



Transportation and Hospitality: Intelligent Traffic Management

INTELLIGENT TRAFFIC MANAGER BENEFITS:

- Prioritize health and safety applications, sensors, payments, security video, smart energy, and location services
- Deliver personalized customer experiences based on user preferences, behaviors, loyalty
- Support distributed and remote workforces by prioritizing secure call center applications, chat bots, videoconferencing and virtual desktops
- Implement security controls for authorized/unauthorized access, suspicious traffic patterns and anomalies, health alerts

In a more security, safety and health conscious world, the transportation and hospitality sector is adopting new AI, automation, mobile, and contactless technologies at an unprecedented rate. Intelligent traffic management will be the key to success in this new landscape

The COVID-19 pandemic has changed how people travel, gather and enjoy time away from home. Many of the restrictions and new health and safety requirements will persist for the foreseeable future. The transportation and hospitality experience will be radically different from the past as the sector urgently invests in new technologies. AI-enabled health and environmental sensors, contactless technologies, IoT devices, mobile payments, and location will be used to provide automated personalization.

These technologies will provide more efficient transportation in smart cities, secure and orderly movement in public venues such as airports, buses, hotels, restaurants and stadiums, and engaging multimedia customer experiences. They will also help employees, security personnel, suppliers and retailers operate effectively in this new environment.

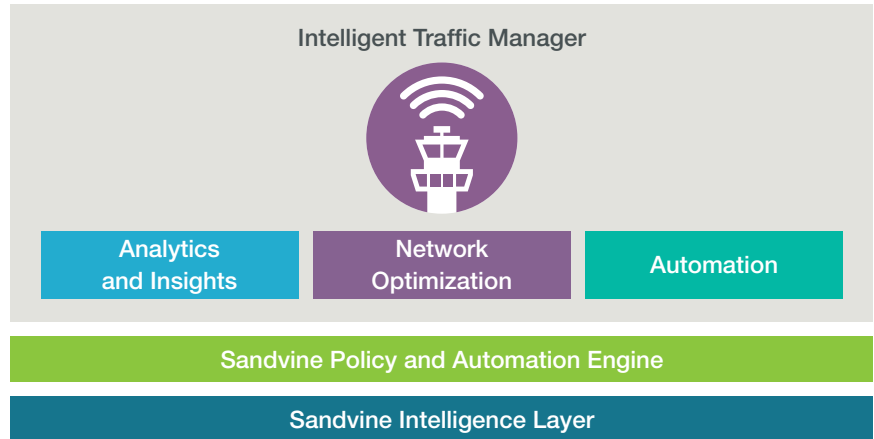
As network and IT administrators modernize their transportation and hospitality infrastructure, they are challenged by the need to:

- Manage growth and shifts in traffic and transactions – remote and distributed workers, payments, health data
- Prioritize business critical applications
- Provide personalized, user-based services
- Mitigate new security and fraud threats
- Meet regulatory requirements

Intelligent Traffic Management Solutions for the Transport and Hospitality Sectors

