

# DDI Software Solutions

Voice of Customer (VOC) Report



**BLUECAT**™

May 2025

Prepared by Crossover Research

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Our comprehensive research suggests that BlueCat Networks has distinct advantages over Infoblox in the DDI software market. The depth and consistency of positive customer sentiment across various evaluation criteria demonstrate BlueCat's superior value proposition and provide a baseline for future market share gains.

**KEY COMPETITIVE ADVANTAGES** ► **SUPERIOR CUSTOMER SATISFACTION**

BlueCat Networks consistently outperforms Infoblox across all measured satisfaction metrics, with significant advantages in critical areas:

	<b>BLUECAT™</b>		<b>Infoblox</b> 	
<b>Feature Category</b>	The data reflects feedback from 18 BlueCat Networks customers and 12 Infoblox customers.			
Core DDI Functionality	9.1	✓	8.3	✗
Scalability / Performance	9.1	✓	8.1	✗
User Interface/Ease of Use	8.4	✓	7.6	✗
Technical Support	8.4	✓	7.5	✗
Security Features	8.3	✓	7.3	✗
API Capabilities	8.1	✓	6.8	✗
Automation	7.8	✓	6.8	✗
Innovation / Future Readiness	7.7	✓	6.8	✗

BlueCat maintains an edge in critical enterprise requirements, with API capabilities - a crucial differentiator in today's integration-focused IT environments - showing the largest advantage relative to Infoblox customer .



KEY COMPETITIVE ADVANTAGES



**TECHNICAL ARCHITECTURE SUPERIORITY**

BlueCat's technical architecture provides distinct advantages that deliver measurable business benefits to customers. The platform's unified approach to DDI management creates a cohesive experience that competitors struggle to replicate.

**Architectural Strengths**

API-First Design  
Philosophy

BlueCat's API-centric architecture enables deeper integration with existing infrastructure and automation tools, providing superior flexibility compared to Infoblox's more rigid framework.

Unified Management  
Platform

BlueCat provides truly integrated DDI capabilities through a single pane of glass, eliminating silos that persist in competitive platforms.

Superior Cloud  
Integration

BlueCat offers more robust hybrid and multi-cloud capabilities, essential for organizations navigating complex digital transformation initiatives.

Enhanced Scalability

The platform architecture demonstrates exceptional performance under high loads without sacrificing stability or requiring complex workarounds.



## BlueCat customers frequently note positive implementation experiences, citing migration ease and operational gains

“BlueCat’s migration process was meticulous and phased, allowing us to address issues before they grew. We brought everything into a single pane of glass, optimized our infrastructure, and incorporated automation upfront. Since migrating, upgrades have been seamless and we’re now running constant API calls and updates every minute.” - **Network Engineering Lead at a Fortune 500 Bank**

“BlueCat executed our migration from QIP with zero downtime and under budget. DNS downtime was zero, and DHCP downtime was less than 2–3 minutes per server, per cutover. The entire project came in under budgeted hours.” - **Senior Infrastructure Manager at a Global Retailer**

“We migrated over 1,000 retail locations to BlueCat with no impact to end users. The project was delivered ahead of schedule, with 40% fewer servers required than our previous environment. The migration methodology and toolset are now our internal standard.” - **Director of IT Operations at a Major Retail Chain**

“The BlueCat team worked side-by-side with us through every phase. Their professional tools minimized workloads, optimized transition times, and corrected issues like orphaned PTR records and bad delegations. We were able to cleanse years of legacy data and start with a clean, manageable environment.” - **IT Operations Manager at a Large Healthcare Organization**

“We evaluated BlueCat’s QIP migration process against several top competitors. BlueCat identified a large amount of inaccurate or lost data that other vendors failed to capture. The migration was seamless, and their automation support has saved us significant time and effort.” - **Senior IT Administrator at a Major Financial Institution**

## They also point to key competitive & technical advantages over Infoblox that drove their selection

“BlueCat’s biggest advantage is its API-first design and ability to seamlessly integrate across both on-prem and multi-cloud setups. This makes it super flexible for automating workflows and managing DNS, DHCP, and IPAM in real-time. Its deep cloud-native support and integration with tools like ServiceNow give it a level of efficiency that’s tough for competitors to replicate, especially without completely reworking their systems.” – **Enterprise Network Architect at a Leading U.S. Healthcare Company**

“BlueCat was more flexible, scalable, API-friendly, and had better cloud-native integrations. Automation and security features were stronger compared to other solutions.” – **Senior Network Engineer at a Global SaaS Provider**



## They also point to key competitive & technical advantages over Infoblox that drove their selection [continued]

“BlueCat has a better licensing model compared to Infoblox and is cheaper than Microsoft solutions in our environment. Also, most of the features we needed were provided by BlueCat.” – **IT Infrastructure Manager at a European Manufacturing Conglomerate**

“Infoblox is cost-prohibitive when we compare feature parity and all the required functionality.” – **Network Architect at a Fortune 500 Financial Services Firm**

“BlueCat provides policy-based IP address management with unified DNS zone management and NIOS management. It is easy to use and flexible for the different division sizes in our organization.” – **Senior Systems Administrator at a Global Consulting Firm**

“The adaptive DNS architecture is dynamic, open, secure, scalable, and automated, enabling organizations to modernize their networks. Their significant technical advantage lies in its Unified DDI platform, which simplifies and automates DNS, DHCP, and IP Address Management (IPAM), offering robust security and flexibility that competitors find challenging to replicate.” – **Senior Network Engineer at Managed Service Provider**

## These technical and operational strengths directly deliver measurable business value-driving efficiency gains, cost savings, and a clear return on investment for enterprise customers.

“[BlueCat] leads to a reduction in manual network management hours, network uptime, and cost avoidance from potential security incidents.” – **VP, Information Technology at a Freight & Logistics Company**

“BlueCat streamlines operations and reduces risk, but companies with simpler networks or cloud-based infrastructure can function without it using native DNS/DHCP tools... There are many solutions available, but BlueCat reduces overhead and operational complexity.” – **Technical Director at a Digital Agency**

“We measure BlueCat's ROI by looking at time saved through automation, cutting down on manual tasks. The improved efficiency and reduced downtime from better monitoring and real-time insights also contribute to higher network performance. Scalability is another key factor, as we can grow without major extra costs.” – **Network Operations Director at Global Enterprise**

“We are able to modernize networks, simplify DDI management, enhance security, and achieve better network agility and resilience with solutions for DNS, DHCP, and IP address management.” – **IT Infrastructure Manager at a Mid-Market Company**



**Because DDI is foundational to network reliability and business continuity, BlueCat’s differentiated capabilities empower organizations to achieve higher efficiency, lower operational risk, and tangible business value-outcomes.**

“BlueCat is extremely critical to our operations because it provides the foundation for all network connectivity. DNS, DHCP, and IPAM are core infrastructure services-if they fail, everything from user access to application availability is impacted. BlueCat ensures these services are centralized, resilient, and automated, making it essential to maintaining uptime, scalability, and security across our environments.” – **Technical Director at a Digital Agency**

“We consider BlueCat Networks a mission-critical platform because DNS, DHCP, and IP Address Management (DDI) are foundational to everything that runs on our network. If DDI fails, nothing else works. BlueCat’s platform directly supports the stability, availability, and automation of those services, which are central to our infrastructure.” – **Network Operations Director at a Global Enterprise**

“BlueCat Networks is critical to our organization’s core operations as the central platform for managing our DNS, DHCP, and IP Address Management (DDI) infrastructure. These foundational services ensure reliable name resolution, dynamic IP allocation, and efficient IP space management across our enterprise. Any disruption in DDI could impact system availability, user access, and application performance in both on-prem and cloud environments.” – **IPAM Solution Architect at a Global IT Services Provider**

“If BlueCat goes offline, our network functions cease to work-no DHCP and no IP address management.” – **AVP IT Deputy CIO at a Major University**



Despite the overwhelmingly positive feedback, there are still several key areas where BlueCat can further unlock value and drive growth. Customers indicate they would invest even more in BlueCat if it continues to innovate in these domains:

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- 1 Intelligent Automation & AI-Driven Insights:** Expand BlueCat’s use of AI and machine learning to provide predictive insights and autonomic networking capabilities. By automating routine tasks and offering proactive recommendations (for example, identifying configuration anomalies or capacity needs before they impact the business), BlueCat can save IT teams even more time and prevent issues. Customers are eager for AI-driven DDI management that makes their networks smarter and more self-sufficient.

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  - 2 Enhanced Observability & Analytics:** Invest in deeper monitoring, visibility, and analytics features across DNS, DHCP, and IPAM. Improving the platform’s observability – such as real-time dashboards, advanced network analytics, and comprehensive reporting – would help clients better understand their network usage, performance, and security postures. Enhanced visibility into DDI operations lets customers identify trends and respond faster to incidents, increasing the value they derive from BlueCat.

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  - 3 Seamless Hybrid & Multi-Cloud Management:** Continue to deliver unified DDI management across on-premises, hybrid, and multi-cloud environments. BlueCat already outperforms competitors here, and doubling down will further differentiate the platform. Customers want the same single-pane-of-glass control and policy consistency for cloud deployments (AWS, Azure, GCP) as they have on-prem.

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  - 4 Expanded Ecosystem Integration:** Simplify and broaden integration with key IT and DevOps platforms (e.g. Azure, ServiceNow, Terraform, VMware, security information event management tools). Smoother API-driven integration into these systems makes BlueCat more deeply embedded in customers’ automation workflows and IT service management processes.
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Primary Use Cases

Organizations deploy DDI solutions primarily for three core functions: IP Address Management (87%), DNS Management (87%), and DHCP Management (87%). DNS Security has emerged as an important secondary use case (61%), reflecting growing concerns about network security and compliance.

