

How to Monetize Your Network Data

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EXECUTIVE SUMMARY

Cloud-scale network operations for everyone.

Kentik turns your network traffic into operational and business value.

FOUNDED

2014

HQ

San Francisco

CUSTOMERS

200+

TEAM MEMBERS

70+

RAISED

\$38M

GROWTH

15x since
January
2016

FOCUS

SPs and
Enterprise

TECHNOLOGY

In-house big data
platform
Delivered as a service



Agenda

- The Good News
- Background
- How to Monetize
- Saving Money
- Making Money

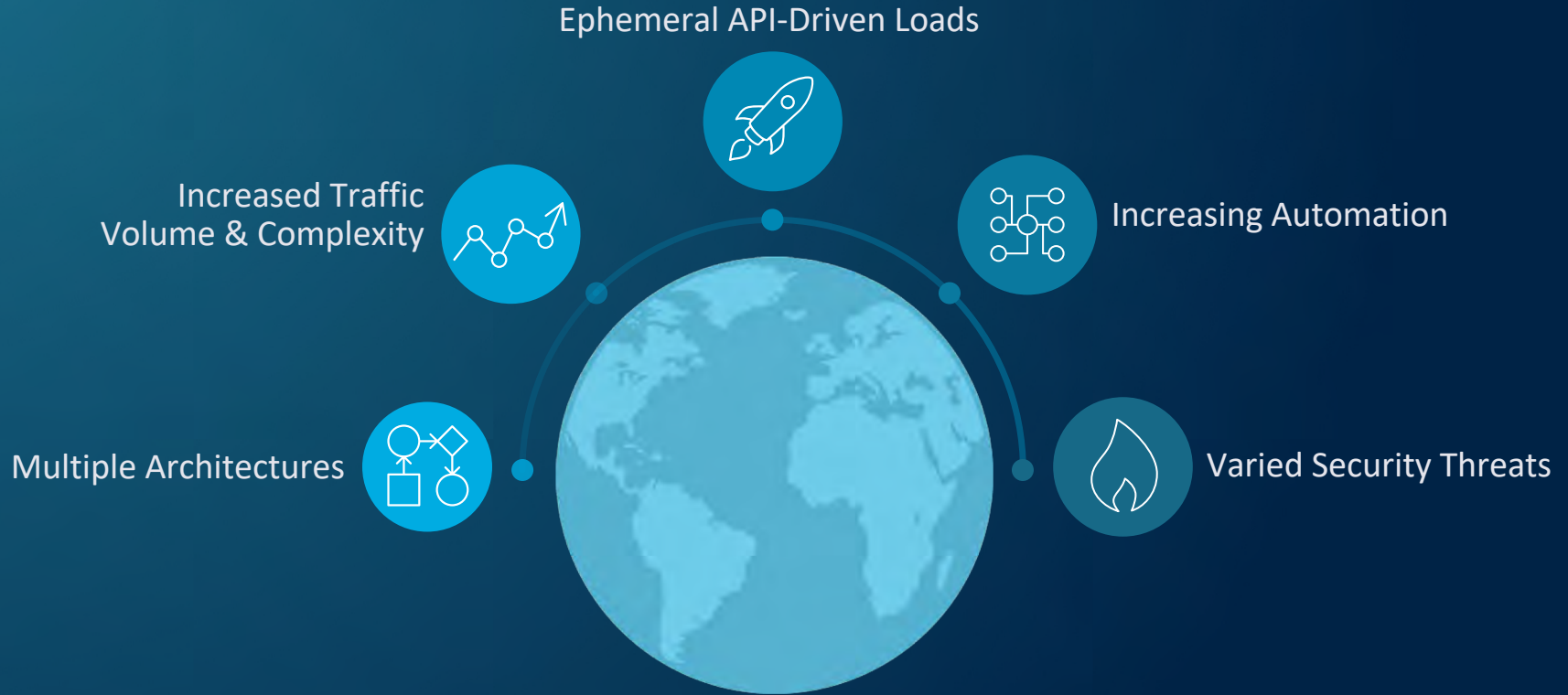
The Good News

- The network already has the data organizations need to make and save money
- But first, network operators need to know how to gather the data
- Then, modern platforms can combine these streams to yield revenue-impacting insights

Background



Networks Are Changing



... which requires new methods to monitor and operate.

Where Network *Monitoring* Breaks

Solving this for all networks, in real time requires:



Understanding all networks – classic, SD-, and cloud



With orchestration and application context



Multi-tenant and API-first backend



Operating at Internet scale



Trust of NetOps and SecOps groups

Network Observability is Required



Done well, this investment can drive top AND bottom line.