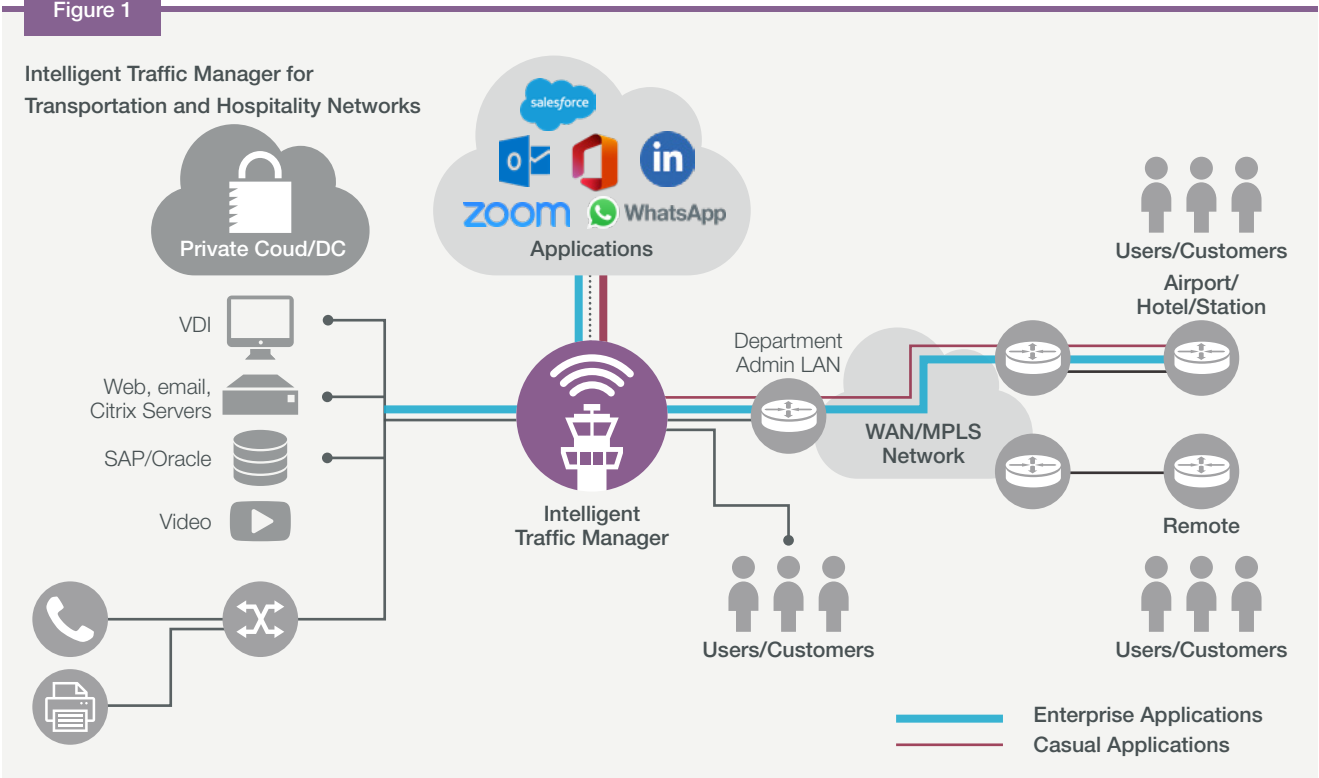
Sandvine's pre-packaged intelligent traffic management solutions deliver the network visibility, analytics, automation, machine learning, and security required for the public sector to meet these challenges:

- **Visibility:** Granular visibility, identification, and contextual awareness of all user, application and device traffic transiting networks in real time
- **Analytics:** Behavioral, intent-based analytics that compare network, application, device, and user behavior to identify areas of action
- **Automation:** Closed-loop policies deliver the intended digital service quality
- **Machine Learning:** Continuous innovation in automation/machine learning focused on education outcomes
- **Security:** Visibility, analytics, automated policies, and machine learning to check anomalies and suspicious traffic patterns against updated libraries of cyber threats (distributed denial of service attacks, malware, ransomware).



The Intelligent Traffic Manager (ITM) is the foundation of these solutions. It is based on Sandvine's ActiveLogic platform, the industry's most advanced hyper-scale traffic classification and packet processing system for improving network performance and security. Built with advanced machine learning functions, ITM employs multiple techniques to detect encrypted traffic behavior such as VoIP, video, and VPNs. In addition, ITM's traffic classification capability can be enhanced with ContentLogic, a multi-database categorization of Internet websites and IP addresses for web intelligence, advertising, and filtering.

Figure 1





Why Sandvine?

Global enterprises count on Sandvine's market-leading intelligent traffic management solutions to run world-class networks and deliver personalized services.

- Over twenty years of experience providing solutions to 500+ enterprises and 160+ communications service providers across more than 100 countries – 2.5 billion network users
- Global partnerships provide onsite services and support to ensure that Sandvine's solutions meet specific enterprise requirements
- ActiveLogic platform received Frost & Sullivan's 2020 Global New Product Innovation Award for excellence in technological innovation
 - Over 10 years of unique machine learning analytics and closed-loop automation expertise to extract network intelligence – 98%+ encrypted and unencrypted traffic visibility, 3500+ traffic classification signatures updated weekly
 - Flexible, easy and highly scalable set-ups – virtual or cloud deployments across multiple access networks
 - Automation business cases leverage user data and machine learning techniques to solve specific enterprise network and security challenges and deliver personalized experiences
- Future-proofed to meet new 5G, cloud, edge and AI enterprise requirements

¹ [Frost & Sullivan Award](#)

ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit sandvine.com or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



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