Tech Stack Overview

The majority of organizations (58%) previously relied on a combination of industry tools and fragmented solutions to manage DNS, DHCP, and IPAM, while 42% had adopted an integrated platform. Historically, these critical network services were managed through a mix of standard tools, in-house developed applications, and manual processes like spreadsheets that offered limited integration. Today, there is a clear market shift toward unified platforms that consolidate DNS, DHCP, and IPAM services under single management, delivering significant benefits including simplified administration through a single interface, enhanced cross-service visibility, improved integration with cloud and IT systems, greater operational efficiency, strengthened security posture, and reduced downtime with streamlined troubleshooting.

Vendor Selection Criteria

Security Features (8.6/10), Product Features (8.4/10), and Scalability & Performance (8.5/10) emerged as the most critical selection factors, while Cloud-Based Capabilities (6.5/10) ranked lowest in importance. BlueCat Networks customers placed higher emphasis on technical factors like product features (8.8/10) and scalability (8.7/10) compared to industry averages. Implementation experiences varied significantly across vendors, with BlueCat Networks receiving the highest satisfaction scores. However, all vendors showed room for improvement in this area, with common challenges including data migration, integration complexity, and knowledge transfer.

Rationale for Selecting BlueCat Networks

Organizations chose BlueCat Networks over competitors because it offered a modern, centralized, and scalable solution for DNS, DHCP, and IPAM management, with strong integration into existing IT systems like CMDB, ITSM, and network monitoring tools. Key drivers included its intuitive UI, flexible licensing, cost-effectiveness, hardened security through a Linux-based platform, and API-first architecture that enabled full automation across on-premises and multi-cloud environments. Buyers highlighted BlueCat's superior trial performance, favorable pricing, robust security features, multicloud support, and strong role-based access and multi-tenancy capabilities. Prior successful deployments within their organizations and the expertise of BlueCat's

DDI Vendor Feature Satisfaction

Across vendors, Core DDI Functionality (8.7/10) and Scalability & Performance (8.7/10) received the highest satisfaction ratings, while Innovation (7.2/10) and Cloud Integration (7.1/10) showed the most room for improvement. BlueCat Networks outperformed industry averages in 10 of 11 feature categories.



**Mission Criticality**

While companies with simpler or cloud-native networks can function without BlueCat, for organizations with complex, hybrid, or security-driven environments, BlueCat is seen as a critical backbone. It streamlines DNS, DHCP, and IPAM operations, strengthens cybersecurity posture, improves uptime, and underpins overall network reliability and scalability. Although alternatives exist, BlueCat’s integrations, visibility, and impact on service continuity make it a vital enabler for business operations and growth.

**Competitive Differentiation**

BlueCat is widely seen as flexible, scalable, and effective at simplifying DNS, DHCP, and IPAM management, particularly in hybrid environments. It offers strong automation, excellent DNS query response, and centralized visibility into network activity, helping organizations streamline operations and enhance security. Compared to competitors like Infoblox, BlueCat provides solid feature parity at a more accessible cost, despite some limitations around multi-network capabilities and a need for modernization in the user interface and core platform innovation. Users appreciate its open architecture based on ISC/BIND, although concerns remain about outdated components like ISC DHCPD and the need for improvements in troubleshooting ease and system usability.

**Likelihood of Recommending**

BlueCat Networks receives strong praise for its reliable performance, easy-to-learn platform, transparent pricing, knowledgeable support, and smooth integration process. Customers highlight that BlueCat’s solution is business agnostic, providing critical DHCP, DNS, and IPAM functionality essential across industries. Users note that BlueCat delivers a robust, future-proof platform that minimizes costly outages, improves network security, and simplifies DDI management through strong automation and ease of use. Its combination of reliability, flexibility, and vendor transparency has helped it stand out above other solutions evaluated, contributing to its strong customer satisfaction score of 8.7.

**BlueCat Networks vs. Infoblox**

In contrast, while Infoblox is seen as a solid and stable product, its adoption is hindered by a steep learning curve, cumbersome user interface, limited customization, and concerns over its new subscription-based licensing model. Customers recognize its strong reputation for reliability and centralized network management in distributed environments but also note issues with vendor lock-in and pricing complexity. Infoblox’s recommendation score of 7.6 reflects these mixed experiences - solid performance but with more significant friction points compared to BlueCat. Overall, BlueCat is viewed as the more user-friendly, transparent, and future-ready choice for organizations seeking a scalable, enterprise-grade DDI solution.

**New Product Adoption Trends BlueCat Networks**

Adoption of BlueCat’s new solutions is gaining momentum, with 39–44% of organizations still undecided but a strong base already adopted or in process. Customers are replacing older, siloed, and manual network monitoring and observability tools with BlueCat’s more modern, automated, and integrated solutions. Key drivers include a desire for centralized management, real-time visibility, better security, simplified automation, and integration with existing platforms. BlueCat’s approach is viewed as a more flexible, streamlined alternative, offering improved network performance and infrastructure insight compared to previous third-party or legacy systems.



**Return on Investment (ROI)**

Organizations measure BlueCat Networks' ROI by tracking reductions in manual network management hours, operational costs, and downtime, along with improvements in security and network stability. Automation of DDI operations has allowed teams to redirect man-hours from maintenance to higher-value work, while stronger visibility and control have simplified infrastructure management. Users consistently highlight faster implementation, improved scalability without major additional costs, and enhanced change management as key drivers of satisfaction. Overall, BlueCat is seen as a critical enabler of operational efficiency, cost savings, and future-proof network growth.

**Vendor Replacement Barriers**

Organizations report significant barriers to changing DDI vendors, with deep integration with existing systems (44%), data migration complexity (39%), and team expertise with current solutions (28%) cited as the primary challenges. BlueCat Networks customers specifically highlighted integration dependencies (39%) and data migration concerns (39%).

**Contract Renewal Intentions**

BlueCat Networks leads in contract renewal intent with a score of 8.6, ahead of Infoblox (7.9), Microsoft DDI Solutions (8.3), and EfficientIP (9.3, though based on a much smaller sample size). Feedback from Infoblox customers with low renewal intent cited issues around poor ease of use, limited integration/customization, and high costs relative to value. Some customers plan to consider Microsoft and open-source alternatives instead of renewing with Infoblox.

**Recommendations to BlueCat's Management Team**

- Customers are eager to deepen their investment in BlueCat Networks if it continues expanding AI-driven insights, broadening automation across hybrid and multi-cloud environments, and simplifying integration with key platforms like Azure, ServiceNow, and Terraform. The strongest growth levers center on unlocking intelligent automation, enhancing observability, and delivering seamless multi-cloud DDI management — all critical areas where buyers see immediate, high-value impact.
- At the same time, customers recommend that BlueCat focus on improving overall usability, modernizing the user interface, and strengthening support quality. There is strong demand for more innovative automation features, AI integration, advanced reporting, and enhanced business intelligence capabilities. Customers are also calling for clearer documentation (especially around APIs and deployment), greater responsiveness to feature requests, and more streamlined appliance deployment processes. Ultimately, users are looking for a more modern, flexible, and user-centric platform that supports operational efficiency, robust DevOps integration, and scalable enterprise growth.

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# Respondent Demographics



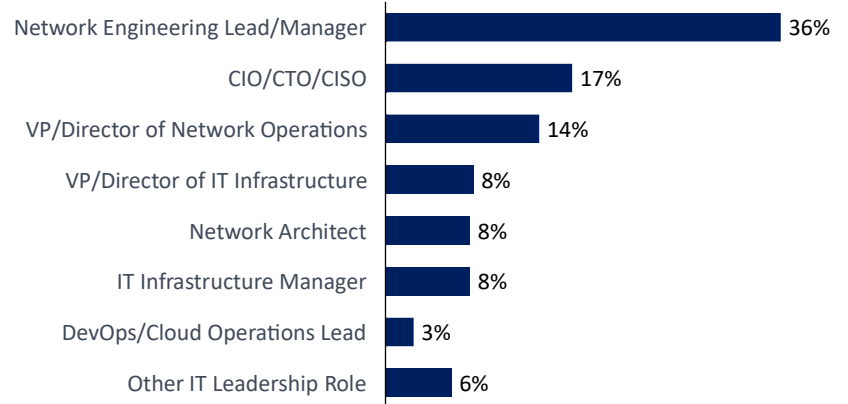
**36 TOTAL RESPONDENTS**

*KEY DECISION-MAKERS IN IT / NETWORK ENGINEERING ROLES*

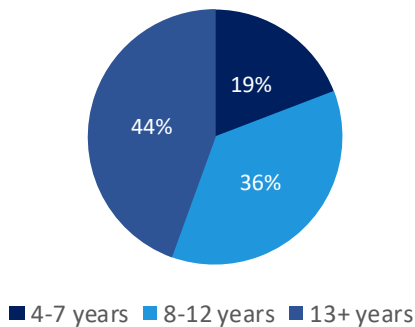
## Primary DDI Vendor



## Job Role



## Years of Experience



## Last Time Involved in Purchasing, Renewal, Expansion of DDI Solution

■ Within the last 6 months ■ 7-12 months ago ■ 13-24 months ago ■ 25-36 months ago ■ More than 3 years ago



BlueCat DNS/DHCP Server – **78%**  
 BlueCat Address Manager – **72%**  
 BlueCat Edge – **50%**