How to Monetize



How to Monetize

- Identify the data
- Acquire the data
- Enrich and fuse the data
- Use the data:
Drive monetizing insights

Identify and Acquire the Data



Acquiring Data: Sources



Zoom-in: Network Telemetry Sources

SOURCES

BUSINESS DATA



Identity



Orchestration



OSS/BSS



CRM, ERP



Threat DBs

APP DATA



kprobe

Servers



Containers



Hypervisors



CDNs



DNS

NETWORK DATA



Switches



Routers



Firewalls

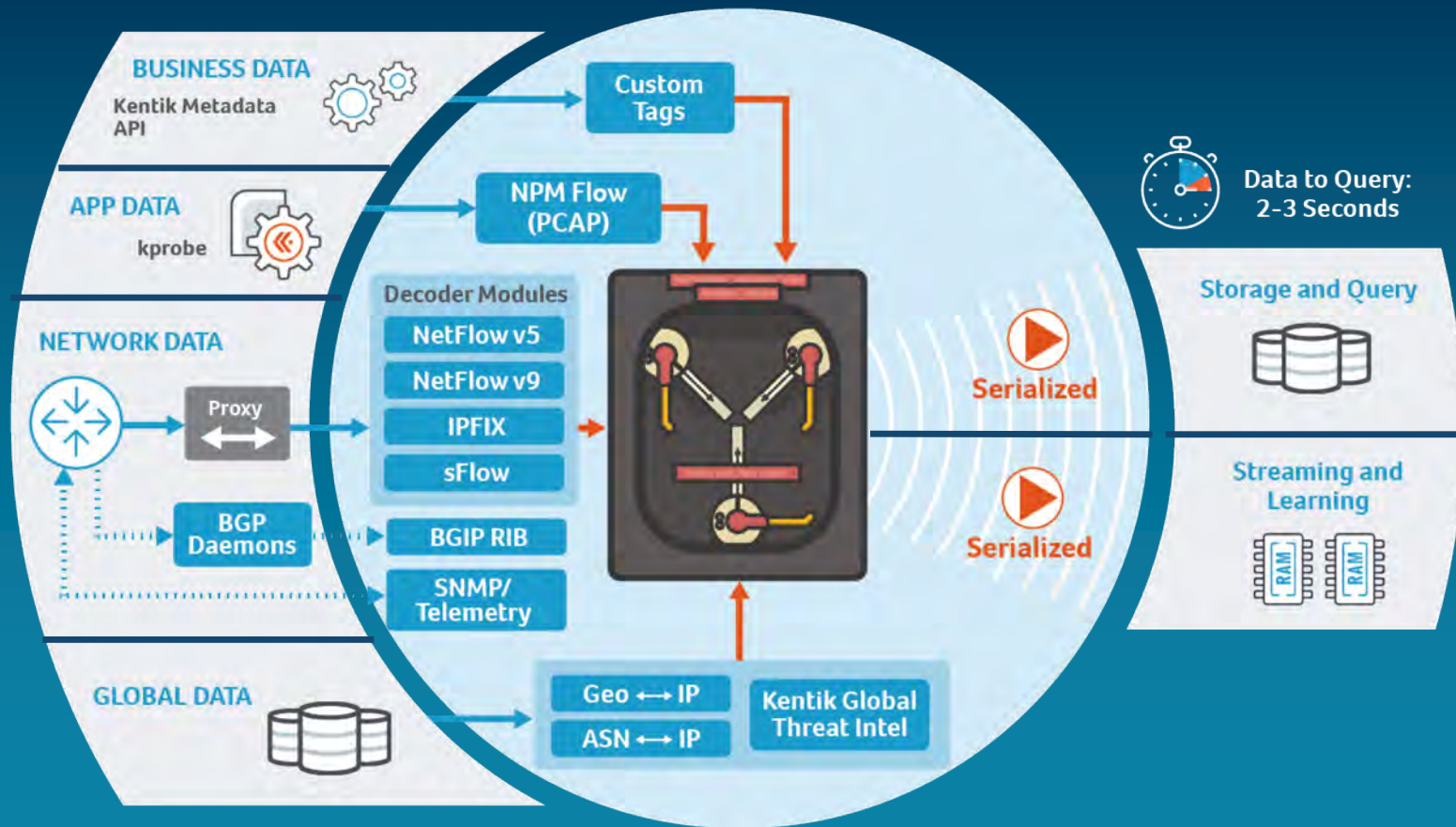


IoT

Enrich and Fuse the Data



Enrich and Fuse the Data



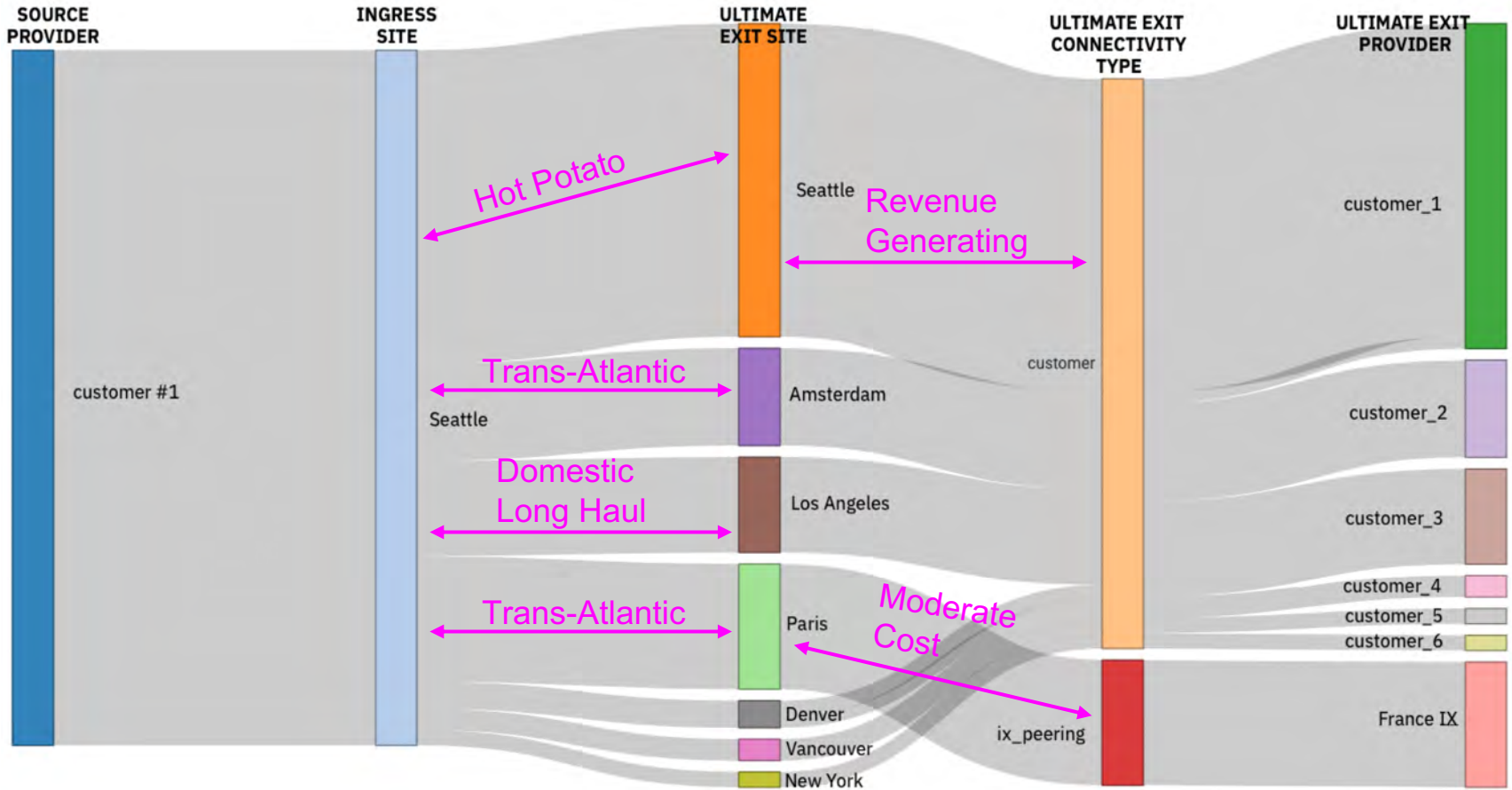
