

# Allot Cloud Traffic Intelligence (ACTI)

Optimize Public Cloud Digital Experience,  
Ensure SLAs & Curb Cloud Costs

This brochure explains how ACTI provides CIOs and cloud network teams with the observability and control needed to optimize cloud application performance, maintain SLAs, and reduce networking costs.

## 01 Markt Pains and Challenges

### 01 Limited Observability

Lack of real-time, detailed traffic insights into public cloud environments, beyond basic telemetry, impedes visibility, performance, and SLA compliance.

### 02 Application SLA & Prioritization Struggles

IT teams struggle to maintain optimal performance and meet SLAs for cloud-hosted applications, within their allocated and purchased cloud resources, performance, and SLA compliance.

### 03 Growth in Cloud Networking Costs

Due to the limited observability, organizations find it hard to understand the right utilization of their purchased cloud resources, hence control cloud networking expenses or align them with their business needs – even when using FinOps strategies.

### 04 Business Disruption from DDoS Attacks

Relying solely on cloud vendors' DDoS protection can backfire, as forceful traffic blocking during attacks jeopardizes the business continuity and uptime of customerfacing and mission-critical services, creating painful revenue loss.

## 02 ACTI for Public Cloud – Value Proposition

### 01 End-to-end cloud traffic observability

Gain real-time, application-level visibility into ingress and egress traffic—beyond basic telemetry—so teams can quickly pinpoint issues, validate performance, and stay ahead of SLA risk.

### 02 SLA assurance & application prioritization

Prioritize mission-critical apps and services with policy-based traffic control to protect user experience and consistently meet SLAs within your cloud capacity.

### 03 Cloud networking cost control

Turn traffic intelligence into actionable savings—right-size capacity, eliminate waste, and align cloud networking spend with business needs.

### 04 Business continuity during DDoS

Maintain uptime for customer-facing and mission-critical services with precise mitigation that blocks malicious traffic without overblocking legitimate users—protecting revenue, brand, and productivity during attacks.

## 03 Key Capabilities

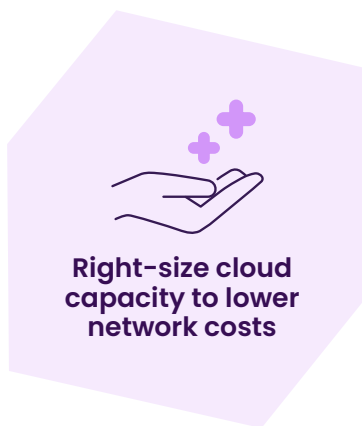
- 01 Cloud-hosted application-aware observability**
- Inspecting and classifying all ingress and egress traffic for applications and services to ensure QoE for sensitive applications & services and optimize the use of purchased cloud resources.

- 02 Advanced cloud traffic control**
- Intuitive UI to enforce application policies and priorities, ensuring optimized QoE for sensitive cloud-hosted applications and SLA fulfillment for cloud-hosted end-user services.

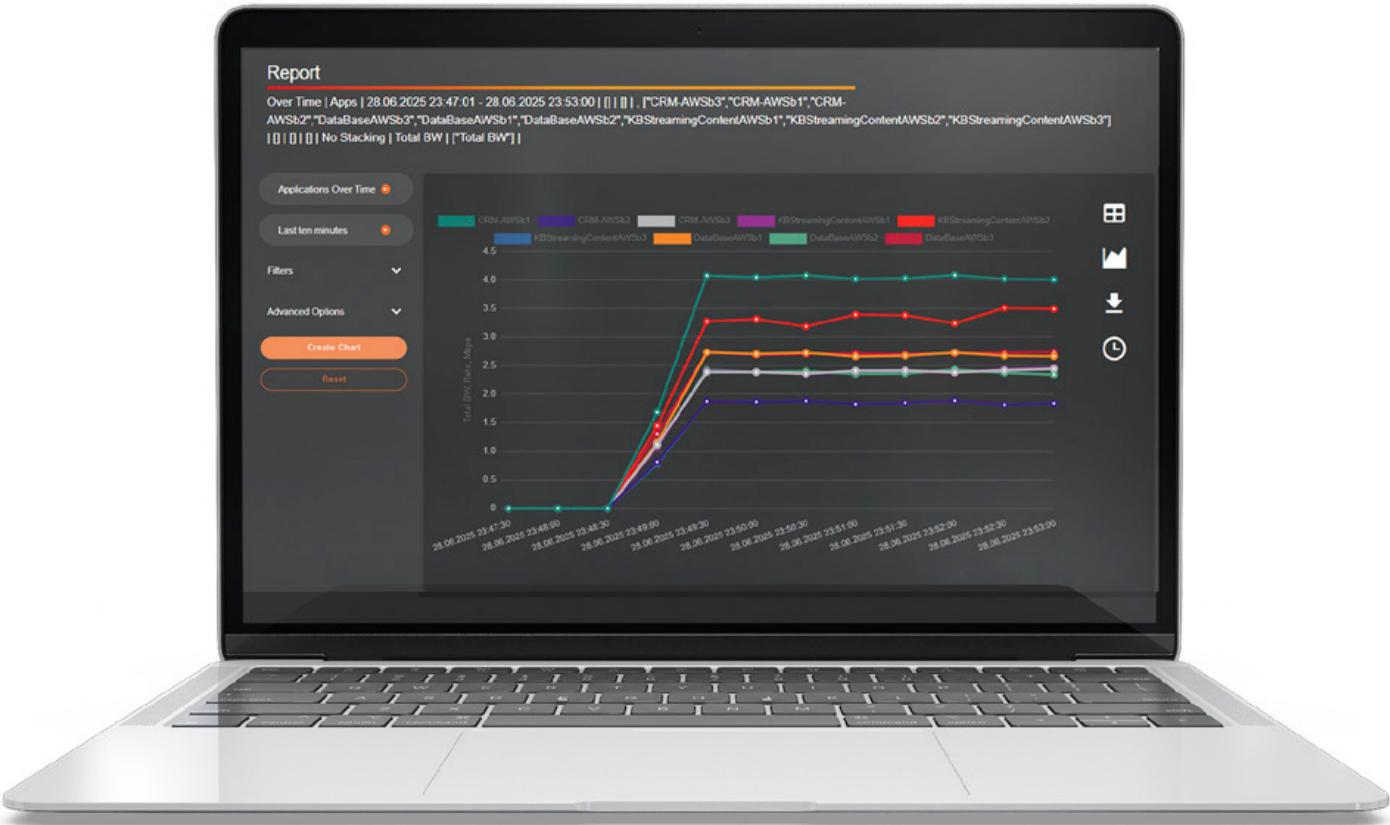
- 03 Decision-Making Dashboards**
- Access graphical dashboards and reports to optimize cloud-resources utilization and manage financial implications effectively.

- 04 Precise DDoS Mitigation**
- Unlike cloud vendors, ACTI DDoS & Botnet protection blocks only malicious incoming and outgoing traffic, ensuring QoE even during attacks and providing precise attack mitigation.

## 04 Benefits



**“Allot Brings Huge Value in Terms of Observability and Control”**



ACTI dashboards showing application performance graph

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