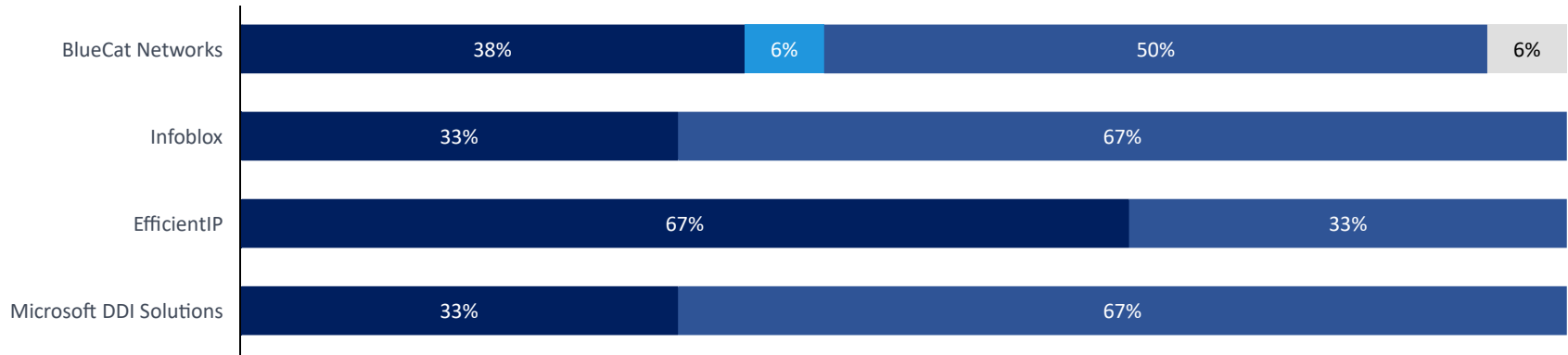
## PRODUCT ADOPTION TRENDS

BlueCat Gateway – **44%**  
 BlueCat Integrity – **39%**  
 BlueCat Network Insight – **28%**

# Respondent Demographics

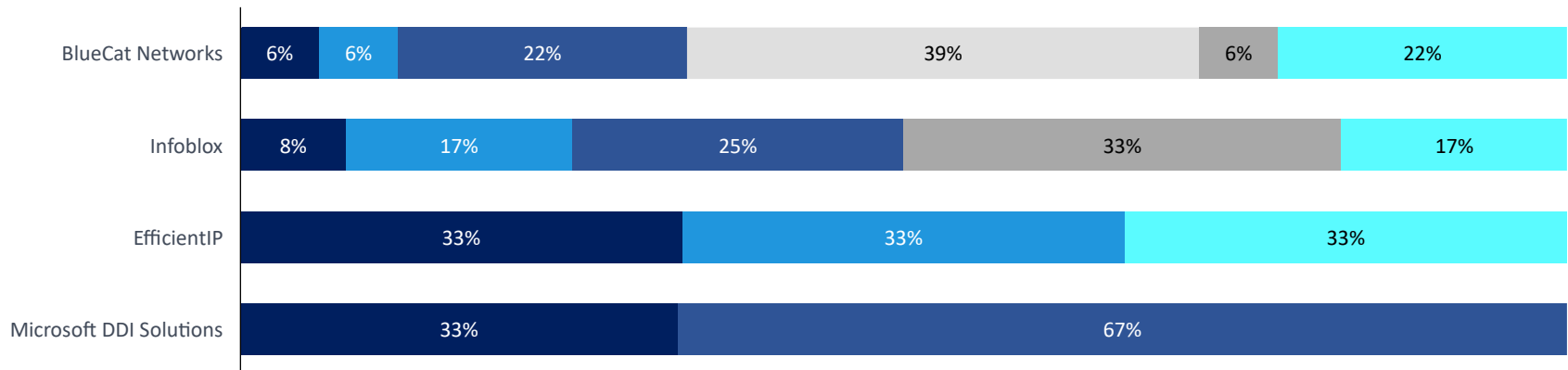
Which deployment model are you using for your vendor?

■ On-premises only 
 ■ Cloud-hosted only 
 ■ Hybrid 
 ■ Managed Service



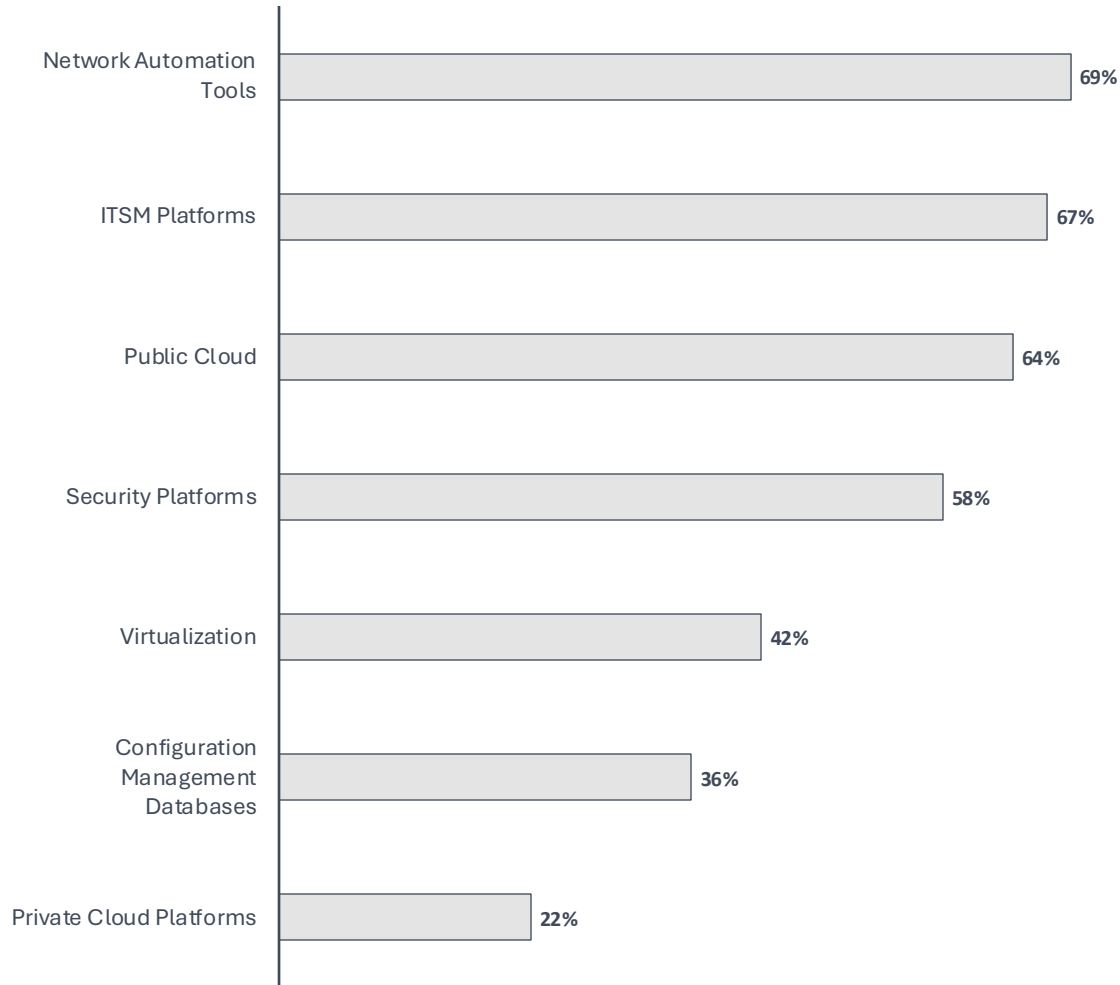
Approximately how many IP addresses do you manage with your vendor?


■ Fewer than 1K 
 ■ 1K-5K 
 ■ 5K-10K 
 ■ 10K-50K 
 ■ 50K-100K 
 ■ 100K +



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## Which other systems or platforms have you integrated with your vendor?



 <b>BLUECAT™</b> Customer Feedback	
Integrated with BlueCat Networks:	
Network Automation Tools	<b>78%</b>
Public Cloud	<b>61%</b>
Security Platforms	<b>50%</b>
ServiceNow or Other ITSM Platforms	<b>50%</b>
Virtualization	<b>39%</b>
Configuration Management Databases	<b>39%</b>
Private Cloud Platforms	<b>22%</b>
Other	<b>17%</b>

## Which vendors are you currently using in each area?

ITSM Platform	
ServiceNow (x17)	Kyndryl
TD Synnex	EasyVista
Zendesk	Cherwell
ManageEngine	

Virtualization
VMWare (x13)
Capgemini
Proxmox

Public Cloud	
Azure (x14)	TD Synnex
AWS (x13)	Capgemini
GCP	Microsoft

Network Automation Tools	
Ansible (x11)	Arista
Cisco (x6)	Fortinet
SolarWinds (x4)	Terraform
Palo Alto Networks (x2)	AKiPS
Chef (x2)	GitLab
Azure	Netdisco
TD Synnex	NCM
Capgemini	Zabbix

Private Cloud Platforms
VMWare (x4)
AWS
Red Hat
Flexential
UCS
Veeam
Zerto

Security Platforms	
Splunk (x5)	Symantec
Palo Alto Networks (x5)	Sumo Logic
Cisco (x3)	Elasticsearch
CrowdStrike (x3)	Wiz
Fortinet (x2)	Duo
Kyndryl	Fox-IT
CyberArk	Syslong-NG
IBM	Tenable
Cynet	Qualys
Grey Matter	

Configuration Management Databases	
ServiceNow (x6)	Capgemini
SolarWinds (x2)	Atlassian
Ansible (x2)	Terraform
Microsoft SQL	Saltstack
AKiPS	CMDB

# Insights | The Shift From Disparate Solutions to Unified for DNS, DHCP, and IPAM

The majority of organizations (58%) previously relied on a combination of industry tools and fragmented solutions to manage DNS, DHCP, and IPAM, while 42% had adopted an integrated platform. Historically, these critical network services were managed through a mix of standard tools, in-house developed applications, and manual processes like spreadsheets that offered limited integration. Today, there is a clear market shift toward unified platforms that consolidate DNS, DHCP, and IPAM services under single management, delivering significant benefits including simplified administration through a single interface, enhanced cross-service visibility, improved integration with cloud and IT systems, greater operational efficiency, strengthened security posture, and reduced downtime with streamlined troubleshooting.

