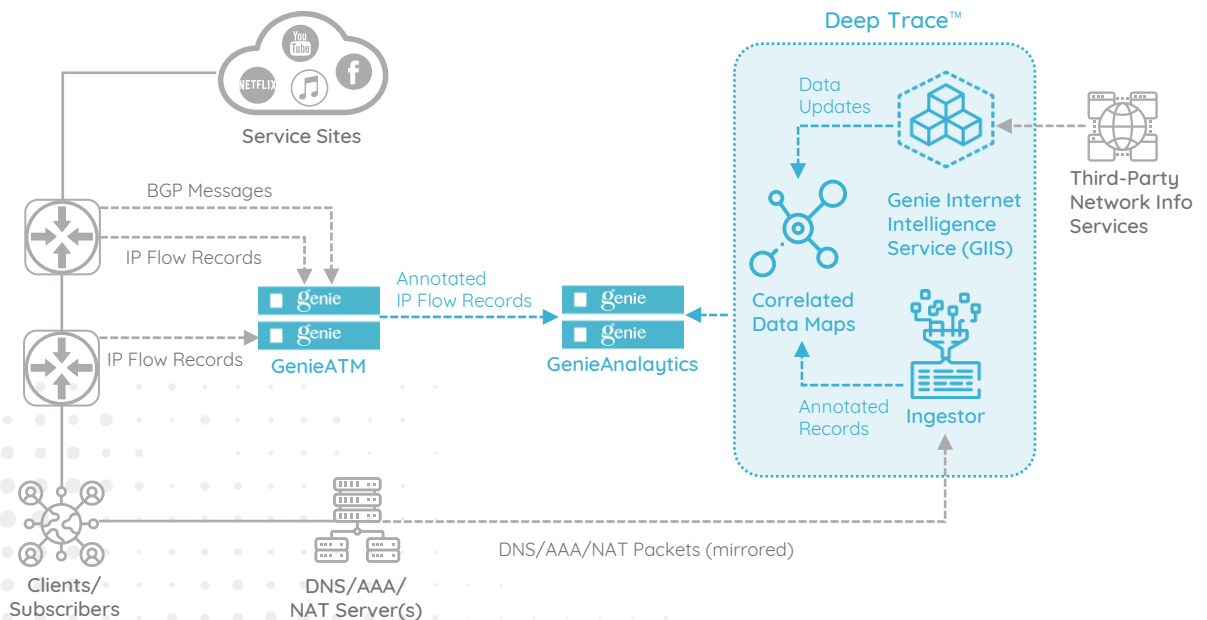


Real-time Service Site Attribute and CDN Tracking with GenieAnalytics Deep Trace

Multi-dimensional analytics and intuitive visualization for crucial service traffic insights

As network traffic grows at a significant pace, carriers and ISPs must find better ways to monitor and manage their traffic, particularly those driven by over-the-top (OTT) services and content delivery networks (CDN). In contrast to conventional deep packet inspection (DPI) solutions, operators need a more cost-effective, scalable platform that delivers critical service insights to assist them make efficient data-driven decisions.

GenieAnalytics Deep Trace automatically correlates traffic Flow data, Domain Name System (DNS), Authentication, Authorization and Accounting (AAA), and Network Address Translation (NAT) messages with Genie's in-house mapping intelligence to identify the service name, content/service provider, delivery network, public/private IP addresses, and subscriber for each traffic flow. Deep Trace product suite enriches GenieAnalytics's annotated IP flow data with Over-the-top (OTT) service, Content Delivery Network (CDN) and subscriber identity awareness in real time for more user-readable network traffic insights. With Deep Trace™, operators get the full picture of their OTT and CDN traffic which helps them manage their networks with better speed and confidence.



Deep Trace module for Deep Content Intelligence

Key Features

Enriched Service Traffic Insights

Extend GenieAnalytics' traffic flow information. Uncover not only traffic attributes like IP addresses, protocol, port, ASN, etc., but also service attribute details including:

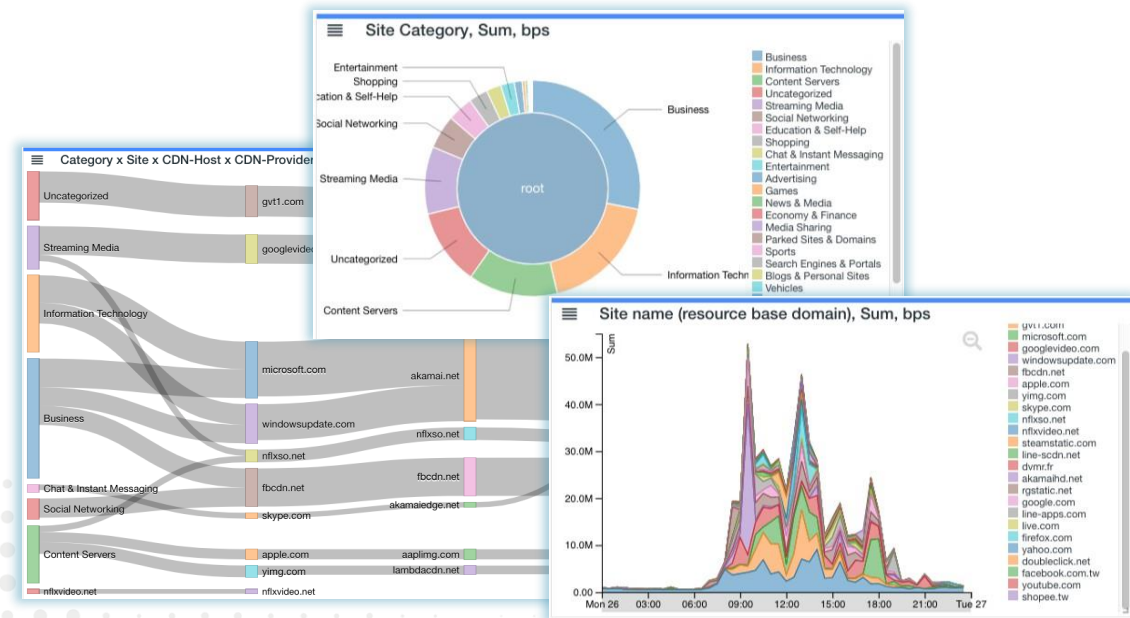
- Service site names
- Site providers
- Site types (streaming media, mail, gaming, etc.)
- CDN names

Extended Network Analytics

Every enriched information can be used as an analytics dimension which enables GenieAnalytics' ad-hoc queries to filter or aggregate - by names that are associated with the annotated flow records.

Solution Benefits

- Explore network traffic with names of OTT service and CDN that can be easily recognized, instead of cold numerical data like IP address or AS numbers.
- Get critical traffic insights by uncovering:
 - The types of services driving network traffic growth
 - The services the users are accessing behind the mask of CDN
 - How and through what networks the hot service traffic is delivered
- Optimize network planning, service offerings, CDN partnership, on-net caching and peering negotiation with deep traffic content intelligence.
- High scalability to minimize infrastructure costs and complexity of DPI process.



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