

# Turning terabytes of IP Flow data into actionable insights.

## CUSTOMER OVERVIEW

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Founded in 2001, HIVELOCITY provides Dedicated Servers, Colocation, and Cloud Hosting services to customers from over 135 countries worldwide. The company operates multiple data centers across the US and Europe, including Tampa, Miami, Atlanta, Dallas, New York, Los Angeles, Frankfurt, and Amsterdam, each being HIPAA, PCI, ISAE-3402, SSAE 16 SOC1 & SOC2 certified.

The company currently has over 800 Gbps bandwidth capacity across the datacenters markets. Its connectivity comprises multiple Tier 1 backbone providers such as Level 3, GTT, Hurricane Electric, Cogent, NTT, and others.



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**Customer Name:**  
HIVELOCITY

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**Industry:**  
Dedicated Server & Cloud  
Hosting

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**Location:**  
Tampa, Florida, USA

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**Business Challenges:**

- Improved network visibility for peering optimization and faster troubleshooting
- Detection of potential DDoS attacks
- Detection of traffic anomalies
- Solution scalability across an extensive data network

## SITUATION

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HIVELOCITY has remained a loyal Noction customer for over a decade, utilizing multiple Noction Intelligent Routing Platform (IRP) instances within its infrastructure to improve network loss and latency, eliminate jitter and ensure superior network performance at all times.

Therefore, It was no surprise that HIVELOCITY was one of the first companies that Noction turned to with an offer to beta test its new IP Flow Analysis product back in 2020.

The timing for this was just right for both parties. Due to surging volumes of network traffic caused by the expansion of operations, HIVELOCITY did really need a highly scalable network traffic analysis solution capable of handling high-traffic volume and providing insights on the actual network performance.

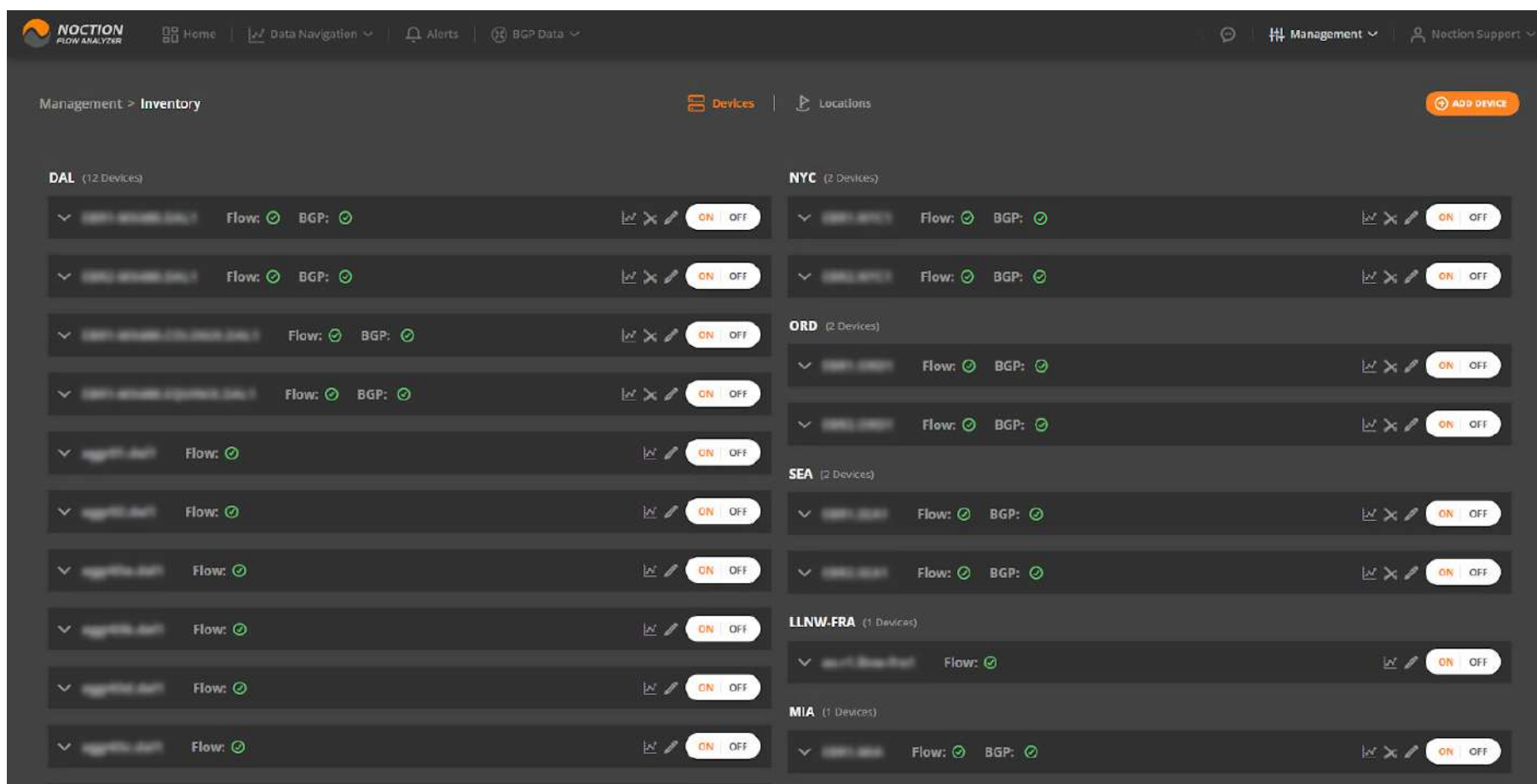
After a brief evaluation, the team decided to give Noction Flow Analyzer a try. The company's network engineers became quite enthusiastic about participating in the Beta program, deployed NFA, and came up with quite a few product enhancement suggestions over the course of a few months, which have then been successfully implemented in NFA.

