

With traffic growth driving up costs, and third party services threatening existing revenue streams, broadband providers feel increasingly squeezed. Kentik's powerful network analytics platform can turn the tide by leveraging data you already have to reduce network costs, improve team efficiency, and generate new revenue.

Subscriber Analytics

Network data is instantly combined with subscriber authentication data for real-time views into per-subscriber network activity, or segment by subscriber class, region, or other business attributes.

- Improve customer service efficiency and outcomes
- Drive product and pricing decisions with detailed network utilization data

CDN and OTT Traffic Analytics

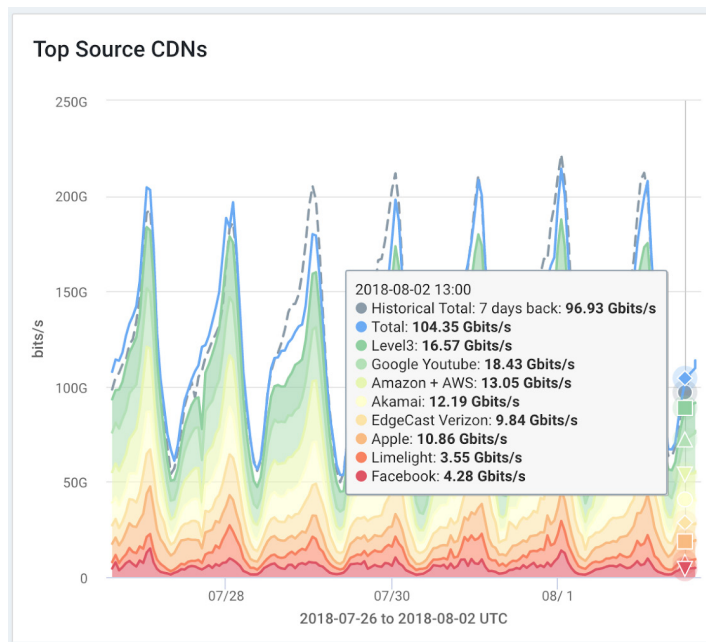
Automatic CDN and OTT service name labels provide deep understanding of per-service network utilization, regardless of where traffic originates: public or private CDNs, on-net or off-net caches.

- Optimize traffic delivery cost and performance
- Make data-driven decisions about relationships with peers and competitors

Service Assurance

Proactively detect performance, availability, and security issues network-wide. Get the data to resolve incidents quickly with lightning-fast queries, months of retained details, and flexible filtering and grouping.

- Reduce MTTD / MTTR
- Increase staff productivity and improve customer experience



KEY DIFFERENTIATORS

Purpose-built for the scale needs of the world's largest networks

Answers time-critical questions in seconds with unmatched query performance

Instantly labels network data with OTT/CDN, subscriber, geo and routing data for deep context

Retains full detail for months without roll-ups or aggregation

Simplifies workflows for each user and role with fully customizable views and dashboards

Automatically detects traffic anomalies like spikes, outages, DDoS, and traffic shifts using a powerful streaming analytics engine

Peering and Traffic Engineering

Find and fix non-optimal traffic delivery to reduce cost and improve performance. Identify new opportunities to move traffic from paid transit to lower cost private interconnection or exchanges.

- Reduce OPEX and defer CAPEX for capacity upgrades
- Improve service quality

Capacity Planning

Gain integrated insights into network capacity, utilization, and traffic composition. Trend changes over time to understand growth and predict future capacity needs and budget.

- Improve staff efficiency with automated planning processes
- Eliminate congestion caused by over-capacity surprises

DDoS Detection and Mitigation

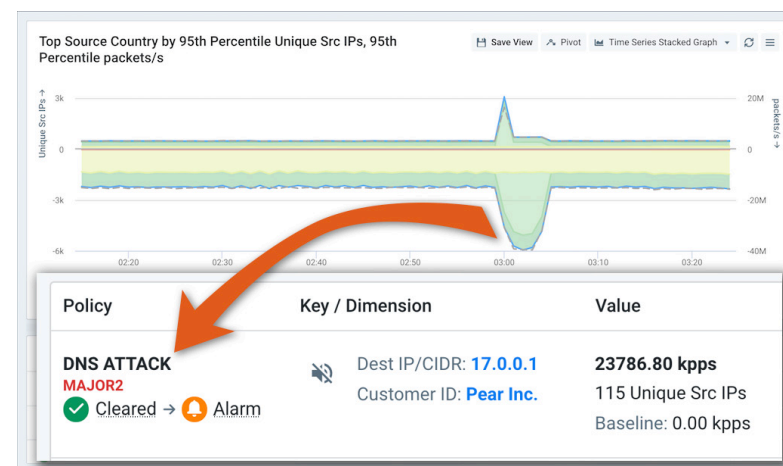
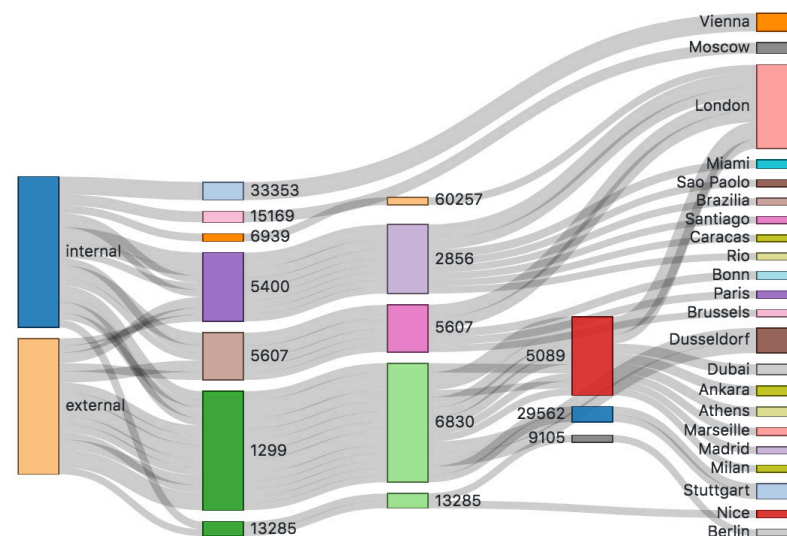
Get the industry's most accurate and automated DDoS detection and triggering, and give security and operations teams a full forensic capability across months of raw data.

- Reduce service impacts
- Spend less staff time on intervention

Automation and Integration

Kentik's network traffic intelligence platform supports open and highly scalable APIs for easy integration with OSS, BSS, automation, and orchestration tools.

- Automate and integrate across the management stack
- Increase cross-team productivity



ABOUT KENTIK | Easily the world's most powerful network analytics, Kentik® is built on a patented big data engine and uses real-time flow analysis, uniquely enriched with business and internet context to help enterprises and service providers protect their revenue and reputation. Kentik was built by an experienced team to deliver a modern platform for network analytics that is both powerful and easy to use. Kentik is based in San Francisco — learn more at www.kentik.com

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