

GenieAnalytics Deep Trace™

Service Site Attributes Display and Real-time CDN Tracking

Service site attribute and delivery network tracking with multi-dimensional analytics and intuitive visualization

The GenieAnalytics Deep Trace™ product suite automatically correlates traffic Flow data with Domain Name System (DNS) query and response streams and Genie's in-house map to identify the service site name, service type, and service provider for each traffic flow. It also discovers the delivery network for each traffic flow from the DNS data or from the Internet Routing Registry (IRR) database lookup. Deep Trace™ product suite enriches GenieAnalytics's annotated IP flow data with Content Delivery Network (CDN) and Over-the-top (OTT) service awareness in real time for more user-readable network traffic insights. With Deep Trace™ product suite, users can get previously unattainable, critical service site information that drives network operation intelligence, rather than strings of digits like IP addresses or AS numbers that are hard to grasp at a glance.

Key Features

Enriched Service Traffic Insights

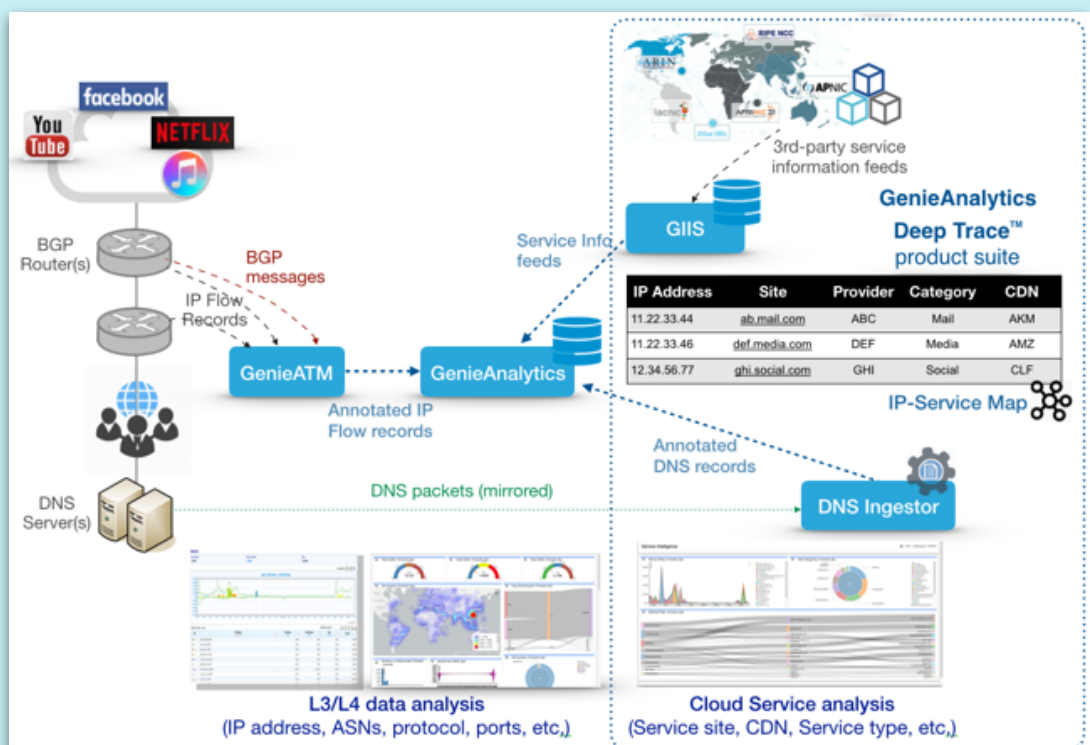
Extend GenieAnalytics' traffic flow information. Uncover not only traffic attributes like IP addresses, protocol, port, ASN, etc., but also service attribute details including:

- Service site names
- Service providers names
- Site types (streaming media, mail, games, 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 the names that are associated with the annotated flow records.