Did you previously use different solutions for Domain Name System (DNS), Dynamic Host Configuration Protocol (DHCP), or IP Address Management (IPAM)?

■ Yes, we used different vendors / solutions for each   ■ No, we used a single vendor / solution for each

AVERAGES  
ALL VENDORS



Multiple Vendors Used

58%

Single Vendor Used

42%



50%

50%



73%

27%




33%


67%

# Insights | Feedback on Previous DNS, DHCP, and IPAM Setup


**Describe your organization's previous setup for DNS, DHCP, and IPAM. Which vendors did you use for each?  
How did they compare to your current vendor? Please Explain.**


 BLUECAT We previously used an in-house developed web application for DNS and IPAM management, combined with ISC DHCPD for DHCP services. Microsoft AD DNS/DHCP was used for niche cases. The in-house solution had many limitations and was cumbersome to work with. Migrating to BlueCat Networks provided significant improvements across multiple areas. -Manager of Information Systems


 BLUECAT We used Bind9 for DNS, DHCP services from various vendors like Microsoft, and an in-house developed IPAM solution. Integrating these disparate systems was complex. BlueCat's unified platform solved that challenge by natively integrating DNS, DHCP, and IPAM. -System Engineer

 BLUECAT For DNS caching, we used DNSCache and Unbound, which are still in use due to their simplicity and ease of configuration. For authoritative DNS, we used Tinydns, valued for its speed, efficiency, and lower bug rates compared to BIND. DHCP services were handled by ISC DHCPD, which worked adequately, and BlueCat's DHCP solution has been similarly reliable. For IPAM, we previously used an RFC-based manual CIDR allocation system, which was more efficient than the new manual system we currently have. -Supervisor, Network Development


 BLUECAT OpenVMS for DNS, DHCP was managed on Windows servers and IPAM was a home-built SQL database and spreadsheets. -Senior Manager, Network Engineering & Architecture

 BLUECAT Our environment used BIND and ISC-Key DHCP, supplemented by automation scripts for deployments. The solutions were often legacy, in-house, and disjointed — scalability was poor, and much of the operational knowledge lived informally within the team rather than in systems. -Network Architect

 BLUECAT We previously used Microsoft DNS and DHCP to eliminate manual IP address configurations, which improved addressing and name resolution. However, security gaps and frequent inconsistencies led to network downtime. We used SolarWinds for IPAM, but visibility was limited. Migrating to BlueCat Networks provided a 360-degree view of DNS, DHCP, and IPAM, eliminating blind spots, accelerating network rollouts, and making integration with other platforms much easier. -Director, Network Operations

 BLUECAT Before BlueCat, we relied on Microsoft DNS and DHCP internally, and BIND for external zones. IP address management was handled manually through spreadsheets and basic in-house scripts, which lacked synchronization with DNS and DHCP. BlueCat provided a single-pane-of-glass solution for managing DDI, featuring API-driven automation, role-based access control, and real-time visibility. It also integrated cleanly with ServiceNow, GCP, and orchestration tools, significantly improving operational efficiency, network hygiene, and security posture, especially in our hybrid cloud environment. -Network Engineer

 BLUECAT We initially used Microsoft DNS and DHCP, appreciating its AD/LDAP integration, automatic scanning capabilities, and VLAN/VRF support. While it met basic needs, we ultimately transitioned to BlueCat for a more user-friendly and scalable platform. -IPAM Solution Architect


 efficient IP We previously used several solutions, most recently Microsoft DNS and DHCP paired with spreadsheets for IP address management. Earlier, we relied on BIND for DNS and ISC DHCP but migrated to Microsoft after our university received "free" OS licenses through a vendor agreement. -Assistant Director of Information Technology


# Insights | Feedback on Previous DNS, DHCP, and IPAM Setup


**Describe your organization's previous setup for DNS, DHCP, and IPAM. Which vendors did you use for each?  
How did they compare to your current vendor? Please Explain.**


**Infoblox**  Our earlier setup integrated Microsoft DNS and DHCP with BlueCat IPAM. While this arrangement allowed basic management of network resources, it lacked the depth and integration capabilities that a full DDI solution offers. -Chief Technology Officer (CTO)


**Infoblox**  We mainly used basic Microsoft Domain features for DNS and DHCP, alongside SolarWinds for IPAM. Although functional, this environment felt fragmented. -Senior Director, Network Engineering & Operations


**Infoblox**  We deployed Microsoft DHCP/DNS, Cisco IOS-XE, and SolarWinds IPAM, but the lack of integration across these platforms made management cumbersome. In contrast, Infoblox provided a fully integrated DHCP, DNS, and IPAM solution through a single-pane-of-glass approach. -Senior Network Engineer

**Infoblox**  Managing DNS and DHCP across different vendors and using a home-built IPAM solution created a chaotic environment. After adopting Infoblox, we gained consolidated visibility across the entire network via a single dashboard. -Director of IT Security

**Infoblox**  We relied on Microsoft for DNS and SolarWinds for IPAM and DHCP. SolarWinds' IPAM capabilities were very limited and required extensive manual management. -Director of Collateral IT & Security Services

**Infoblox**  Infoblox proved to be a significantly better solution compared to Microsoft and BIND, particularly due to its advanced security features and ease of upgrades and configuration. -Senior Network Engineer

**Infoblox**  Our environment primarily used Microsoft solutions, supplemented by open-source BIND tools for external DNS. However, the architecture was deeply tied to legacy DHCP and WINS systems from the Windows 2000 era. -Vice President, Enterprise Architecture & Infrastructure

**Infoblox**  Previously, we used Men&Mice and VitalQIP for DDI management. After Men&Mice was acquired and VitalQIP failed to keep pace with industry standards, we transitioned to Infoblox as our primary provider, although in some regions we continue to use Microsoft and BlueCat. -Network Engineer

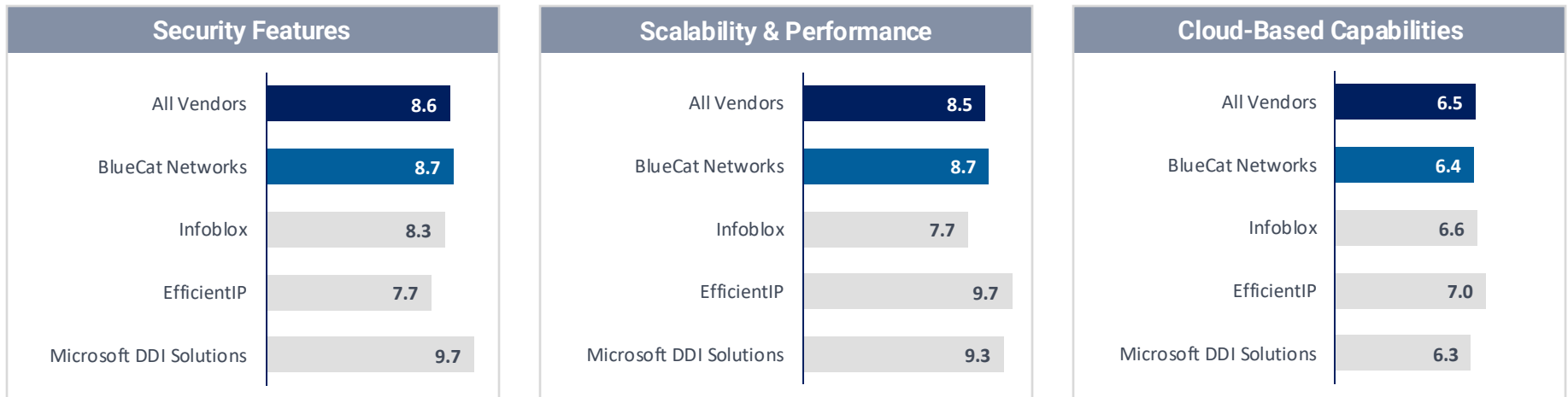
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**How would you rank the importance of the following factors as it relates to the DDI software solution selection process?**

