

*“With Gigamon® appliances, the true power of the iMarker appliance can be used fueling new revenue streams for telecom operators.”*

Vitaly Sattarov, CTO CSTECH

**iMarker.ru**

интернет  
маркер



ТКБ МОНИТОРИНГ

## Challenge:

- Improve network visibility for near real-time analysis of subscriber internet activity

## Resolution:

- GigaVUE-2404® Data Access Switch using fault tolerant Gigamon G-TAP® fiber taps with CSTECH iMarker appliance

## Benefits:

- Full line-rate traffic visibility with intelligent traffic mapping
- Near real-time analysis of subscriber internet activity
- Enables effective monitoring for individual subscribers creating additional revenue streams

## Introduction

iMarker ([www.iMarker.ru](http://www.iMarker.ru)) is an innovative Internet-based advertising service for telecom, providing its customers unique targeting functionality based on location, gender, age and other parameters of the subscribers. iMarker is a product developed by Corporate Security Technologies ([www.cstech.ru](http://www.cstech.ru)), a Russian company specializing in solutions for network traffic analysis.

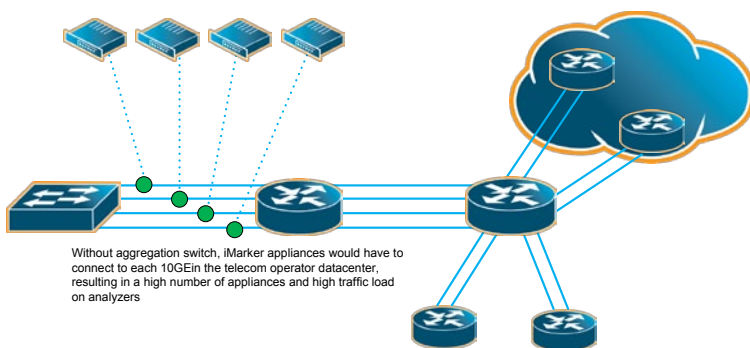
### Business Challenge:

Due to an explosive subscriber traffic growth, operators interested in iMarker service cannot provide iMarker appliance with the traffic it needs (subscribers' web traffic) for analysis, particular challenge includes high-speed links (10GE) and a large number of such links. Traditional solutions like TAPs or SPAN-ports cannot be used due to scalability and inaccuracy as the iMarker platform needs targeted accurate data flows in order to create accurate targeted advertising profiles based on geographic, behavioral, and socio-demographic metrics.

### Resolution:

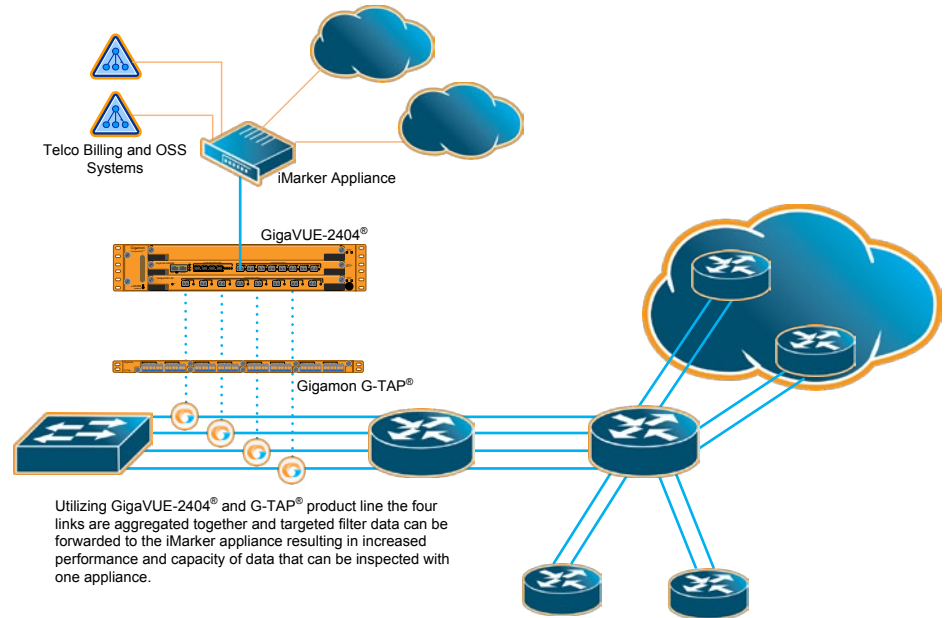
To increase the amount of data that can be processed by the iMarker appliance, iMarker developer CSTECH (Corporate Security Technologies), based in Moscow, Russia, has partnered with Gigamon to create a turnkey solution for its customers.

The high speed 10G links are first tapped using Gigamon's G-TAP® to provide fault tolerant collection points for customer data. The monitor ports of the G-TAP are connected to the GigaVUE-2404. Once the GigaVUE-2404 receives information, users can filter for specific subscriber information that is sent to iMarker appliance.



**FIGURE 1**  
iMarker appliances  
without Gigamon

**FIGURE 2**  
iMarker integration  
with Gigamon



## Conclusion

### Benefit:

By deploying the Gigamon GigaVUE-2404 Data Access Switches, iMarker customers have a complete out-of-band data access solution that can aggregate data from multiple network segments and send only subscriber web traffic to the appliance. By pre-filtering web traffic the GigaVUE-2404 enhances visibility of the iMarker appliance into more subscriber traffic and because forwarded traffic is the desired traffic to be inspected the iMarker appliance does not need to waste unnecessary processing cycles as data is received. This greatly enhances revenue streams of Internet providers as the iMarker appliance delivers metrics that in turn can be used for targeted advertising campaigns.

### About Gigamon:

Gigamon® provides purpose-built appliances to enable visibility and deliver critical packet-flow information across data networking infrastructures. As creator and leader of the Intelligent Data Access Networking® architecture, Gigamon's patented technology

provides secure access and enhanced visibility for traditional and cloud-based data networks. The GigaVUE® line of intelligent data access switches eliminate SPAN port contentions, extend legacy tool utilization within 10Gbps environments, and enhance the effectiveness and productivity of network monitoring and security tools – all while running at full line rate speeds. This provides seamless and controlled delivery of the right data, at the right time, to the right tools; benefiting customers with greater uptime, reduced vulnerability to threats, and improved regulatory compliance. Founded in 2004, Gigamon has sold thousands of units to customers in more than 40 countries around the globe.

### About iMarker:

iMarker ([www.imarker.ru](http://www.imarker.ru)) is an innovative Internet-based advertising service in Russia, providing its customers unique targeting functionality based on location, gender, age and other parameters of the target audience. iMarker is a product of Corporate Security Technologies ([www.cstech.ru](http://www.cstech.ru)), which develops solutions for network traffic analysis.

For more information about our Gigamon products  
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