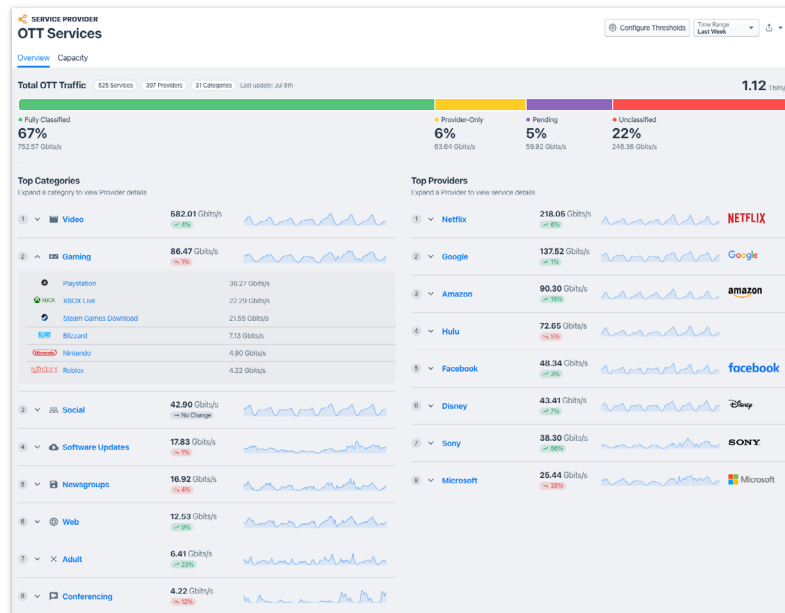




## Kentik Delivers ISPs Meaningful Data Insights into Network Traffic

Broadband providers like MSOs, telcos, mobile carriers, and ISPs feel increasingly squeezed today. On one side, providers face continuous costly infrastructure investment, driven by relentless content traffic growth. On the other side are revenue threats from third-party over-the-top (OTT) services who compete with in-house offerings and profit from the very same traffic that's driving up costs. Understanding and managing these dynamics are huge challenges that providers must meet to ensure the next phase of their success.

To help with that, Kentik offers a network detective solution of sorts, appropriately named Kentik True Origin™. This solution doesn't wear a trench coat but does quickly solve any mystery, regarding the *who*, *why*, and *what* is impacting your network...and mostly, *how*.



Appliance-less OTT traffic mapping in action

True Origin — coupled with Kentik's network observability platform and integrated proactive autonomous synthetics tool — delivers unparalleled holistic, proactive insights into the usual suspects taking advantage of your network: namely, sneaky CDNs and OTTs.

## Key Benefits

Understand the real drivers of network traffic growth

Avoid the cost and complexity of DPI-based solutions

Make data-driven decisions to minimize network CAPEX and OPEX

Automatically attribute traffic to a list of constantly updated 350+ OTT applications and 50+ CDNs, organized by application category and content provider

Increase revenue with OTT usage trends across subscriber segments, understand large traffic events and attribute them to the right content providers

Precisely map the entire digital supply chain for each OTT application entering your network

Improve customer service with per-subscriber network utilization details

Locate abusers and enforce caps or fair-use policies or evaluate zero-rating scenarios with any identified OTT

Find and fix CDN traffic origin misconfigurations to optimize subscriber experience

Automatically discover cache IPs and detect around 50 CDNs, whether commercial, or content provider owned, or public cloud



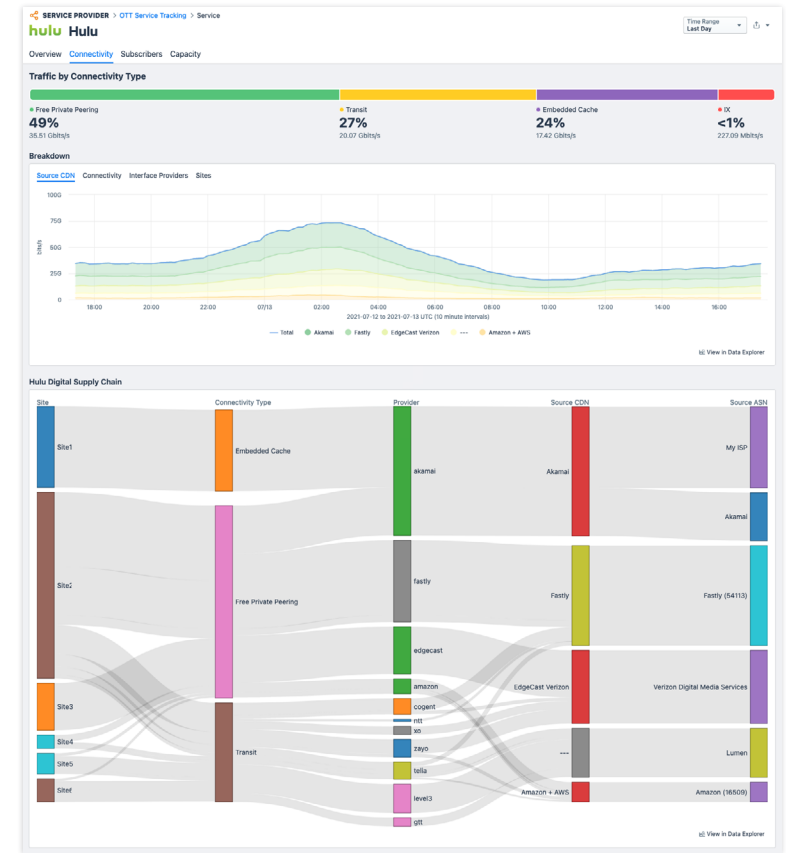
By leveraging real-time telemetry from network equipment that's already in place, operators can get key insights about cost, performance, and subscriber behavior. Unlike siloed monitoring solutions with impeded visibility, Kentik True Origin integrates with our network observability platform and autonomous testing solution. This connection transcends past outdated approaches like DPI, monitoring appliances, and data lakes to deliver a deep, detailed picture of traffic associated with CDNs, OTT services, and subscribers.

## Big Picture View of All CDNs on Your Network

CDNs deliver traffic from an ever-changing mix of infrastructure: their ASNs, caches in other networks, and caches co-located inside your network. With Kentik True Origin, you can automatically discover cached IPs for each CDN without any need for additional data. The CDN detection engine currently maps 50+ CDNs, including commercial CDNs and content provider-owned CDNs. The True Origin engine learns from your network configuration and a variety of public external sources to constantly learn and map CDN IPs in the background.

## Identify and Visualize Key OTT Details on Your Network

On its own, network data doesn't reveal the OTT details business owners really need: service names, provider names, and traffic types (video, audio, application, etc.). True Origin helps merge traffic details with DNS data and Kentik's in-house map of providers and services to label traffic with OTT context in real time.



Kentik True Origin understands the DNA of any OTT service on your network and precisely maps their entire digital supply chain.

**ABOUT KENTIK** | 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 Cloud to plan, run, and fix any network, relying on our infinite granularity, AI-driven insights, and insanely fast search. Kentik makes sense of network, cloud, host, and container flow, internet routing, performance tests, and network metrics. We show network pros what they need to know about their network performance, health, and security to make their business-critical services shine. Networks power the world's most valuable companies, and those companies trust Kentik.

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