

# is Revolutionary Analytics to Power Up Service Provider Networks

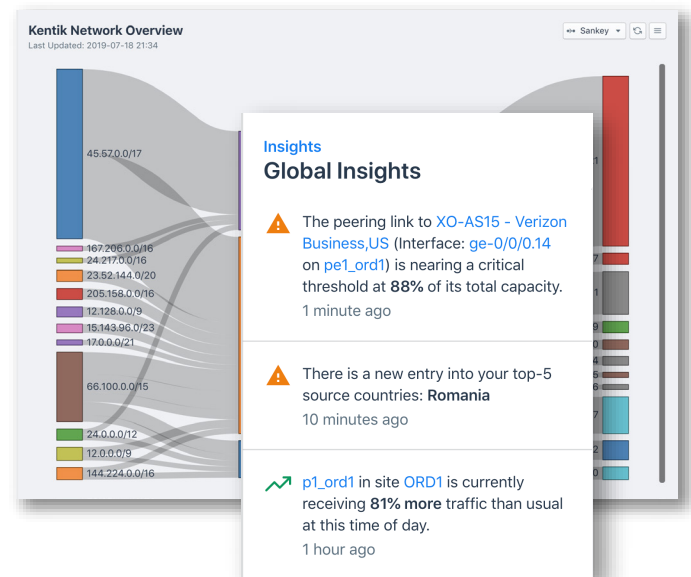
Today, network service providers face significant challenges from every direction.

Network teams are being pressed to do more with less even as traffic growth, customer expectations, and infrastructure complexity continue to accelerate. New competitive threats also challenge the business as a whole—not only traditional telecom competitors but also from emerging OTT and cloud services.

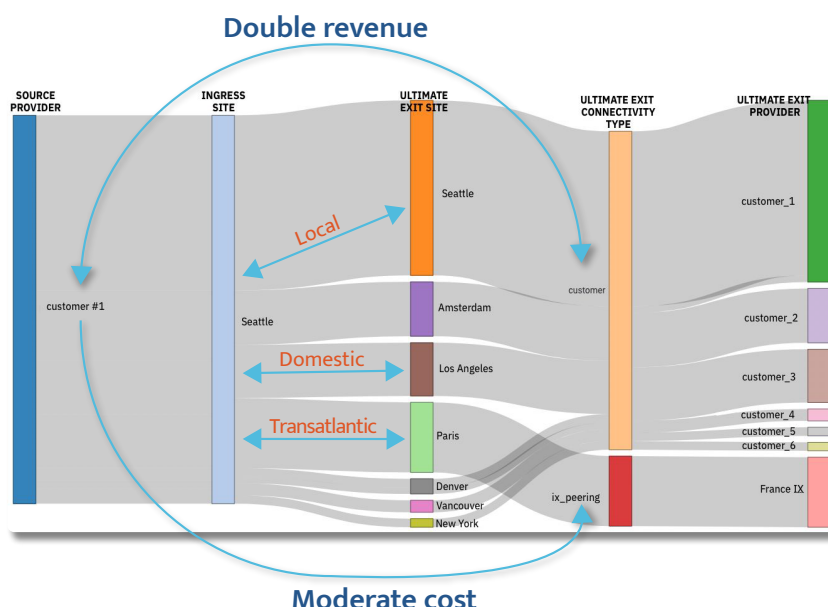
Fortunately, service providers' networks already generate the data needed to face these challenges. Kentik applies AIOps techniques like large scale data collection, correlation and machine learning to produce real-time insights and workflows that make network teams dramatically more efficient. Meanwhile, executives and architects get the big-picture views they need to build faster, more reliable and more profitable services.

## Key Differentiators

- **Automatically surfaces traffic anomalies** like spikes, outages, DDoS and traffic shifts using a powerful, machine learning engine



- **Purpose-built** for the scale needs of the world's largest networks
  - **Answers time-critical questions** in seconds with unmatched query performance
  - **Retains full detail** for months without roll-ups or aggregation
  - **Intuitive UI** simplifies workflows for each user with fully-customizable views and dashboards



“Kentik has the best feature functionality on the market and has substantially reduced our MTTR for customer, peering, and transit-related issues.”

— Julien Vaught, VP of Network Architecture & Engineering, Limelight Networks

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## Use Cases

### Generate Revenue

- **Sales Prospecting:** Use network data to drive revenue growth by uncovering potential new customers and upsell opportunities for in-house services.
- **Negotiation, Pricing, and Products:** Create new products and differentiated pricing models by understanding how individual customers consume network services.
- **Analytics Service Offerings:** Deliver flexible self-service, curated views of network traffic to end customers as a value-add or revenue generator.

### Improve Customer Experience

- **Service Assurance:** Proactively detect incidents such as attacks, traffic pattern changes, and routing problems and get the details needed to fix them quickly. Minimize service downtime and customer impact.
- **Performance Management:** Rapidly troubleshoot performance issues and plan routing and interconnectivity to minimize latency and packet loss.
- **DDoS / Network Defense:** Automate DDoS protection with built-in detection policies and mitigation options like RTBH, Flowspec, and integrations with cloud or on-premise scrubbing.

### Optimize Network Cost

- **Peering and Interconnection:** Find opportunities to improve performance and reduce cost by interconnecting directly with remote networks that exchange traffic with your network.
- **Capacity Planning:** Simplify planning workflows with automated forecasting and network-wide visibility into utilization, capacity, and traffic composition.
- **Traffic Engineering:** Understand top contributors to growth and utilization end-to-end and on specific network segments. Make data-driven routing policy decisions to prevent congestion.
- **Subscriber Behavior:** Understand usage behavior for both individual subscribers and across subscriber segments. Detect popular OTT services to optimize traffic delivery and cost. Improve customer service outcomes by pinpointing service quality issues and explaining data caps or overage charges.
- **CDN and OTT Analytics:** Understand the real drivers behind network traffic growth and negotiate with CDNs and content providers armed with traffic intelligence.

## Summary

In the face of increasing network complexity and new competitive threats, Kentik powers up service providers with the high-performance analytics engine they need to find and fix problems quickly, run more efficient networks, and deliver fast, reliable and profitable services to customers.

## ABOUT KENTIK

For businesses running dynamic and complex networks that exceed efficient human operational scale, Kentik® is the provider of the only AIOps platform specifically designed for network professionals. Kentik uniquely unifies diverse data streams across cloud and traditional infrastructure to produce instant insights that accelerate network team efficiency, automate issue resolution, and create new business capabilities. Kentik is based in San Francisco. Learn more at [www.kentik.com](http://www.kentik.com).

*Products from Kentik have patents pending in the US and elsewhere.*