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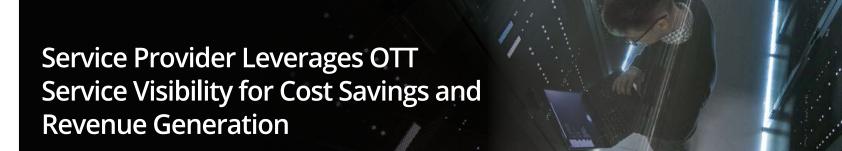# Service Provider Leverages OTT Service Visibility for Cost Savings and Revenue Generation

The Situation

A remote, regional Internet Service Provider has employed NETSCOUT® Visibility Solutions for OTT traffic analysis, capacity planning, and optimized routing, to help promote revenue generation by bringing pertinent content closer to the user and saving costs by keeping more traffic regional and off costly peering links.

The Service Provider offers CDN and content caching within its regional data centers. As Over The Top (OTT) traffic can reside almost anywhere, traditional identification and classification tools were unhelpful in determining the types and amount of traffic both delivered locally and transiting the peering links.

Visibility into the Service Provider traffic provided a multitude of details about their customers' and partner's traffic.

This helped drive new opportunities, such as providing additional content services and capacities in existing data centers, adding new data centers, and more cost-effective use of peering. Arbor Sightline's identification of OTT traffic was critical to both understanding customer usage as well as optimizing the network and content for relevant and fast delivery.

The Details

Without traffic visibility, network planning and engineering is mostly based on peering negotiations with other IP transit providers and specific service providers. The lack of detailed visibility into the large amounts of traffic driven by CDNs and OTT providers make those negotiations more challenging, as it is increasingly more difficult to determine what types of services are actually being used, who is providing

that service. By combining Arbor Sightline for network visibility, Arbor Sightline With Insight for comprehensive reporting and high-fidelity logging, the customer now has visibility into OTT and other traffic service classes, regardless of who or where the service may reside. With this combined solution, the customer can see immediate, historic, and trending usage of services based on criteria such as streaming video, online gaming, collaboration, etc.

NETSCOUT Smart Visibility solutions help inform the decision to provide more caching and content services by reporting traffic flow matrices between customers and content to uncover new ways to optimize and grow traffic. They also used the capabilities of our solution to offer customers the ability to capture visibility on their specific network traffic as well as identifying DDoS attacks.

The Results

The benefits were realized in network design, and capacity analysis, and content delivery, driven by network visibility and advanced OTT traffic identification. Customer traffic can now be seen by content types as well as providers, allowing Service Provider to choose to partner with content providers to deliver content more quickly and with less cost than ever before.

NETSCOUT helps identify OTT traffic to help optimize service availability and customer experience.

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