Use the Data



Monetizing: Saving Money



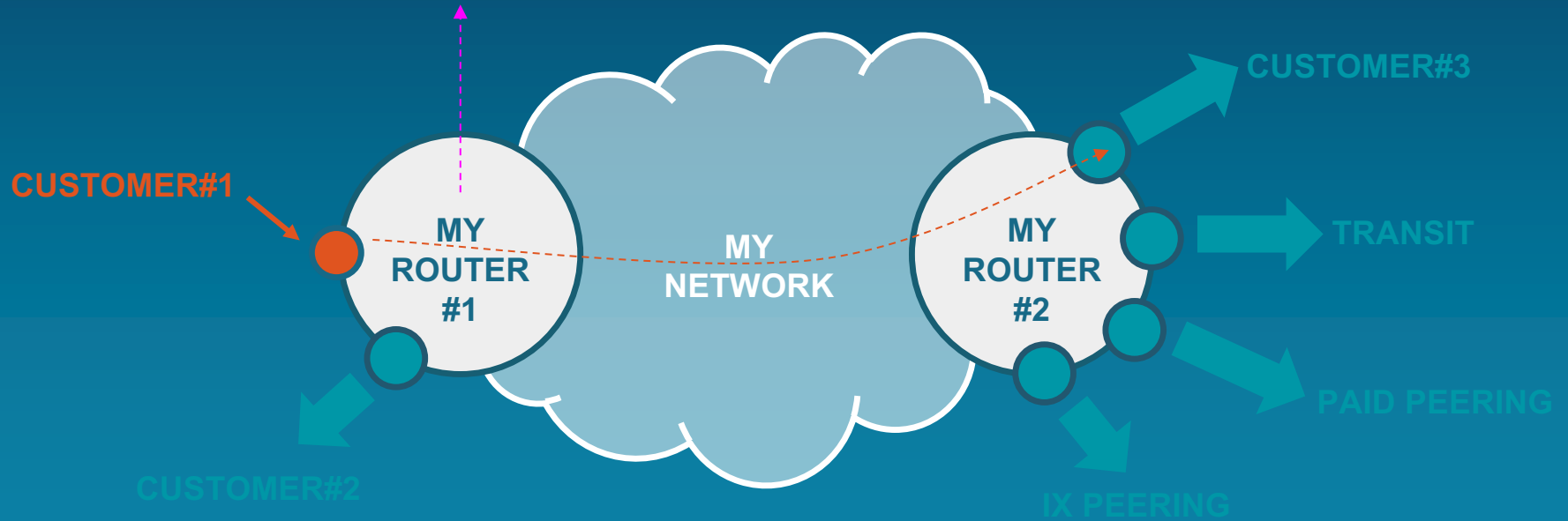
Monetizing Traffic Analytics: Per-Customer Cost Analytics



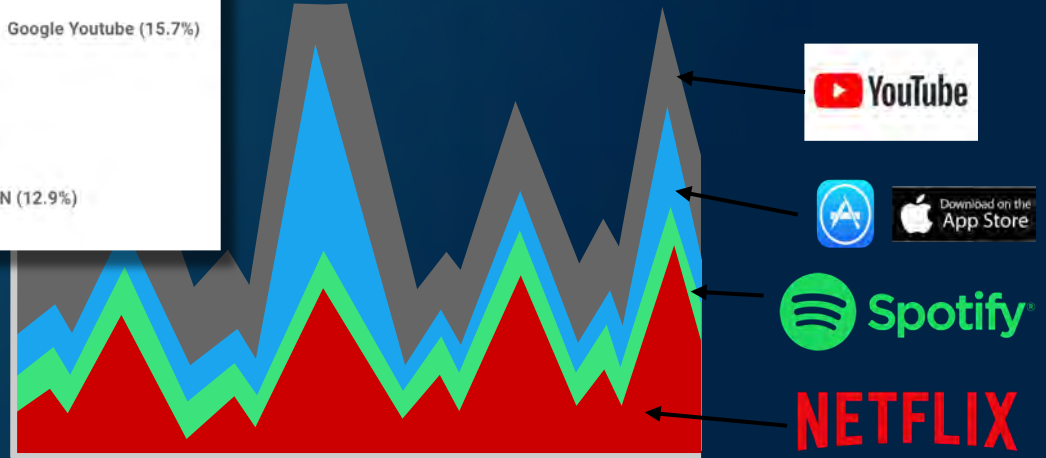
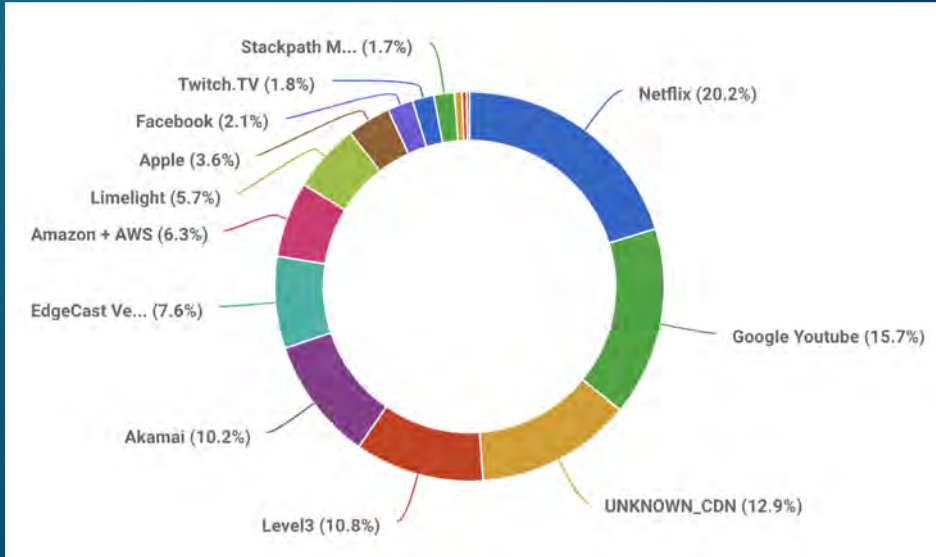
The Enabler: Ultimate Exit Discrimination