## SOLUTION AND RESULTS

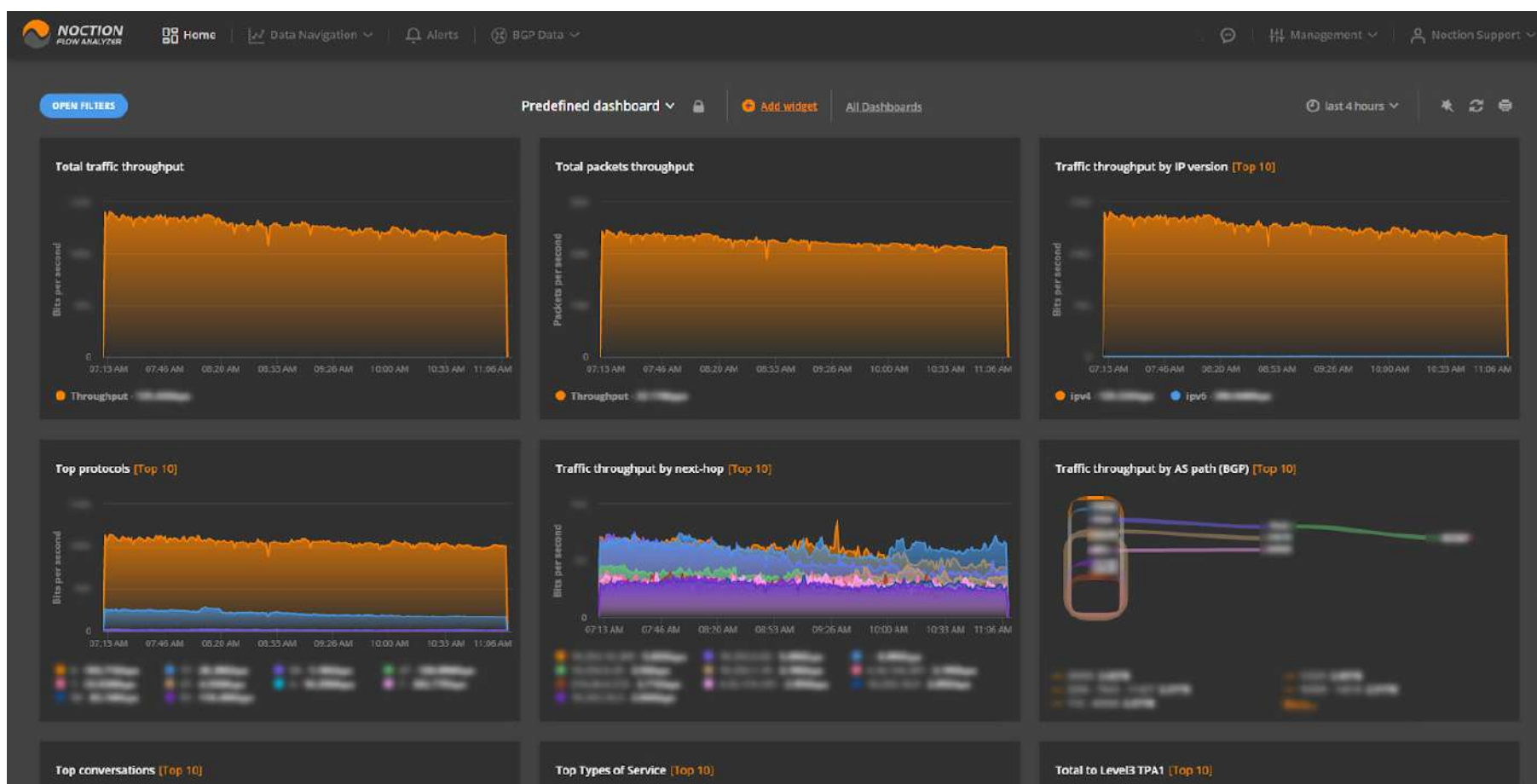
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After the initial PoC, when NFA was officially released, HIVELOCITY decided to put their trust in Noction Flow Analyzer. This decision soon proved its worth with the IP flow analysis product working exceptionally well even when ingesting large amounts of data from a multitude of HIVELOCITY routers around the World. Noction Flow Analyzer seamlessly solved the scalability issues that were previously arising while monitoring the company's high-speed network.





Using NFA, HIVELOCITY administrators gained deep network visibility, accurate and reliable data for network statistics, reporting, and alerting. In addition, Noction Flow Analyzer provided the necessary information for fast troubleshooting and optimization of network performance.



NFA was beneficial to HIVELOCITY from the network security standpoint as well. The team was able to gain detailed information about the denial of service attack events that had occurred, timely react to them, and better understand the causes of other network anomalies.

When the links were getting overloaded, company engineers could immediately review traffic patterns to figure out the actual reasons behind the sudden traffic increases. NFA helped

HIVELOCITY network professionals see which applications, ports, and IP addresses actually drove traffic. The engineers could easily dig deeper and examine flows for even more information with numerous filtering and grouping options.

*“Since most attacks on the company network are the distributed (DDoS) attacks, having actionable insights from NFA helps us focus on targeting and blocking of the unwanted traffic rather fast. The automated threat mitigation capability that Noction plans to add to NFA in the upcoming releases is also of great interest to us. We are looking forward to actively using it in the future.”* stated Dejan Dan Protich, HIVELOCITY | VP of Network Engineering.

HIVELOCITY effectively uses NFA to review traffic for peering/transit relationships based on the on/off-ramp ports throughout their network. Moreover, the team is looking to provide more insight into customer's traffic to/from their devices on their network.

Network traffic monitoring has always been at the core of network security, billing, and other forms of network management processes at HIVELOCITY. Since deploying NFA, all of them became straightforward, easy, and way more affordable for the company.



**Dejan Protich**

VP of Network Engineering

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