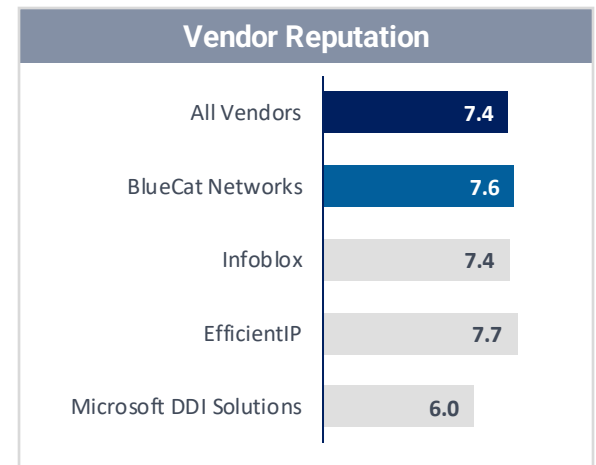
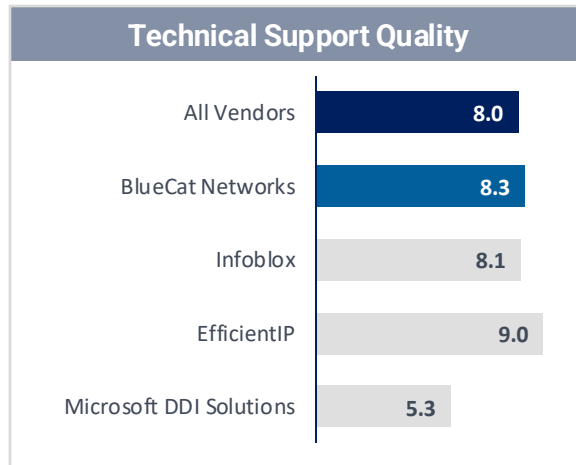
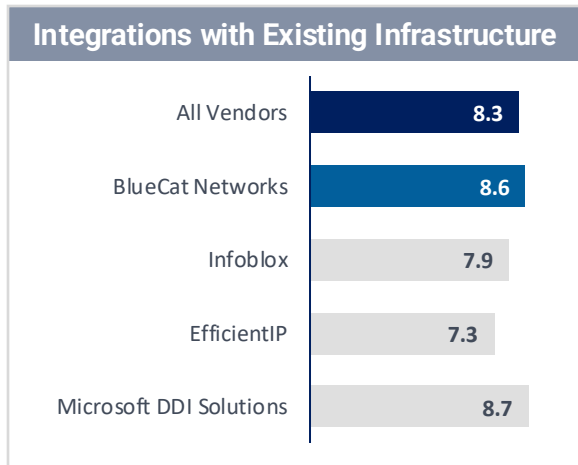
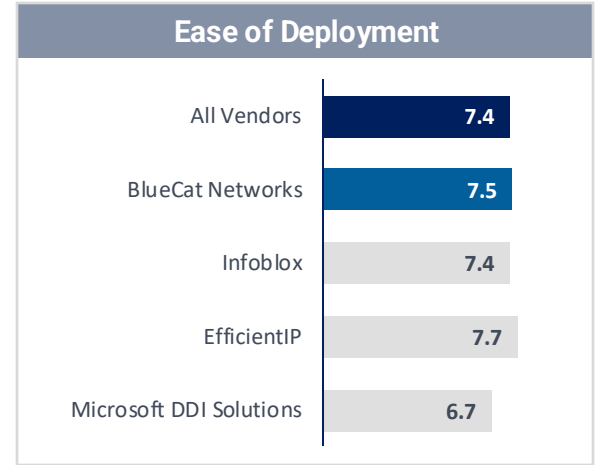
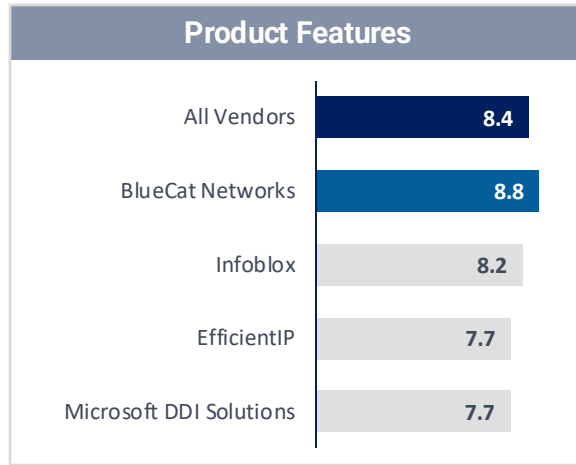
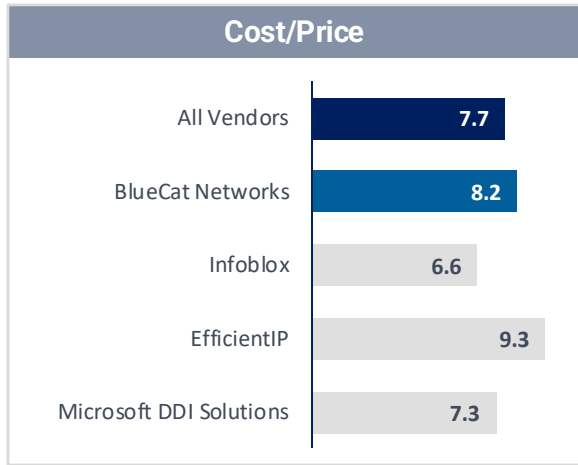
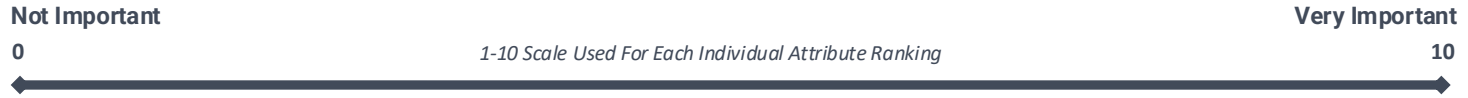
Summary View		
Scores aggregated and averaged across all vendors		
Security Features	8.6	Most Important
Scalability & Performance	8.5	
Product Features	8.4	
Integrations with Existing Infrastructure	8.3	
Technical Support Quality	8.0	
Cost/Price	7.7	
Ease of Deployment	7.4	
Vendor Reputation	7.4	
Cloud-Based Capabilities	6.5	Least Important

## Selection Criteria Segmented by Vendor

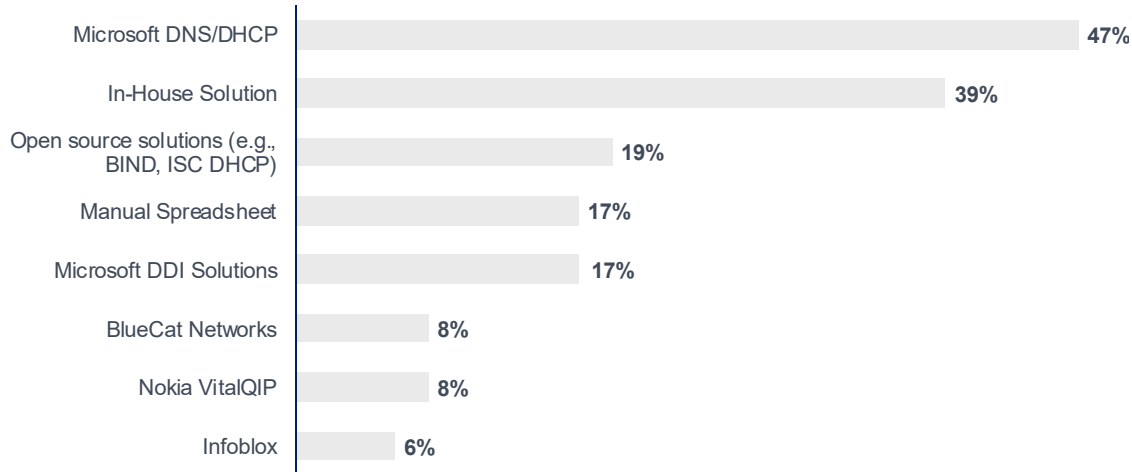
Not Important 0 1-10 Scale Used For Each Individual Attribute Ranking Very Important 10





How would you rank the importance of the following factors as it relates to the DDI software solution selection process:



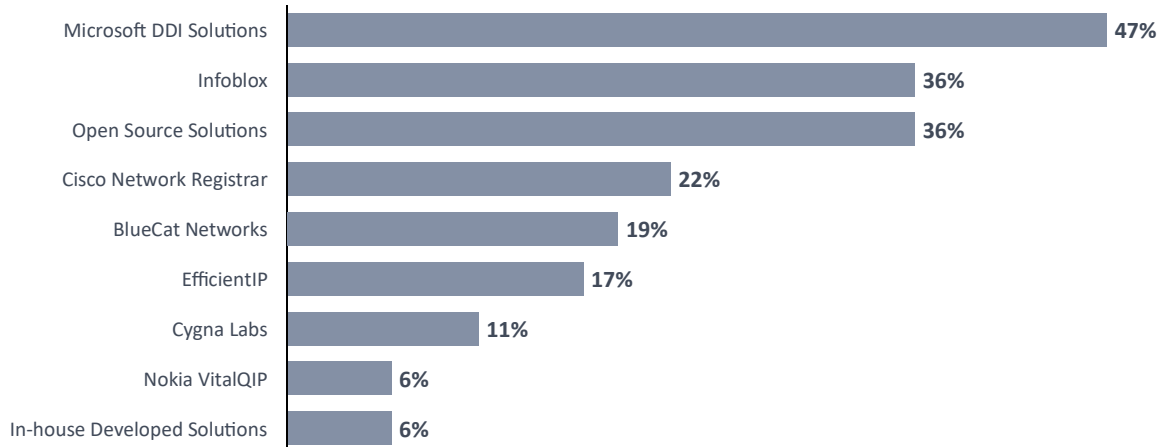
## Prior Solution Utilization









## Customer Responses

Microsoft DNS/DHCP	50%
In-House Solution(s)	44%
Open Source Solution(s)	22%
Manual Processes	17%
Microsoft	11%
Infoblox 	6%
NOKIA 	6%

## Evaluated Vendors



## Customer Responses

Infoblox 	67%
 Microsoft	33%
Open Source Solutions	33%
 efficient iP™	22%
 CISCO	11%
 CYGNA LABS	11%
NOKIA 	6%
In-house Solutions	6%
Other	6%

