



xangati

One Month of YouTube traffic in 2009 is equivalent to **ALL INTERNET TRAFFIC in the year 2000** and growing at 60% year

—John Harlow,
TIMES ONLINE, April 2009

"Xangati is a real-time window into your network. You can look at your network from different angles whether it be application, subscriber, or interface and quickly see problems."

—Jim Smith,
Network Administrator, AVCI

"Within fifteen minutes, we could identify five spammers that were consistently sending 200k of email over a 24-hour period. I don't know how you would find that with any other solution."

—Matt Weller,
Manager of IP Operations,
All West Communications

"We can now prove to our subscribers that their machine has been compromised and turn it into a revenue stream for our retail stores."

Zeb Elliot,
Network Operations, BTC



Xangati Broadband Subscriber Intelligence

Broadband service providers face a unique and growing challenge from the rise in subscribers' usage of over-the-top bandwidth-intensive applications. These applications consume more bandwidth per hour of usage than prior applications and new ones are created all the time. Examples include YouTube, BitTorrent, XboxLive and iTunes among many others. A study reported by the Times Online found one month of YouTube traffic in 2009 was equivalent to *all Internet traffic in the year 2000* with usage growing at 60% per year. The result? You as a service provider have increasing upstream bandwidth costs without offsetting increases in revenue. In addition, steady increases in malware, viruses and spambots consume even more bandwidth – increasing your costs further.

On the bright side, the above challenges provide opportunity to improve your business. A number of benefits can be realized by understanding what applications your subscribers are using. First, you can rapidly identify and resolve problems in minutes that otherwise can take hours. Second, you get the intelligence to grow, transform and manage your business with new bundles, services or pricing to increase revenue and margins. Third, the technology used to bring the first two benefits can generate new revenue when offered to your subscribers.

Intelligence to Run/Grow/Transform Your Business

With historical subscriber and application usage data Xangati gives you the visibility and intelligence to understand how subscribers are using your services. Do you know what percentage of your subscribers use 80% of your bandwidth? Do you know which subscribers are likely infected and could benefit from malware remediation services? Should you offer additional broadband plans based on usage, features or speed? How many subscribers would likely be interested based on prior usage patterns? Should we offer a gaming plan – what would this look like based upon existing subscribers that play online games? Xangati can't make your decisions but it can give you the information you need.

Real-Time Visibility to Rapidly Resolve Problems

Xangati helps service providers rapidly resolve problems in 50-99% less time to lower operating costs, increase customer satisfaction and free up valuable resources. Customer support personnel can use Xangati to quickly identify perceived latency issues in minutes that today take hours or days. This reduces unnecessary truck rolls, improves customer satisfaction and frees up highly skilled network administrators and operations personnel to work on more strategic items. With customer churn driven by poor performance and poor responsiveness – what better way to compete with faceless Tier 1's than by lowering costs and delivering great service?

Awards



TOP TECH STARTUP
2008



IT MANAGEMENT
SOFTWARE TO WATCH
IN 2008



STARTUP TO
WATCH IN 2009



GARTNER COOL VENDOR,
UNIFIED
COMMUNICATIONS 2009



ABA FINALIST:
2009 NEW PRODUCT OF
THE YEAR — TELECOM

Branded Offerings for New Revenue

AppMonitor™ and Visual Trouble Tickets™ are custom branded offerings to generate new revenue by providing superior service to target subscribers. For a monthly fee, AppMonitor enables large customers and active subscribers to validate their service in real-time, see and track usage and resolve many problems through self-service. Visual Trouble Tickets (VTT) enable a live recording of all subscriber application activity with full DVR rewind/playback. This helps the subscriber resolve problems faster and when they do need your help – gives you a full 360 degree view of what was happening at the time of the problem.

Upload Speed: 1.847 Mbps		Download Speed: 25.228 Mbps	
Applications			
Utility		Download	1475 Kbps
Skype	1700 Kbps	HTTP	1100 Kbps
Google Mail	670 Kbps	WebServices	1100 Kbps
Skype	610 Kbps	Skype Web	1100 Kbps
		HTTP	1100 Kbps
		Skype Web	1100 Kbps

AppMonitor — provides to-the-second views *for your subscribers* of all apps in use, latency measurements and the ability to record and share this information with your CSRs. Reduce support calls through customer self-help, increase satisfaction and generate new recurring revenue.

How it Works

Xangati uses patent pending technology to analyze, aggregate and visualize flow data (NetFlow, sFlow, cFlow, jFlow and IPFIX) from your infrastructure. Unlike common flow collectors that focus on single IP-to-IP communication without regard to application, Xangati analyzes all communications and aggregates them by application, endpoint/IP/subscriber and location to provide a 360 degree view of your infrastructure activity. And, because it doesn't open any of the communication packets it doesn't create privacy concerns like deep packet inspection offerings that require highly technical administrators.

Easy to Use

The Xangati appliance simply plugs into an available network port and is considered just another endpoint in the infrastructure. It can be deployed centrally in a data center for example, but can provide comprehensive coverage for an entire infrastructure across numerous remote locations to the scale of 100,000 networked IP resources and applications on your network. The solution can be up and running in under an hour and used by non-technical support, help desk and line of business personnel in minutes.

About Xangati

Xangati Broadband Subscriber Intelligence provides real-time visibility into the bandwidth intensive applications that broadband subscribers use every day. Xangati gives service providers the visibility and intelligence to understand what applications their subscribers are using, the impact those applications have on the actual performance of their network infrastructure and their impact on their subscribers online experience. This visibility enables service providers to lower upstream bandwidth costs, improve customer service and better monetize their infrastructure with new service offerings. To learn more about Xangati, visit www.xangati.com to view product feature demos, watch customer videos and even take a test drive of our application management 2.0 solutions.

