



*NFA CASE STUDY*

# Helping Okko make informed BGP network interconnection decisions.

## CUSTOMER OVERVIEW

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Launched in 2011, Okko multimedia service is now one of the largest Russian VoD service providers. It is a paid monetization model leader in its domain and an essential part of the rapidly developing SBER ecosystem. The content served by Okko is available on all key platforms, such as Smart TV, mobile (iOS and Android), Apple TV, PlayStation 4, and web (PC). The catalog contains over 70,000 films, cartoons, and TV serials. Over 20 million users have used the services since the company's launch, with a current monthly audience exceeding 2.8 million people.



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**Customer Name:**

Okko

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**Industry:**VoD (Video-on-Demand)  
services

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**Location:**Saint Petersburg,  
Russian Federation

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**Business Challenges:**

- Improved network traffic visibility;
- Network troubleshooting;
- Detailed BGP traffic analysis and statistics.

To support its operations, Okko runs a complex network that includes 5 locations across Russia with more than 50 connections to various operators & Internet Exchanges and outbound traffic levels exceeding 300 Gbps. To stay competitive in the evolving market, Okko continuously invests in new technologies to maintain its leading position and improve performance.

## INDUSTRY OVERVIEW AND CHALLENGES

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Online streaming has expanded in a geometrical progression in the last ten years, especially in the west, driven by the Netflix disruption and explosive growth. It is increasingly becoming the leading choice of video consumption for consumers.

The United States and Western Europe are far ahead of the game, with significant industry players rapidly appearing on the market, such as Apple TV, Disney+, HBO Max, and others. The rise of streaming, however, is not limited to English-speaking countries. VoD evolution is beginning to accelerate in other parts of the world as well, including Russia, with Okko being one of the major VoD service providers here.

## SOLUTION

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In recent years, the growth of the network complexity prompted Okko engineers to look for a solution that would enhance their network traffic analysis capabilities, help with the new peering partners selection, and general network troubleshooting.

Initially, a few attempts to implement various open-source solutions were made. Still, the process of implementation of those NetFlow and BGP analysis tools into the company's network infrastructure turned out to be complex and labor-intensive. It was then decided to find a ready-made product with support. That was the time when Okko engineers reached out to Noction and started testing the product.

“The implementation and configuration process was straightforward and fast. We did ask for a few product refinements during the trial period, and Noction’s development and support teams did a wonderful job of delivering upon the objective,” mentioned Dmitriy Ipatov, Okko Network Team Lead. Based on the user experience and detailed statistics obtained during the trial, the team at Okko decided to move forward with a regular NFA license.

Noction Flow Analyzer turned out to be an affordable and highly performant NetFlow analysis system for Okko. Currently, 3 to 4 network engineers are accessing and using NFA on a regular basis. For the most part, the engineers use it for traffic analysis, reviewing the amount and type of data transferred to various ASNs. The obtained results are then used when making decisions on connecting new operators as well as for internal statistical purposes.

Besides driving interconnection decisions, the data obtained by NFA helps Okko decide on installing new caching servers in new locations. Currently, NFA analyzes traffic only on external connections. Once all the internal infrastructure and service traffic is added, the system will provide even more insights for the purposes of troubleshooting, analysis, and increasing the level of security for the company's infrastructure.



**Dmitriy Ipatov**  
Okko Network Team Lead

*"We've been using NFA for quite some time already and are quite satisfied with the results. Noction Flow Analyzer fits our requirements perfectly. We were particularly surprised by how well the system handles high flows per second. The power and capability of the flow collector to capture and process flow data close to real-time are astonishing"*