## Why did your organization choose your current vendor over other DDI solutions?



We needed to replace VitalQIP because it no longer met our evolving requirements. BlueCat Networks not only satisfied all of our DDI needs but also enabled centralized management of DNS, IPAM, and edge devices across multiple geographic locations. One of our remote sites had already proven the success and viability of BlueCat Networks, making it a logical choice for broader deployment. Its role-based access control and multi-tenancy features were critical factors, along with a modern, intuitive interface and integrations with our existing platforms. Pricing was also favorable. - IT Director at a Large Private University



BlueCat allowed us to modernize our networks, simplify DDI management, enhance security, and achieve greater network agility and resilience, all through comprehensive DNS, DHCP, and IPAM solutions. - Senior Network Engineer at a Regional Data Services Company



Value was a major driver in our selection. BlueCat also impressed with the expertise of their sales engineers, who addressed our requirements thoroughly and provided tailored solutions. They outperformed competitors during the trial/demo phase and ultimately won the contract following a formal RFP process. - Manager of Information Systems at a Major Research University



Compared to alternatives, BlueCat offered a better licensing model than Infoblox and was more cost-effective than Microsoft-based solutions, while still delivering the features we required. - System Engineer at a European Space Agency



Its ability to support horizontal deployment across end-user needs and architectural requirements was also a key advantage. - Network Data Services Engineer at a Global Pharmaceutical Company



Having BlueCat already in use in other parts of our organization built internal confidence. Additionally, BlueCat's Canadian roots added a layer of appeal for us. - Supervisor of Network Development at a Large Public University



The platform's single-pane management for DNS, DHCP, and IPAM provided a modern solution with an intuitive UI, scalable across the enterprise, and integrated deeply with CMDB, ITSM, and network automation and monitoring tools. - Senior Director at a Global Healthcare Company



We appreciated the flexibility of a BIND-based system combined with a hardened Linux OS for security, alongside centralized management and integrations with platforms like Splunk and robust API support. - Senior Manager of Network Engineering & Architecture at a Defense Contractor



Cost, feature completeness, and ease of deployment were all strong factors. The ability to integrate with Micetro and the lack of mandatory cloud dependency were added benefits. - Senior Infrastructure Administrator at a Regional Manufacturing Company














BlueCat made multicloud network management simple, supporting both public cloud and data center environments. - VP, Cloud Platform & Infrastructure at a Telecom Equipment Provider



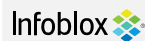
Key security capabilities such as attack surface reduction, malicious behavior detection, identity-based security, agentless deployment, and detailed logging and reporting were major value-adds, especially through integrations like Integrity. - VP, Chief Data Officer at a Global Distribution Company

# Insights | Vendor Selection Process Feedback

## Why did your organization choose your current vendor over other DDI solutions?

-  BLUECAT Micetro offered the best overall support for our existing DNS/DHCP environment. - IT Administrator at a European Manufacturing Company
-  BLUECAT A special pricing offer, along with a dedicated engineer assigned to our migration project into BAM, added significant value. - Network Architect at a Regional Utility Provider
-  BLUECAT Prior demo success and proven results in similar environments boosted our confidence in BlueCat's ability to deliver. - Lead Network Engineer at a Global Financial Services Company
-  BLUECAT Ultimately, pricing, ease of use, integration capabilities, built-in security, detailed logging, and strong network analytics tools for leadership reporting all contributed to the decision. - Director of Network Operations at a Global Telecom Company
-  BLUECAT Most importantly, BlueCat's centralized, API-first architecture enabled full automation of DDI workflows across on-premises and multi-cloud environments. Unlike other vendors, BlueCat delivered a true single source of truth for DNS, DHCP, and IPAM, with tight integrations into ServiceNow, GCP, and orchestration platforms, providing a comprehensive enterprise-grade solution. - Network Engineer at a Regional IT Solutions Provider
-  Infoblox It was ultimately a cost issue. Infoblox costs were continually increasing. I am not sure that there was that much difference in functionality for our DNS, DHCP and IPAM needs. - IT Director at a Community College
-  Infoblox Microsoft DNS & DHCP works fine independently, but not at scale. Our college has 32 class C networks, and manages about 2/3 of them with EfficientIP, so around 5000 IP addresses. The others are in a different location, and still managed separately. Migrating them is part of a project I'm heading up now. Other colleges and admin units in our university use EfficientIP also, so it's managing tens, if not hundreds of thousands of other IP's. - Assistant Director of Information Technology at a Large Public University
-  Infoblox Ability to utilize cloud hosted management platforms with on-prem resolvers and also with cloud resolvers. Scalability that other vendors did not provide accommodation for. Integration with ServiceNow and with configuration management platforms. Compatibility with the public cloud services. Secure DNS features. Management features for DHCP, DHCP options, DNS. - Head of Network at a Major Research University
-  Infoblox We were very impressed with Infoblox's reputation, but more specifically feedback we had received from peer organizations who were clients of Infoblox. In particular they highlighted ease of integration and excellent customer service, so they were key factors in our decision. - Chief Technology Officer at a Global Bank
-  Infoblox Ease of use, implementation and support features in line with our needs including DDNS, DHCP, IPAM and DNS. - Senior Network Engineer at a Global Insurance Firm
-  Infoblox Ease of deployment, vendor representation and price were the main factors in our decision to go with Infoblox. - Senior Director, Network Engineering & Operations at a National Dairy Cooperative

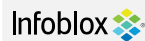
## Why did your organization choose your current vendor over other DDI solutions?



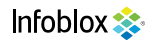
Ease of managing the critical DNS and IP address management. Seeing towards deployment of BlueCoat and Symantec proxy, we needed a stable and solid real-time DHCP/DNS to ensure workstations in the company are accessing the designated resources and Infoblox provided us in real time without us worrying about stale or out of synch DNS records. Having real-time data allowed us to deploy the policies instantaneously knowing that proper resources will be available. - Senior Network Engineer at a Global Law Firm



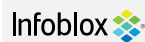
The presentation by Infoblox was catered to our unique situation as we have many different service providers managing different parts of our network. They showed how we would streamline our processes and gain insight by implementing Infoblox. - Director of IT Security at a European Financial Institution



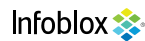
With Cisco, we did not have a positive experience with their customer support team. For the other vendors, we evaluated the Gartner magic quadrant for DDI solutions and determined those solutions were subpar. - Director of Collateral IT & Security Services at a Leading Research Laboratory



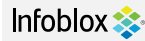
The support team provided better migration services for October from vital suits. - Consultant at an IT Services Firm



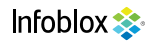
We choose Infoblox based on the ease of use and the added security features in Infoblox. The security team also preferred this product over the other products. The reports are also more robust than the other vendors. - Senior Network Engineer at a Regional Insurance Provider



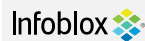
At the time of selection Infoblox with a perpetual license provided the best value for the cost hence why we chose them. - Vice President, Enterprise Architecture & Infrastructure at a National Retailer



We conducted several PoVs (proofs of value), and following that, we found Infoblox to be unique due to its intuitive UI, superior server management capabilities through UI, Splunk integration, and BloxOne platform and even their response time was good. - Network Engineer at a Global Consulting Firm



Unified Management Interface: Single-pane-of-glass for DNS, DHCP, IPAM, and security management, Compliance Support: Robust audit trails and compliance reporting capabilities, Superior network device discovery and documentation. - Director and Principal Cloud Engineer/Architect at a Financial Services Firm



Our Senior Network Manager had prior experience with the platform and a lot of success at his prior role in another organization. In the POC, he was able to show a more granular network monitoring posture for availability of the network. - Chief Information Security Officer at a Regional Bank

## Implementation Experience

How would you rate your implementation experience with your vendor?



## Customer Support Quality

How would you rate the quality and responsiveness of support provided by your vendor?



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How would you rank your satisfaction with the following features of your vendor?

