

Network Intelligence for Gaming

Optimize gameplay performance at global scale with AI-driven network intelligence

Global gaming platforms operate under constant pressure to deliver low-latency, always-available gameplay to millions of concurrent players. Launch-day spikes, global tournaments, and seasonal updates drive unpredictable traffic surges that stress hybrid infrastructure spanning data centers, multi-cloud environments, CDNs, and global transit networks. Milliseconds of latency or packet loss can impact player retention, competitive fairness, and revenue. At the same time, DDoS attacks, ISP instability, and cloud visibility gaps slow root-cause identification during live gameplay incidents.

The **Kentik Network Intelligence Platform** brings flow, routing, cloud telemetry, and AI-driven analysis together to reveal where player traffic moves, detect issues faster, and maintain consistent gameplay performance at global scale.

✓ UNIFIED NETWORK OBSERVABILITY

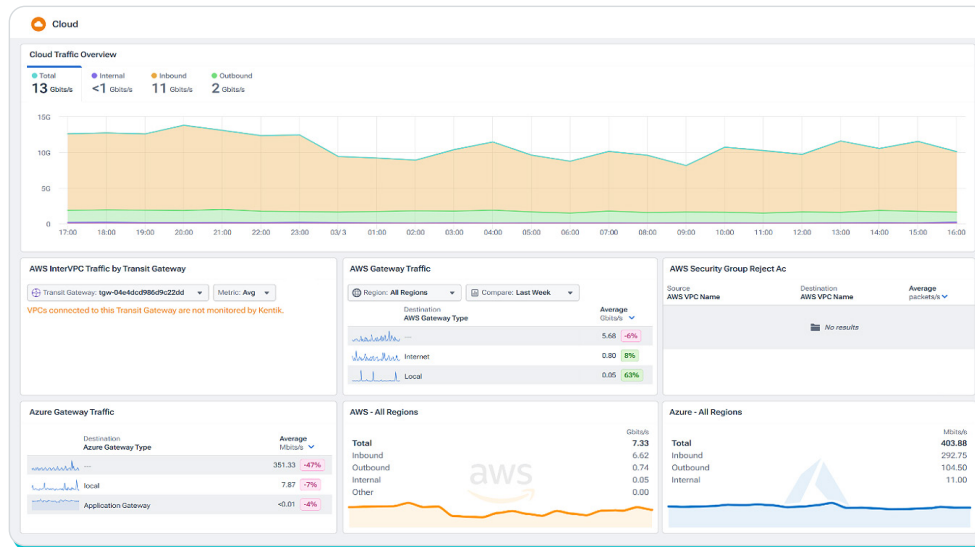
Leverage AI-driven insights to unify data into a single operational view. Accelerate investigation time, eliminate blind spots, and support confident decisions across backbone, cloud, CDN, and internet paths.

✓ REDUCED INFRASTRUCTURE COSTS

Analyze traffic patterns, interconnect utilization, and cloud egress behavior to reduce unnecessary transit and cloud costs while maintaining consistent latency and capacity for global player populations.

✓ RELIABLE GAMEPLAY PERFORMANCE

Detect latency, packet loss, jitter, and routing instability across global infrastructure before gameplay degrades, protecting player experience during launches, tournaments, and peak gameplay periods at a global scale.



Key benefits

Minimize disruption during peak gameplay

Quickly isolate latency and performance issues across cloud, transit, and internal services.

Scale performance without cost spikes

Forecast demand, reveal capacity constraints, and scale efficiently during launches, patches, and tournaments.

Protect player experience

Distinguish legitimate player surges from DDoS attacks and accelerate mitigation during high-traffic events.

Protect global gameplay infrastructure

Monitor routing, policy changes, and traffic anomalies across cloud regions, transit providers, and ISPs.