FLOW RECORD:

- Ultimate Exit {country, site, device, interface,}: {country,site, MyRouter#2, customer#3}
- Ultimate Exit Connectivity Type: customer
- Ultimate Exit Connectivity Provider/Customer: CUSTOMER#3

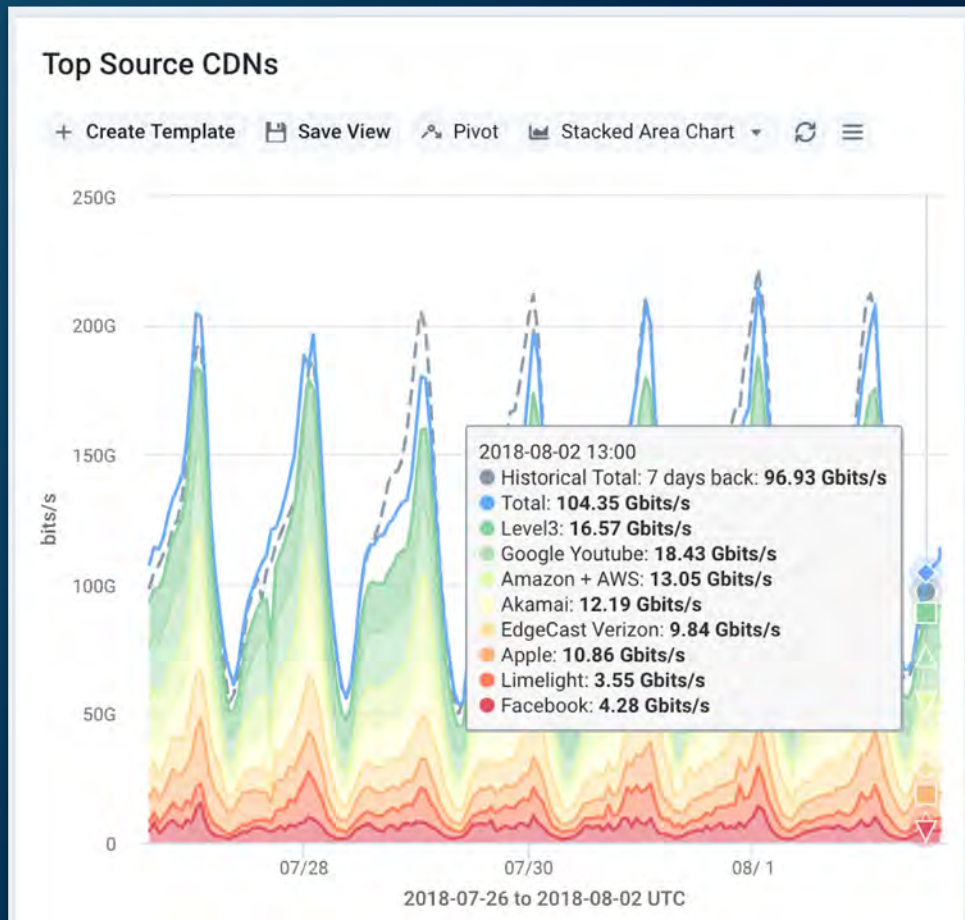


Monetizing Traffic: CDN Analytics and Negotiation



Using CDN Analytics

- Understand who and where traffic really comes from
- Optimize content provider traffic flows
- Negotiate armed with traffic intelligence
- To optimize and monetize your infrastructure



Monetizing Traffic: User Behavior Tracking

Flows



client: 1.1.1.1 -> server: 7.7.7.7, bytes: 1000
client: 2.2.2.2 -> server: 8.8.8.8, bytes: 2000
client: 3.3.3.3 -> server: 9.9.9.9, bytes: 1500

Auth Logs



client: 1.1.1.1 -> user: joe@isp.com
client: 2.2.2.2 -> user: sue@isp.com
client: 3.3.3.3 -> user: bob@isp.com

Kentik Service Mapping DB



query: itunescontent.applecdn.com, provider: Apple, svc: Audio
query: fortnitegaming.akadns.net, provider: Epic, svc: Gaming
query: isp-cache.nflxvideo.net, provider: Netflix, svc: Video

