

# Emerging Vendors

## Kentik and Channel Partners: Delivering Customer Success

### Q: What makes Kentik different and attractive to both customers and channel partners?

**A.** We set out to create a company that filled a void in the marketplace. Kentik was created to provide an infrastructure visibility solution that's scalable, powerful, easy-to-use and affordable. In a few short years, we've amassed an impressive list of marquee clients, including Pandora, Yelp, Box, Dailymotion and Limelight Networks.

We offer channel partners the flexible business models they want and the services their customers need—delivered in the way that suits them best.

### Q. Why is the channel important to Kentik and how is your channel strategy developing?

**A.** Our initial strategy was to focus on ISPs, cloud hosting companies and content delivery services. Today, our growth depends on expanding the footprint for our services into broader enterprise markets. This is where the channel's strength and expertise lie and where the services of VARs and MSPs become very important.

Our SaaS solution is easy to scale up and down as the needs of the organization dictate and as devices under management vary. This is an important area of growth that partners should recognize. We see many enterprise customers initially implementing our solutions to watch the internet edge—monitoring performance and security, as well as managing costs. As customers begin to experience improved visibility and insight into how to increase performance, they want to apply those powerful capabilities across their networks. That's one way our solutions move inside the data center, or between multiple data centers, to monitor traffic patterns to optimize application performance.

### Q. How does Kentik help channel partners layer in services and boost margins?

**A.** We see partners who are not just selling Kentik, but using Kentik to layer in more of their services on top—whether it's consulting, or network setup and monitoring, or security solutions. One sweet spot is where partners sell technologies into carriers and enterprises that have had a great run with the classic network equipment and appliances vendors, but see their customers starting to go toward cloud. These are often the same customers looking at other emerging technologies, such as SD-WAN, analytics and business intelligence. They want modern offerings for those advanced clients. This is where we can help solution providers used to a one-time sale and turn it into a profitable, recurring revenue stream.

Our partner program, which launched just one year ago, enables engagement in a number of ways. We're continually building upon this program and partners will be seeing more structured training, resources and a dedicated portal in the coming months.



**Jim Frey**  
VP of Channels

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Learn about the benefits of partnering with Kentik at [kentik.com/partners/channel-partners](http://kentik.com/partners/channel-partners).