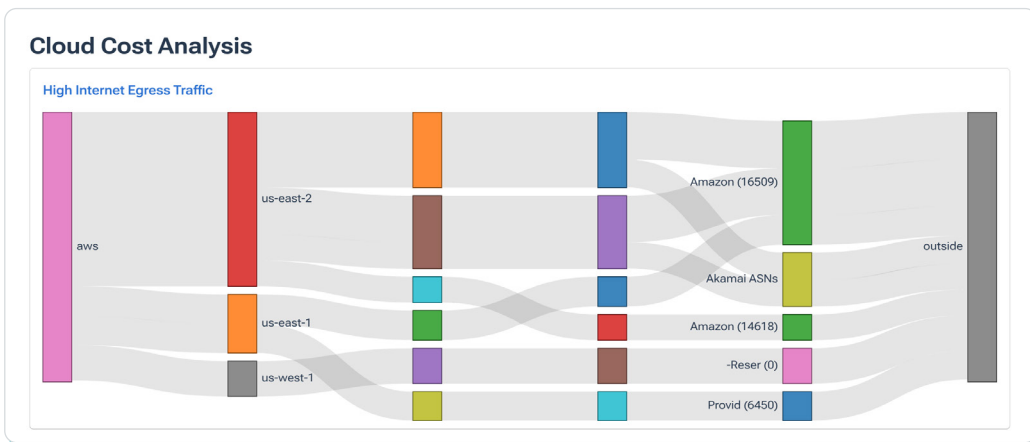
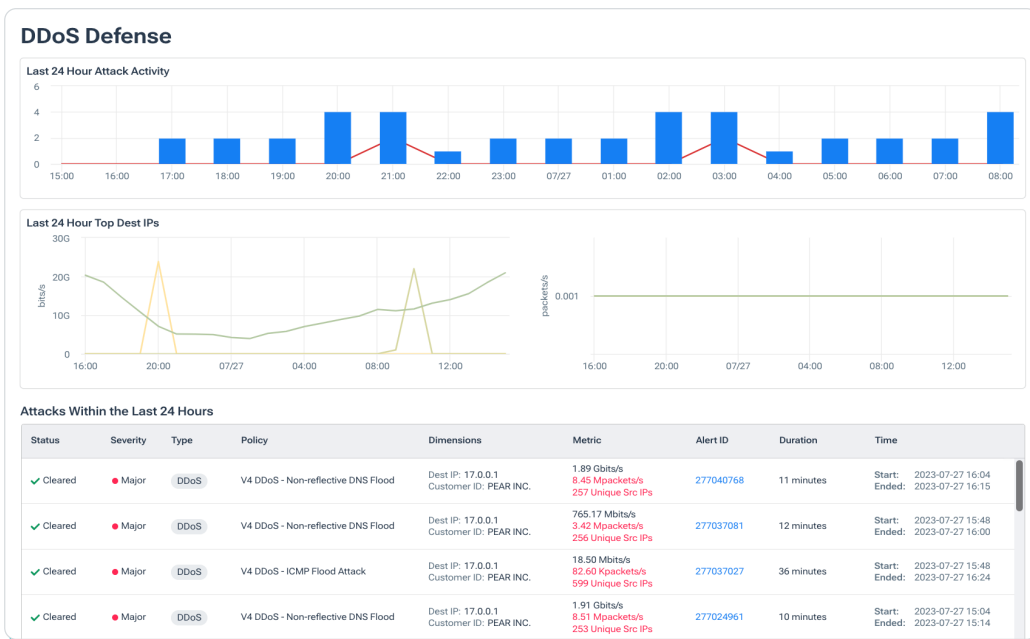
Kentik network intelligence helps you:

Ensure end-to-end performance and protect player experience

Gain a unified view of player traffic across ISPs, transit providers, cloud regions, and data centers to understand how gameplay moves across hybrid infrastructure. By correlating flow, routing, and cloud telemetry in a single platform, teams detect latency, congestion, routing instability, anomalies, and DDoS activity before they impact players. AI-driven analysis highlights top contributors across regions, services, and ASNs, while root cause analysis and network forensics pinpoint whether issues originate from cloud, transit, ISPs, or internal services. This accelerates remediation, reduces MTTR, and protects player experience during launches and peak events.

Optimize cloud, transit, and interconnect costs

Identify inefficient routing paths, cloud egress costs, and interconnect utilization across hybrid infrastructure. By analyzing traffic flows and provider dependencies, teams uncover overprovisioned links and peering opportunities, enabling cost-efficient scaling while maintaining performance and capacity.



“Without Kentik, we would always be in reactive mode, our operational costs would be higher, and the quality of our network service would degrade, which could lead users to stop playing our games.”

– Tatsuya Mori, Senior Manager of IT Infrastructure/Network

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Kentik is the network intelligence platform for modern infrastructure teams. Unlike traditional monitoring and observability tools, we demystify complex network operations, enabling organizations to deliver applications and innovation at scale.