

# Arbor Visibility Solution

## See Your Network. Solve Your Problems. Grow Your Business.

The rapid growth in network data and costs and the loss of revenues to over-the-top (OTT) applications are squeezing traditional Service Providers. Solving key business problems starts with proper visibility. You can purchase or subscribe to Arbor Visibility Solutions how you want them and achieve pervasive network visibility with ease. Built for owners of large and complex networks and proven to scale cost-effectively across your entire global network, Arbor Sightline analyzes NetFlow, SNMP and BGP routes from across the network to transform raw data into business insights. This enables you to act on these insights to solve your business problems from network planning and engineering to service availability and enablement.

## The Solution That Evolves With Your Business Needs

As network operators, you demand a solution that evolves with your business needs. Arbor Sightline has been evolving with operators over the last decade and continues to be the de facto platform for understanding how traffic is flowing through your network. Arbor Sightline addresses the following key business objectives:

### Gain Business Insights, Not Just Data

The network is the business. Operators must optimize resources and thus save money, and Arbor Sightline provides robust capabilities from network-wide capacity planning to managing overlay RFC 2547 BGP/MPLS VPNs. This pervasive network data can also be leveraged to make routing and peering design decisions, lower transit costs and provide marketing insights.

### Keep the Network and Services Running

Time is money. Operators must quickly detect and resolve problems before impact. Arbor Sightline can detect potential outages from network hotspots, BGP hijacks, DDoS attack traffic or even network misconfiguration. Then, Arbor Sightline provides root cause analysis tools to quickly diagnose and resolve the issue.

### Launch Revenue Generating Services

Growth is crucial. Operators must support and drive top-line growth. With Arbor Sightline, operators can propose new service offerings such as DDoS protection, customer or ASN specific traffic analytics, Quality of Service (QoS) and MPLS VPN services. Current investments and infrastructure can be utilized to quickly launch new services or enhance existing ones. The built-in portal, multi-tenant customer scoping and RESTful API help operationalize these new revenue-generating services quickly and efficiently.

## Key Benefits

### Optimize Network Resources

Use comprehensive traffic, customer and geographic reports for smarter traffic engineering. Reduce transit costs, improve utilization and intelligently plan for the growth of your network.

### Serve the Business

Provide insights to the business leveraging built-in and ad hoc traffic and market reports. Uncover trends to help the business grow.

### Minimize Outage Time

Through proactive detection of network or service availability threats, quickly diagnose and prevent misconfigurations, flash crowds or malicious threats such as DDoS attacks from impacting availability.

### Launch Services

Leverage the same Arbor Sightline platform used for network visibility and threat detection to easily provision, deliver and maintain new services from traffic intelligence, market breakdowns, Quality of Service (QoS), and MPLS/BGP VPNs.

### Flexible Cloud-Based Licensing

Flex Licensing unlocks new utilization and scalability while lowering the total cost of ownership.

### Global Analytics and Visibility

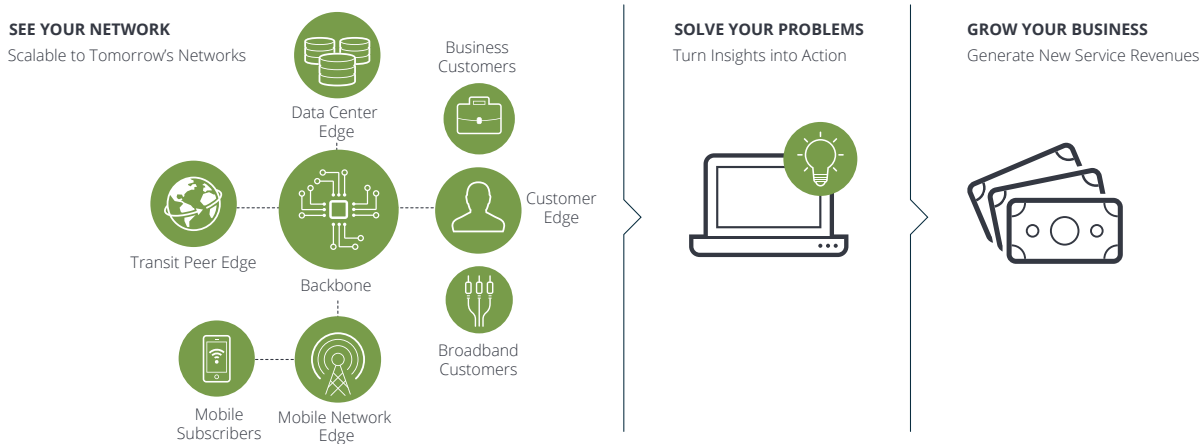
The new AIF subscription for Arbor Sightline and Sightline with Insight combines your local traffic analytics and visibility to a global experience with ATLAS Intelligence Feed.

### Automate Processes

A RESTful API enables full integration with other operational systems so you can automate processes and drive more value from your network. The API can also access Sightline with Insight's big data lake.

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## Arbor Visibility Solution Uses

### Peering and Transit Analysis and Reporting

View reports on peers and transit providers to understand if they are living up to their peering agreement, evaluate potential changes for cost reduction or network optimization and analyze what traffic is entering and leaving the network to and from which networks.

### Network Traffic and Customer Network Traffic Analysis and Reporting

Understand what traffic is traversing your network and enable your customers to have access to the same visibility into only their network traffic, either as a differentiator or add-on service to them. This information is valuable to your sales teams, as this information equips them with knowledge of a customer's use and growth.

### Network Optimization and Engineering/Planning

Learn how to optimize your current network and plan for its future growth, backed by historical network data.

### DDoS Attack Detection and Response Management

Detect DDoS attacks in as little as one second, receive alerts and manage DDoS attack mitigations across your entire deployment.

## Arbor Products

### Arbor Sightline

Arbor Sightline provides comprehensive network visibility and reporting capabilities to help customers detect and understand threats, improve traffic engineering, peering relationships and service performance. A dashboard puts network traffic information at your fingertips and allows management of other Arbor products.

### Arbor Sightline with Insight

Arbor Sightline with Insight is an add-on to the Arbor Sightline platform that transforms it into a minable big data lake. Consisting of raw network flows, with Arbor Sightline annotations and metadata, Sightline with Insight provides a photographic memory of network traffic. Sightline with Insight's powerful UI offers agile, multi-dimensional queries, empowering users to conduct big data analytics at the speed of thought-ultimately enabling faster insights and more intelligent business decisions.

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