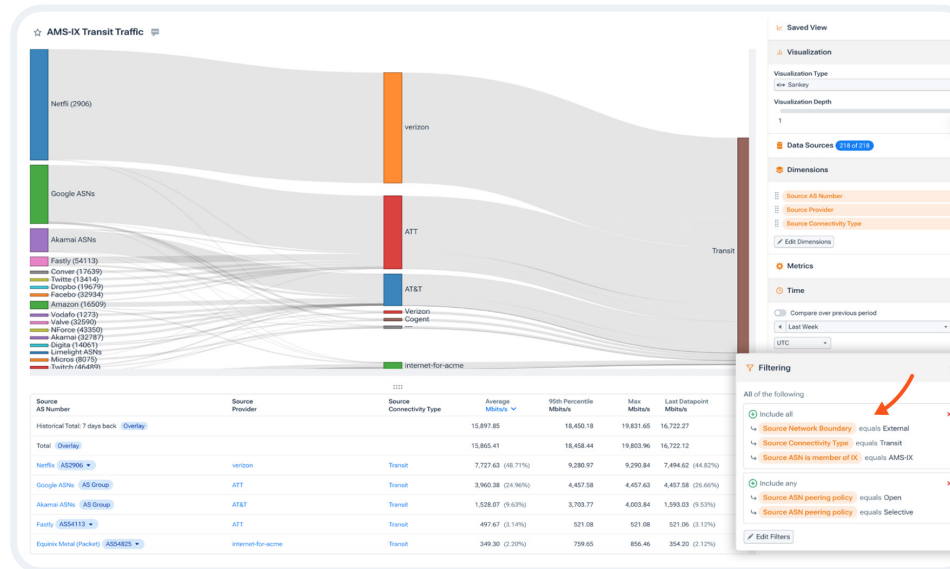


# The World's Most Advanced Peering and Interconnection Solution

As businesses move to a digital-first strategy, the need for quick and reliable interconnection is of paramount importance. But peering decisions have been historically fraught with required diligence that can be complex, siloed, and time consuming.

Kentik is the *only* network observability platform that solves this challenge by combining three core elements necessary for peering decisions – your network's traffic flows, connectivity costs, and PeeringDB's database – into one unified solution.

This powerful combination delivers an all-in-one data toolset enabling peering managers, network planners, and operators to speed up decision making, streamline operations, optimize performance for customers and subscribers, and reduce costs with analytics-driven peering and interconnection strategies.



## KEY BENEFITS

Build data-driven peering strategies in minutes

Save millions in annual traffic costs

Replace manual processes with automated workflows, alerting, and insights

Easily determine if joining an IX or direct interconnect facility is cost effective for your network

### NETWORK TRAFFIC ANALYTICS

See your network's inbound and outbound traffic flows visualized. Uncover drivers behind bandwidth utilization. Understand network traffic service origin, contributors, and consumers by content. Identify CDNs, 850+ OTT services, and 650+ OTT providers across more than 40 categories.

### PEERINGDB INTEGRATION

Visualize network traffic contextualized with PeeringDB data – the go-to interconnection directory for networks, clouds, services, and enterprises. We ingest PeeringDB's database daily, ensuring customers always have the latest info at their fingertips.

### CONNECTIVITY COSTS

Understand network connectivity costs and drivers of monthly spending per Mbps by provider, connection, and site in any currency. Automate flat, tiered, and custom calculations.

**“The integration of the PeeringDB dataset is a game changer for peering optimization. Now I have all the information I need to evaluate peering decisions in the one service.”**

— Brad Raymo, VP of Network Strategy

**STACKPATH**

## Use Kentik’s peering and interconnection capabilities to:

**Discover peers:** Identify optimal transit and peering partners based on your traffic flows, connectivity mix, ratios, paths, and dynamics.

**View common footprints:** Generate contextualized map views of common IX and facilities (data center) footprint with any network in any geography.

**Access peering info instantly:** Identify the NOC, peering contacts, locations, and peering policy for any targeted networks on any IX or colocation.

**Conduct rapid analysis:** Evaluate potential traffic IN and OUT – based on your traffic profile – that could be peered off from transit to IXs and data centers, together with networks’ policy details.

**Calculate cost savings:** Support strategic planners in the decision to deploy at certain data centers or IXes based on shared traffic and the peering policy of the target AS.

## Real. Results. Delivered.

✔ **Save time:** Say goodbye to complex spreadsheet wrangling, manual analysis, and chair swiveling with all the data you need in one place.

✔ **Save money:** Use data-backed peering decisions to optimize traffic engineering that cuts transit costs.

The screenshot displays the Kentik platform interface for Microsoft AS8075. It includes a traffic profile showing 2,779 Mbps inbound and 2,274 Mbps outbound traffic, broken down by customer, transit, and other categories. A map shows peering sites and facilities across North and South America. A table lists peering policies for various networks like 123.net, 365 Data Centers, and Bx8, detailing their status and traffic ratios.



**“In my first months, I was able to find approximately \$3 million in annual savings in just traffic engineering changes. This would not have been possible without the analysis and insights provided by the Kentik platform.”**

— Brad Raymo, VP of Network Strategy



Kentik is the network observability company. Our platform is a must-have for the network front line, whether digital business, corporate IT, or service provider. Network professionals turn to the Kentik Network Observability Platform to plan, run, and fix any network, relying on our infinite granularity, AI-driven insights, and ridiculously fast search. Visit us at [kentik.com](https://kentik.com).