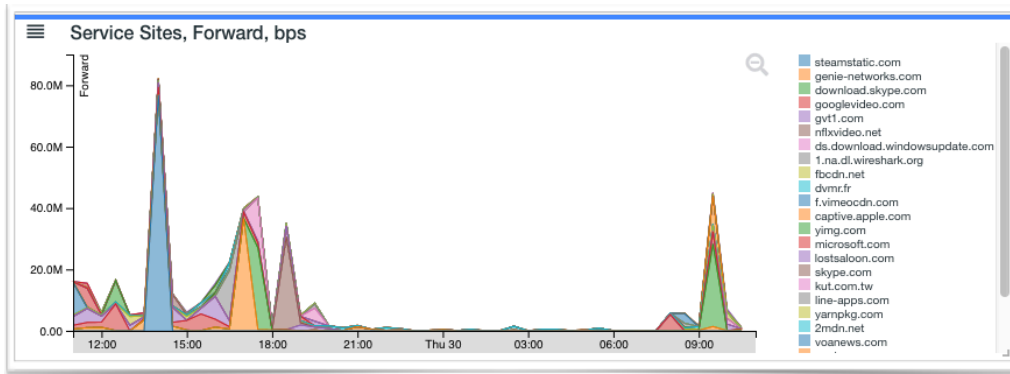
Deployment



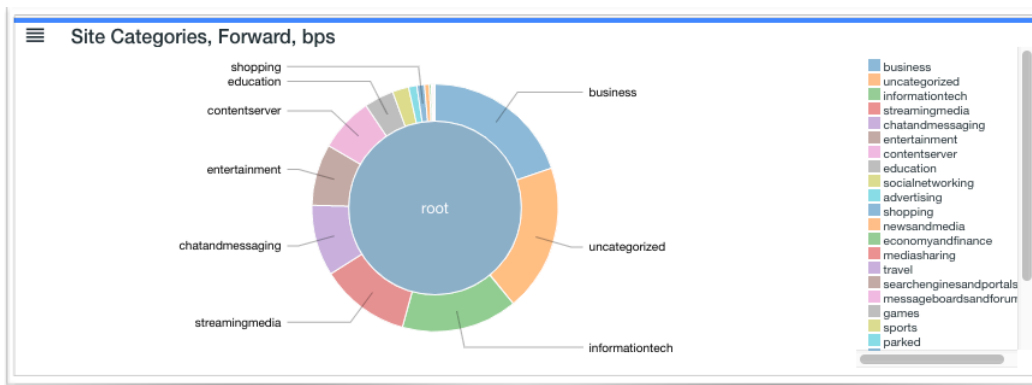
Solution Benefits

Easily get hold of your network traffic from apparent and specific service attributes instead of cold numerical data like IP address or AS numbers. Get critical traffic insights by uncovering:

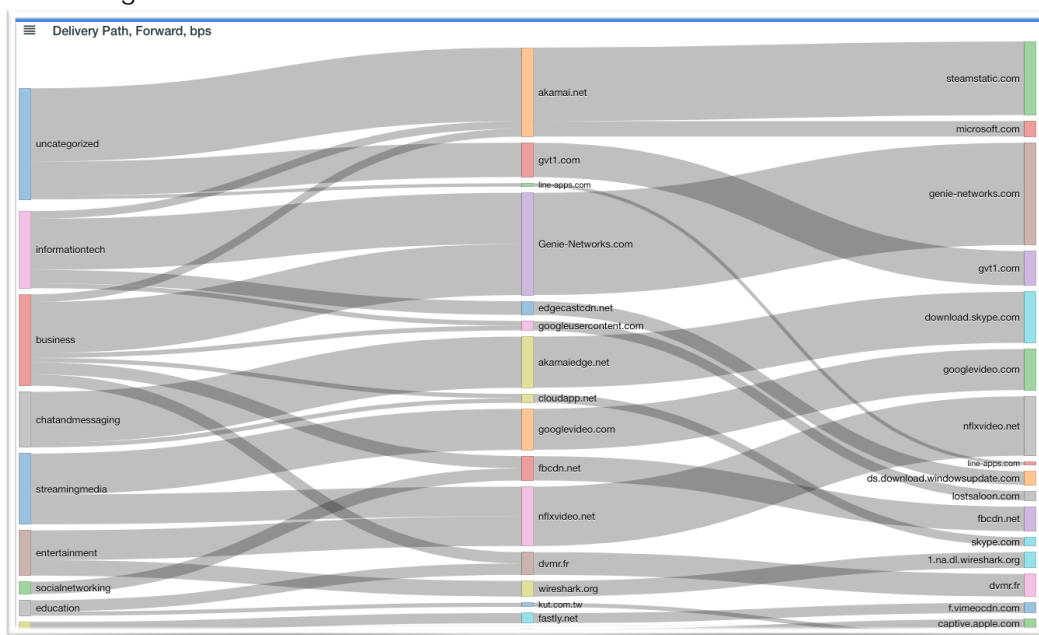
- The types of services driving your network's traffic growth



- The services the users are accessing behind the mask of CDN



- How and through what networks the hot service traffic is delivered



Optimize your network planning, service offerings, CDN partnership, on-net caching and peering negotiation with deep traffic content intelligence.