



Solution Benefits

With deep packet capabilities in place, operators can target monetization efforts, refine network optimization techniques, and fortify capacity planning strategies.

- Traffic management, tier-based service plans, content-based charging and video streaming services that demand a guaranteed QoS.
- Increased revenues through focus and prioritization around the services and applications that are most frequently used by the subscribers.

To support these objectives, NETSCOUT offers Deep Packet Classification (DPC) capabilities delivered on the GeoProbe G10 and GeoBlade monitoring platforms.

Key Capabilities

- Integrated functionality reduces cost and complexities
- Scalable architecture keeps pace with traffic growth
- Highly efficient processing supports line-rate, real-time requirements
- Pervasive classification enhances value to downstream applications
- Deep Packet Inspection (DPI) partnership ensures ongoing relevance
- Signature entry supports rapid response
- Aggressive coverage and accuracy targets

Deep Packet Classification

Visibility to Meet the Challenges of Network Growth

Growing Complexity and Rising Expectations

The exponential growth of IP traffic experienced in the last few years shows no signs of waning. Progressive global deployment of LTE is bringing higher bandwidths to an increasing percentage of wireless subscribers. FTTx is delivering 50 Mbps (and higher) to the home. Over The Top (OTT) providers are gaining momentum and providing desirable video programming anywhere wide bandwidth is available. Availability and adoption of supersized, enhanced mobile device displays are encouraging widespread video consumption and generation.

The problem? Customer expectations are also rising. Today's consumers expect seamless, multi-screen access to streaming video: any content on any device at any time via any network connectivity that is available.

Enter the vicious cycle of meeting consumer demands with even more complexity. As operators innovate with new technologies and device introductions, they often lose control over the amount and type of traffic that will be generated in the hands of their own subscribers.

Often, the actual revenue realized from the simple transport of the traffic is negligible given the costs of building out the infrastructure necessary to support high bandwidth service use. With the competition for wallet share at an all time high, operators are looking into new strategies requiring increased traffic visibility.

To address this growing desire to understand and analyze how and when services and applications are being used, deep packet capabilities are required.

High Definition without Headaches

Get more from your existing toolset. With seamless, on-board DPC integration, additional granularity is available in relevant application GUI and data record visualizations. Easy activation of DPC on existing instrumentation* enables immediate “turn-up” of deep packet capabilities at a significant cost-savings without technical complexity.

- No additional hardware, software or taps are required.
- Scalable, price-per-instrumentation software licensing lowers Total Cost of Ownership (TCO).
- Offering a number of advantages over alternative external DPI appliances, NETSCOUT'S deep packet approach leverages a superior core probing architecture.
- On-board probing functionality reduces the need for standalone DPI appliance training and maintenance.
- Inherent platform resiliency and reliability ensures classification results are always there, ready and waiting.
- Keeps pace with monitoring platform growth and traffic growth without traffic routing interaction concerns.

With DPC, NETSCOUT maximizes processing efficiency delving only as far into the packet as is needed to conclusively classify the application or protocol contained.

- Supports line-rate, real-time packet classification DPC support at the monitoring point gives sponsored applications immediate access to enriched classification data and enhanced data record feeds for third-party applications.

Through an innovative partnership with a leading DPI provider, NETSCOUT'S DPC capabilities offer support for over 2000 applications and protocols.

- Ongoing discovery and classification of new applications is easily incorporated with the routine availability of signature “plug-ins”.
- For out of process classification needs, NETSCOUT offers manual GUI signature entry for rapid, customized classification response.

Aggressive coverage (volume of traffic) and accuracy (correct classification) targets keep data integrity at the forefront to maximize the value of supported use cases and implementations.

*DPC-supporting platforms only.

DPC Use Cases

- **Detect Service/Revenue Substitution:** directly observe and trend the impact of OTT offerings on the usage rate of (and associated revenue from) carrier-branded service offerings.
 - **Partnership Revenue Assurance:** visualize the traffic volume going to the partner sites and ensure that they are receiving appropriate payment levels from their partners.
 - **Tariff Upsell:** characterize customers with higher QoS awareness/expectations.
 - **Resell Application Usage Information:** identify subscribers who regularly visit specific hobby or recreation related websites, or use an equivalent smartphone/tablet application.
 - **New Handset/Application Performance:** focus on specific applications on specific device types which may be flooding the network with chatter, or experiencing or driving poor QoS/QoE in specific circumstances.
 - **Identify Potential Customer Churn:** detect customers visiting a carrier's competitor's web sites.
 - **Traffic Capacity Planning:** gain an understanding of the nature of sudden surges of traffic within the network.
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Americas East

310 Littleton Road
Westford, MA 01886-4105
Phone: 978-614-4000
Toll Free: 800-357-7666

Americas

3033 W. President
George Bush HWY
Plano, Texas
USA 75075

EMEA

One Thames Valley,
Wokingham Road,
Bracknell, Berkshire,
RG42 1NG

APAC

238A Thomson Road #23-02/05,
Novena Square Tower A,
Singapore,
307684 SG

NETSCOUT offers sales, support, and services in over 32 countries.

For more information, please visit www.netscout.com or call us at 1-800-833-9200 option 1 or +1-469-330-4000

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