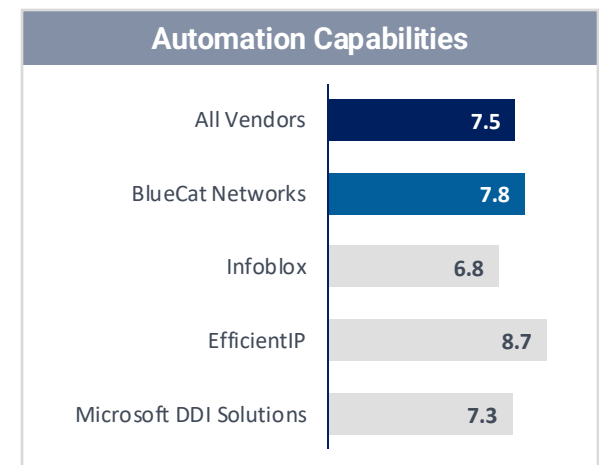
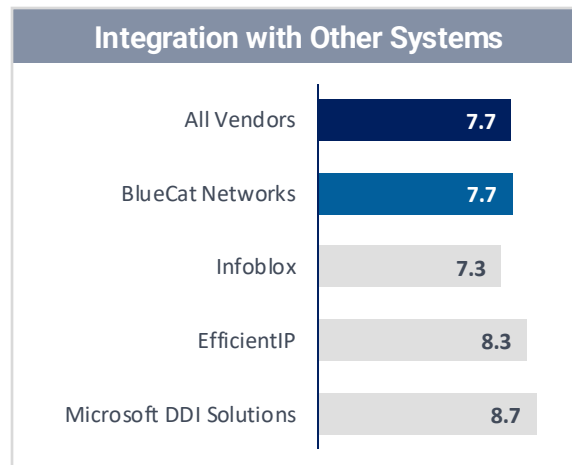
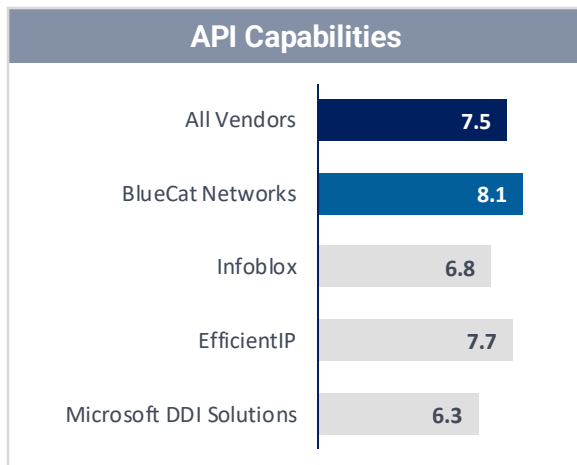
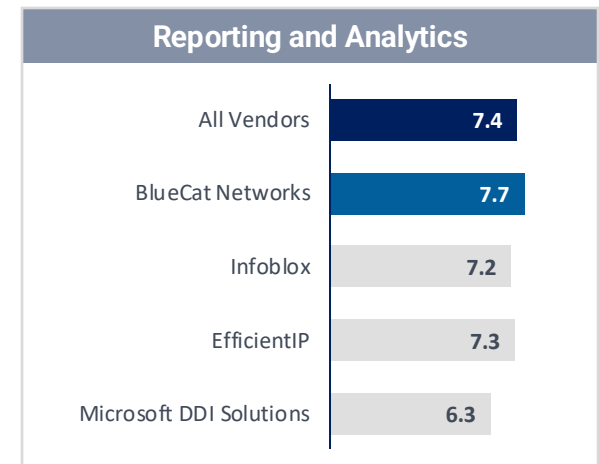
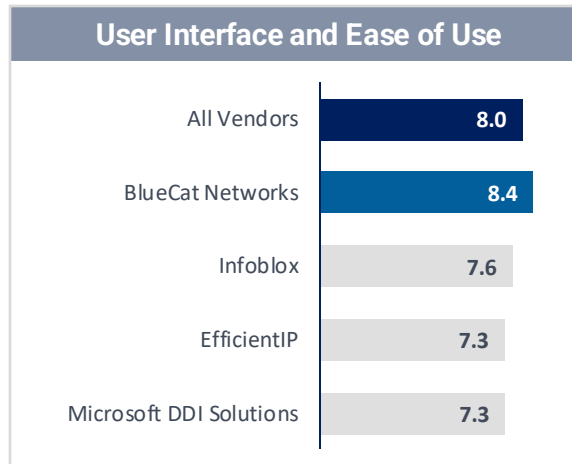
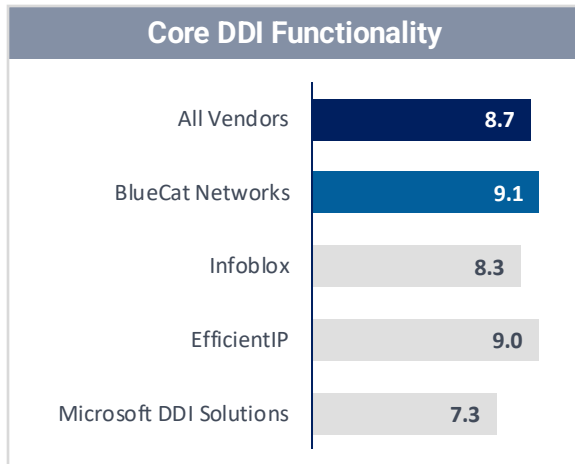
Very Weak

0

1-10 Scale Used For Each Individual Attribute Ranking

Very Strong

10



How would you rank your satisfaction with the following features of your vendor?

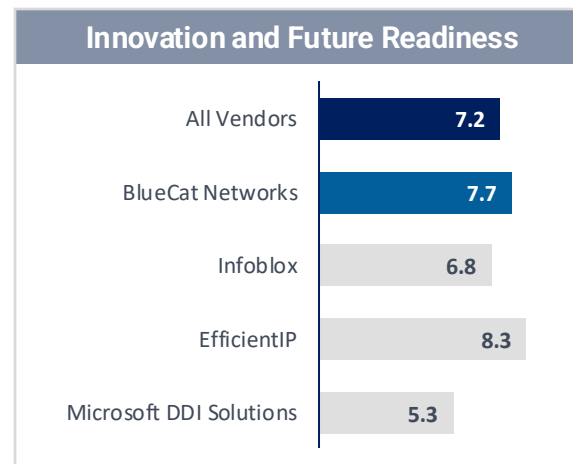
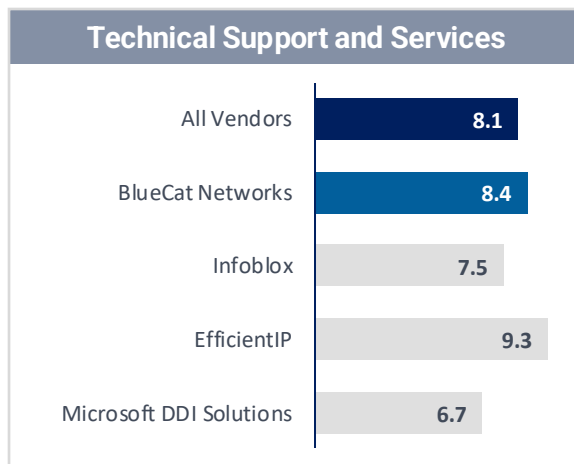
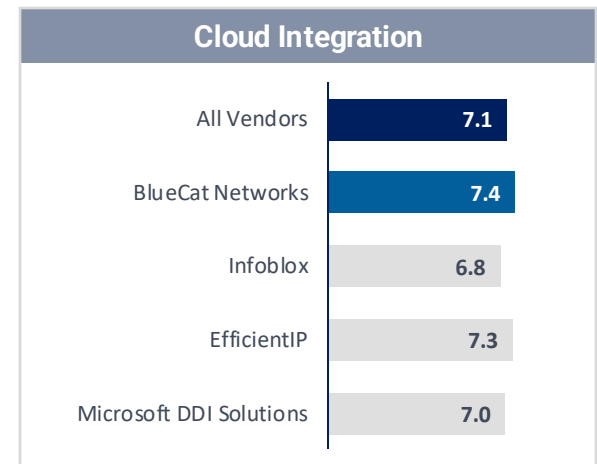
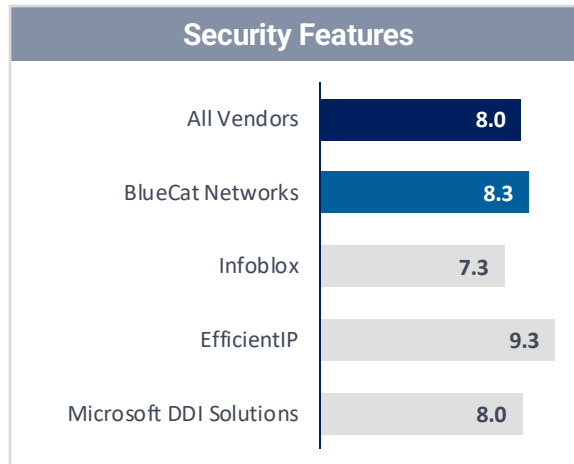
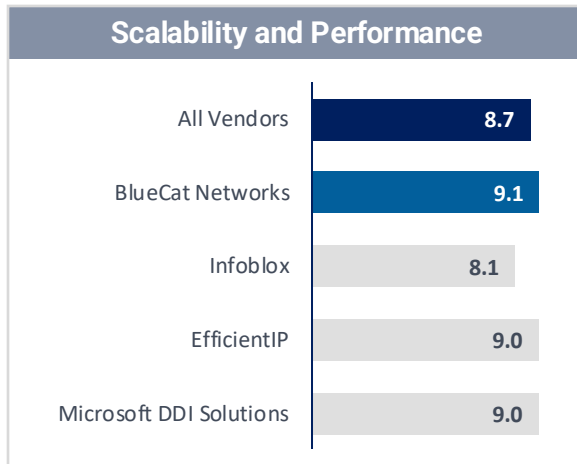
Very Weak

0

1-10 Scale Used For Each Individual Attribute Ranking

Very Strong

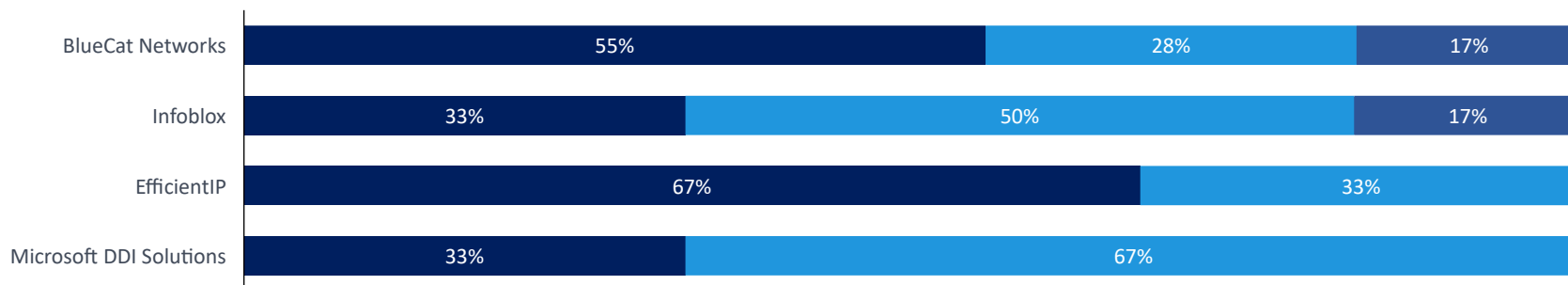
10



While companies with simpler or cloud-native networks can function without BlueCat, for organizations with complex, hybrid, or security-driven environments, BlueCat is seen as a critical backbone. It streamlines DNS, DHCP, and IPAM operations, strengthens cybersecurity posture, improves uptime, and underpins overall network reliability and scalability. Although alternatives exist, BlueCat’s integrations, visibility, and impact on service continuity make it a vital enabler for business operations and growth.