DNS Logs



client: 1.1.1.1, query: itunescontent.applecdn.com, response: 7.7.7.7
client: 2.2.2.2, query: fortnitegaming.akadns.net, response: 8.8.8.8
client: 3.3.3.3, query: isp-cache.nflxvideo.net, response: 9.9.9.9

Real-Time Ingest and Correlation

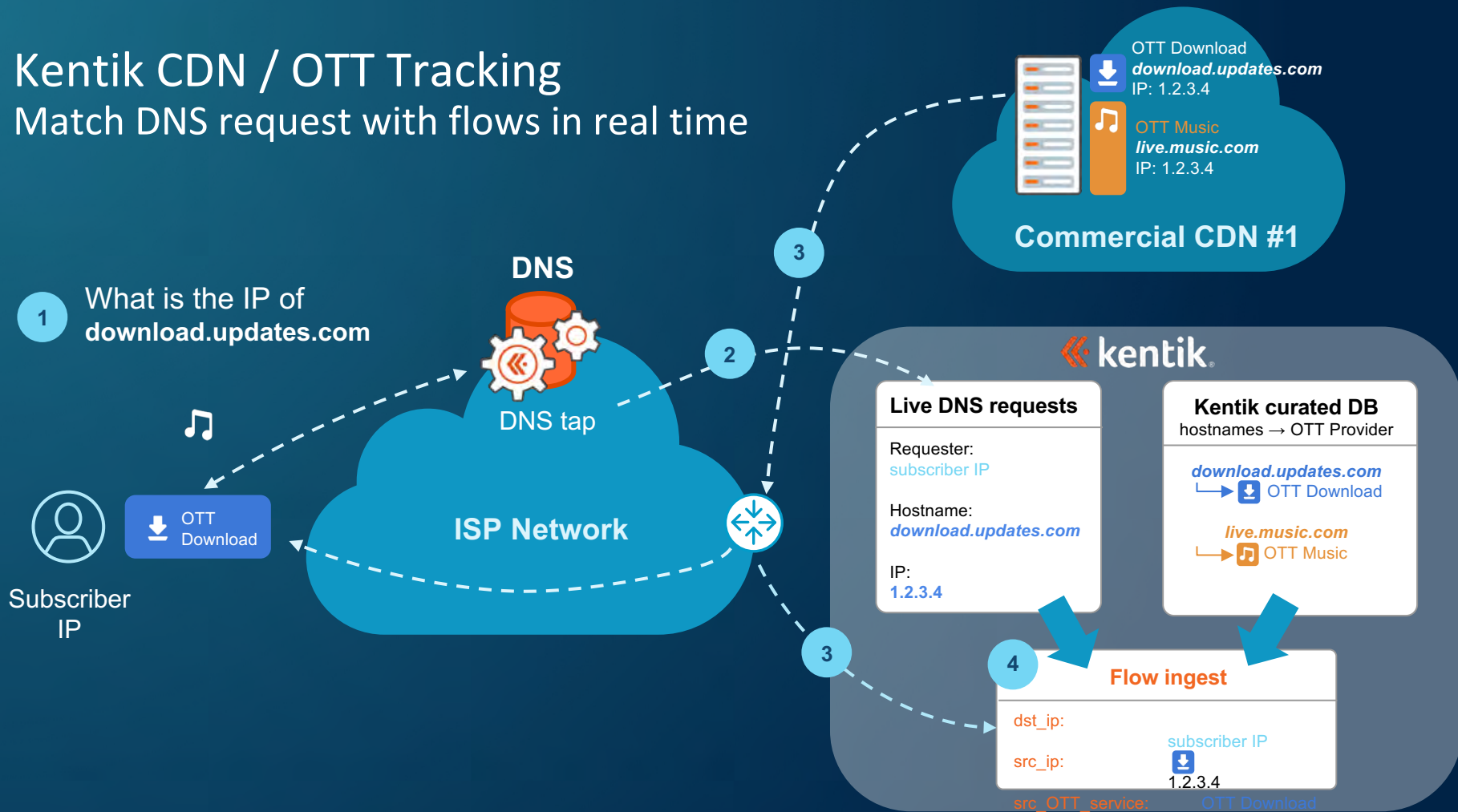


Unified Enriched Flow Record

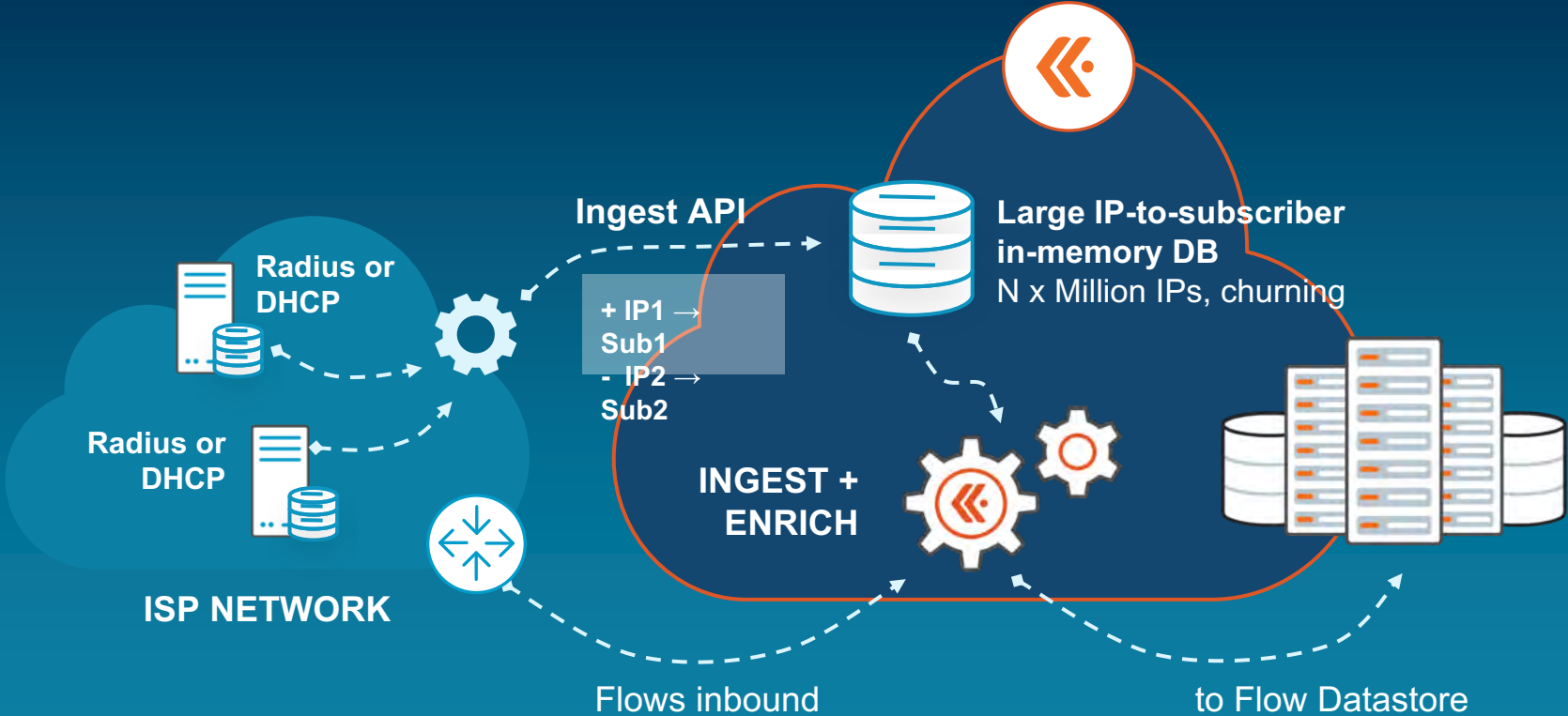
user: joe@isp.com
provider: Apple
service: Audio
bytes: 1000
client: 1.1.1.1
server: 7.7.7.7

Kentik CDN / OTT Tracking

Match DNS request with flows in real time



Subscriber Tracking: Implementation



Tracking in Action

FORTNITE SEASON 6 RELEASE

“The Fortnite season 6 release date is September 27, 2018 – in other words, that’s today. The Fortnite season 6 release time was **9am BST** (4am ET / 1am PT). Make sure to check out the full Fortnite patch notes 6.0 now they’re live; this update is a biggie.”

