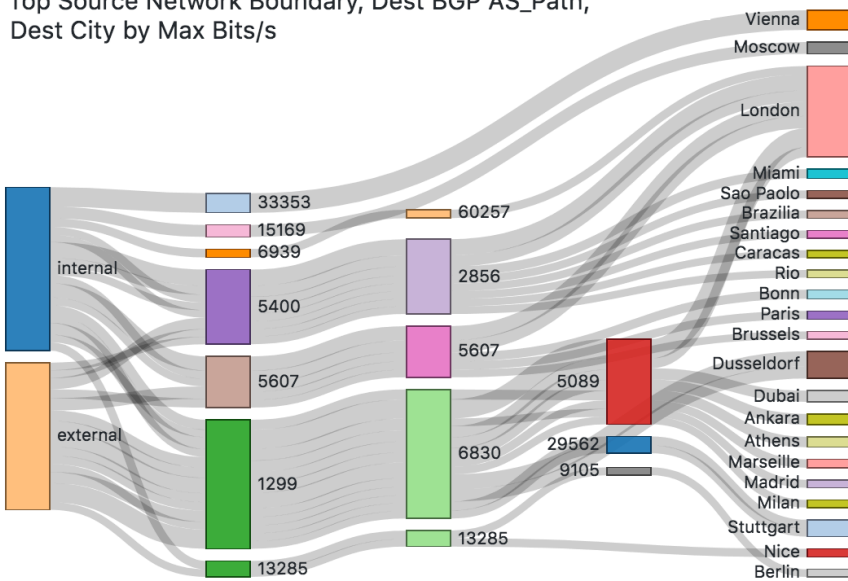
### MSSP SERVICE CREATION

Create new analytics and security services, seamlessly integrated into customer portals.

### SUBSCRIBER ANALYTICS

Uncover granular insights into customers' usage, behavior, and overall quality of experience (QoE).

Top Source Network Boundary, Dest BGP AS\_Path, Dest City by Max Bits/s



### CUSTOMER SUCCESS STORY

Using Kentik, GTT is now able to pull insights from NetFlow and BGP data to identify when high volumes of traffic are transiting its network to or from networks that aren't yet GTT customers. Kentik's alerting capabilities allow this information to be distributed to sales teams who can then utilize the data to help gain new prospects for GTT services.



### BENEFITS

- Negotiate stronger customer contracts
- Increase service revenue and margins
- Reduce customer churn
- Reduce SLA payouts by 39% or more\*
- Identify your highest potential new sales prospects
- Gain deep insight into customers and subscribers
- Increase your Net Promoter Score (NPS)

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