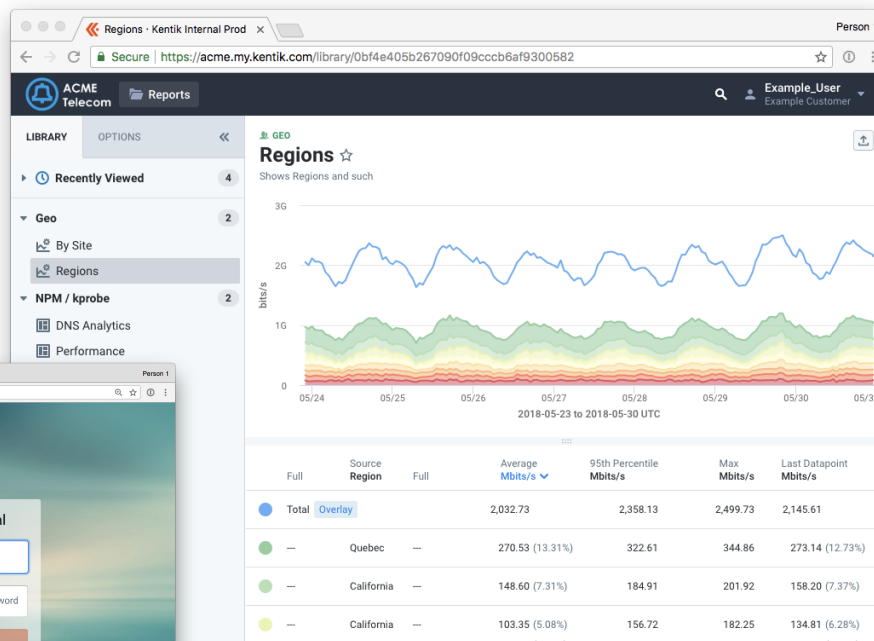
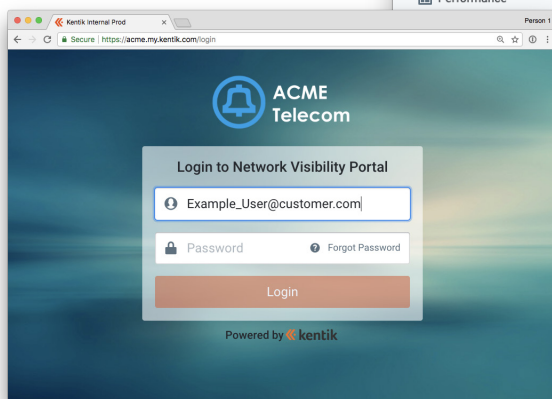


Whether you're a communications service provider (CSP) or large enterprise, internal and external customers are always clamoring for detailed information about what's happening on the network. Basic instrumentation like interface bandwidth graphs are both too broad — overwhelming the customer with a lot of data that's not relevant to them — and not detailed enough because they don't break down applications, IPs, locations, and other business context. And pulling ad hoc reports for customers on demand doesn't scale.

My Kentik is a built-in feature of the Kentik platform that enables curated, self-service network traffic visibility for downstream customers. Master tenants (CSPs or enterprises) can create custom, branded per-customer content, derived from the traffic data Kentik is already collecting, and filtered to each customer's own slice of the data. By providing this data directly to end customers, CSPs and enterprises can reduce the support and billing caseload, upsell visibility features, and increase product or service stickiness.



KEY CAPABILITIES

Present filtered, customized views to customers, subscribers, or internal departments.

Customers see only their own data.

Built in to the Kentik platform; derived from your existing network data.

Branded experience with your logo and custom login URL.

KEY BENEFITS

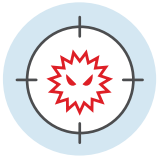
Enable self-service network traffic visibility and troubleshooting.

Reduce support and billing caseload.

Upsell traffic visibility feature set for incremental revenue.

Increase product and service stickiness with added value.

Use Cases



DDoS / MSSP

Alert and traffic details view for each customer



Peering Exchange

MAC or ASN traffic matrix, peering opportunity view for each exchange participant



Transit Provider

Port(s) utilization, geo, ASN, traffic type breakdown, billing verification & dispute resolution for each transit customer



Hosting

Per-host utilization, traffic type & ASN breakdown, on / off-net breakdown for each hosting customer



Enterprise

Traffic utilization, on / off-net, per cloud & SaaS provider breakdown, cost allocation or billback for each department



Data Center

Self-service views for each app team, producer / consumer matrix, top talker visibility, network impact awareness

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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