<https://www.pcgamesn.com/fortnite/fortnite-season-6-release-date-revealed>

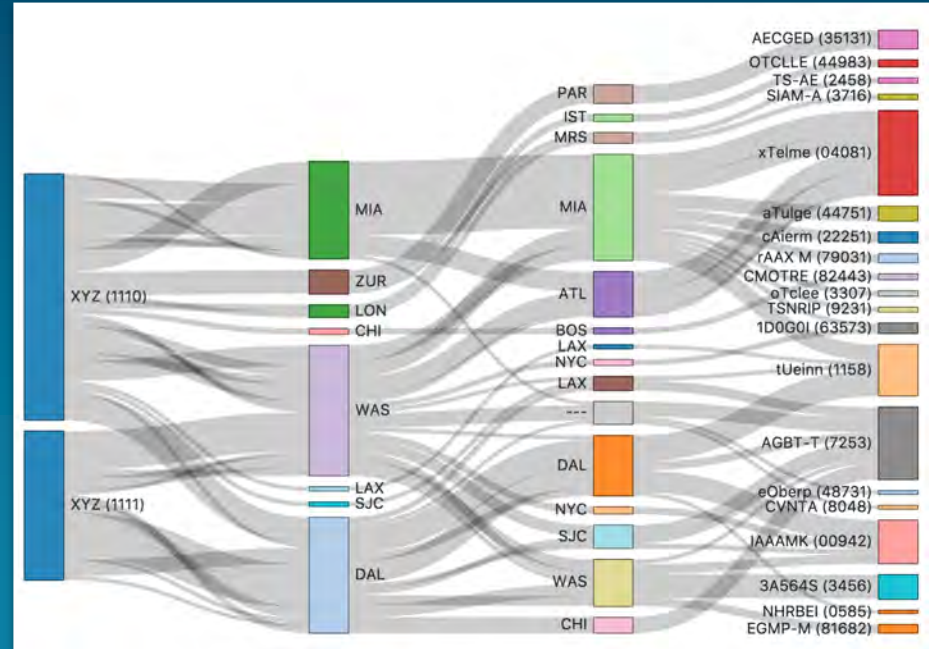


Monetizing: Making Money



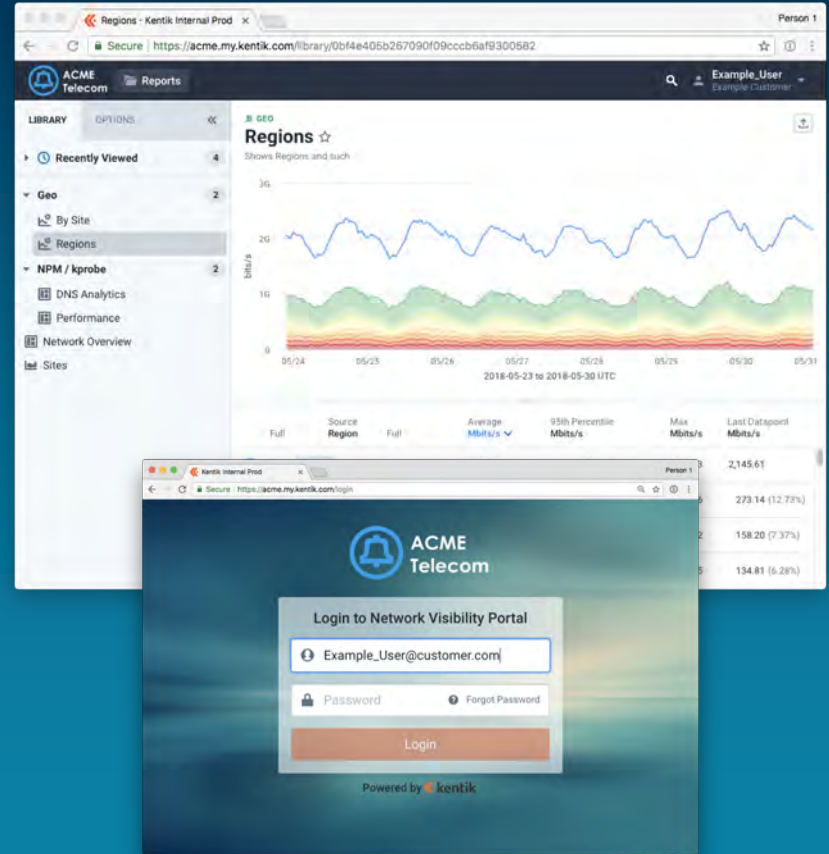
Making Money: Customer Prospecting

- Leverage network data to drive revenue growth
- See traffic originating / terminating beyond your network to uncover new sales prospects
- See 3rd party services utilized by existing customers to find upsell opportunities
- Understand each customer's end-to-end contribution to network load
 - Create differentiated pricing models
 - Enforce contract compliance
 - Per-customer margin analysis
- Deliver self-service analytics to sales and product teams



Making Money: Analytics Services

- Modern analytics platforms are API-driven
- And make it easy to provide self-service, interactive views for customers
 - Reduce feedback loop and support/billing caseload
 - Upsell traffic visibility feature set for incremental revenue
- Curated, customized dashboards and views for each customer
- Value-add or revenue generator



Making Money: Threat Intelligence + MSSP

- By combining traffic with threat intelligence
- You can identify customers needing MSSP services

Take-Aways



Take-Aways

- Monitoring requirements are changing
- Once you have a modern monitoring platform
- You can combine your current network traffic
- To make and save money

Questions?

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