## How critical is your vendor to your organization’s core operations?

Extremely Critical   Critical   Somewhat Critical   Not Critical



## How critical is your vendor to your organization’s core operations?

- Critical** It is critical in how we are able to manage the various networks we work with. - Senior Network Engineer at a Regional Data Services Company
- Critical** DNS and DHCP is normally the fundamental service in company IT infrastructure, other services rely on them. - System Engineer at a European Space Agency
- Critical** We are using non-BlueCat solutions for the caching part of our DNS. We had home spun DHCP servers and used relay agents. - Supervisor of Network Development at a Large Public University
- Critical** Key dependency and enabler for our network operations underlying all of our products. - VP, Cloud Platform & Infrastructure at a Telecom Equipment Provider
- Critical** Surface attack, Identity based Security, Detecting malicious behavior; optimize the IP environment across cloud and on-prem. - VP, Chief Data Officer at a Global Distribution Company, F500

## How critical is your vendor to your organization's core operations?

Somewhat Critical	It streamlines operations and reduces risk, but companies with simpler networks or cloud-based infrastructure can function without it using native DNS/DHCP tools. There are many solutions/alternatives available, it's replaceable. - VP of Information Technology at a Regional Freight Services Company
Somewhat Critical	IPAM solution is critical for knowing which IPs are assigned and an important knowledgebase but not critical for running operation. - IT Administrator at a European Manufacturing Company
Somewhat Critical	This isn't a critical path. If the function was to disappear for a day, we wouldn't be sunk. - Lead Network Engineer at a Global Financial Services Company, F500
Extremely Critical	BlueCat Network's platform and features are crucial to our overarching security architecture. The integrations with other platforms for better visibility and manageability are key to our goal of an improved cybersecurity posture. - IT Director at a Large Private University
Extremely Critical	DDI is core infrastructure to any organization, so its importance cannot be understated. - Manager of Information Systems at a Major Research University
Extremely Critical	IP addressing is managed integrally from Ipam and clients detect any issue which increases visibility and impact of the tool. - Network Data Services Engineer at a Global Pharmaceutical Company, F500
Extremely Critical	Our enterprise prioritizes security while scaling in a hybrid cloud environment, focusing on strong security hygiene and solutions that meet business needs across both cloud and on-prem. We've integrated network and security operations with network security at the core. - Senior Director at a Global Healthcare Company, F500
Extremely Critical	Vital for DNS/DHCP essential connectivity and IPAM for cyber security. These functions are essential for network service high uptime SLA delivery to our customers. - Senior Manager of Network Engineering & Architecture at a Defense Contractor, F500
Extremely Critical	DDI is a must for any company with computer technology. DDI is critical to our day to day operations. - Senior Infrastructure Administrator at a Regional Manufacturing Company
Extremely Critical	Without a fully functioning working DNS/DHCP system we would be unable to work. - Network Architect at a Regional Utility Provider
Extremely Critical	In telecom, network downtime impacts customer satisfaction and the bottom line. As customer needs evolve, networks have become more complex, requiring greater availability and security. BlueCat has provided a cost advantage, reduced downtime, and freed up employees to focus on core tasks. - Director of Network Operations at a Global Telecom Company, F500
Extremely Critical	BlueCat is the backbone of our IP infrastructure, centrally managing DNS, DHCP, and IPAM — core services every device, application, and user relies on. It ensures network reliability, security, and agility, which are critical to our business continuity and digital transformation goals. - Network Engineer at a Regional IT Solutions Provider
Extremely Critical	It provides the foundation for managing our network's DNS, DHCP, and IP address infrastructure (DDI), which is essential for reliable and secure network access and operations. - IPAM Solution Architect at Global IT Consulting Company

BlueCat is widely seen as flexible, scalable, and effective at simplifying DNS, DHCP, and IPAM management, particularly in hybrid environments. It offers strong automation, excellent DNS query response, and centralized visibility into network activity, helping organizations streamline operations and enhance security. Compared to competitors like Infoblox, BlueCat provides solid feature parity at a more accessible cost, despite some limitations around multi-network capabilities and a need for modernization in the user interface and core platform innovation. Users appreciate its open architecture based on ISC/BIND, although concerns remain about outdated components like ISC DHCPD and the need for improvements in troubleshooting ease and system usability.

## Competitive Differentiation

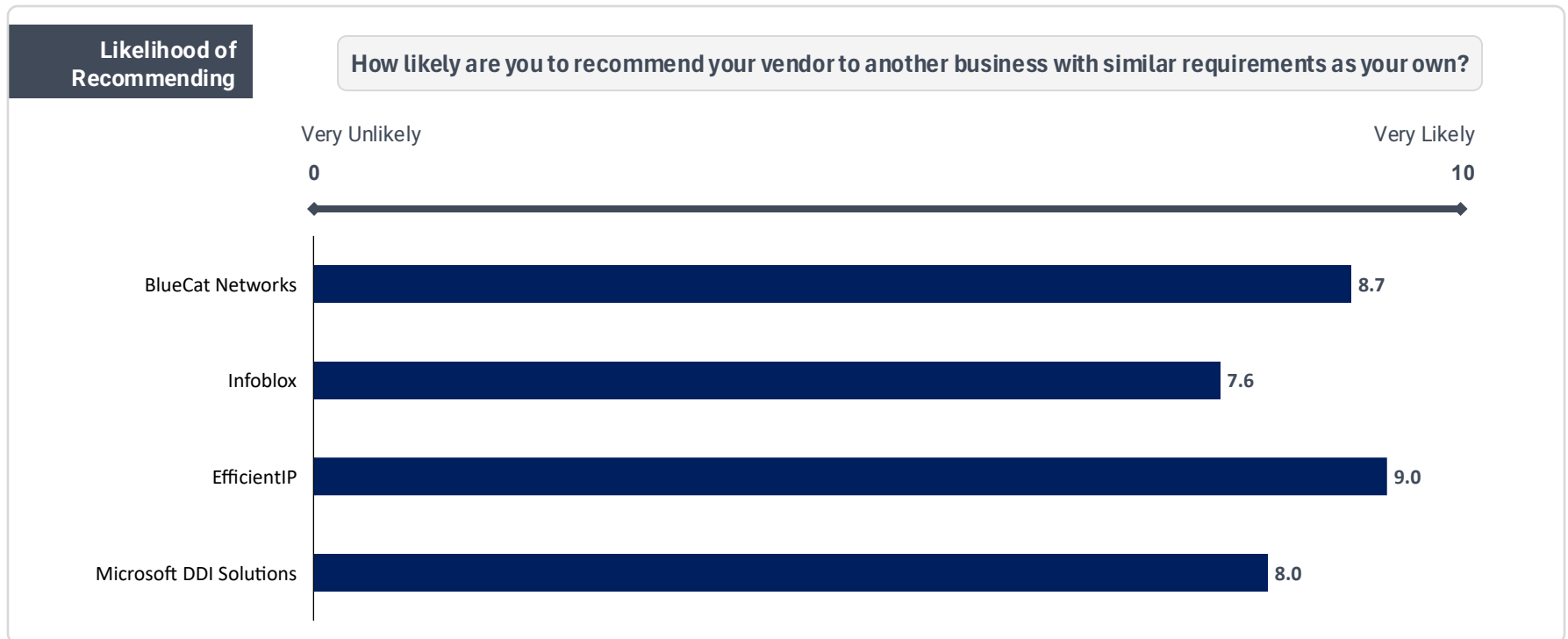
How would you rate your vendor's architectural advantages compared to alternative DDI providers?



Vendor	You described your vendor's specific architectural advantages as a _____. Please explain.	
BLUECAT	9	We evaluated the same solution from Infoblox and found their platform to be superior, however, Infoblox is cost-prohibitive when we compare feature parity and all the required functionality. - IT Director at a Large Private University
BLUECAT	9	The adaptive DNS architecture is dynamic, open, secure, scalable, and automated, enabling organizations to modernize their networks. - Senior Network Engineer at a Regional Data Services Company
BLUECAT	9	Best in class when it comes to DNS query response, enabling organizations to identify attack sources and their source IP and monitor malicious IP. - Senior Director at a Global Healthcare Company, F500
BLUECAT	9	Their solution is easy to deploy and operate. They have the customer in mind when they designed the software. - Senior Infrastructure Administrator at a Regional Manufacturing Company
BLUECAT	9	BlueCat Integrity products were more flexible and adaptable than Infoblox but lacked multi-network capabilities. BlueCat centralized control of DNS, DHCP, and IPAM services. It offers insights into the relationship between devices, users, and IP addresses across an enterprise. BlueCat helped in simplifying and optimizing our organizations IP and DNS infrastructure. - VP, Chief Data Officer at a Global Distribution Company, F500
BLUECAT	9	BlueCat Networks ability to provide flexibility across hybrid infrastructure is one of its biggest wins. The unified solution for DNS, DHCP and IPAM has helped us accelerate and streamline network operations and deployments. - Director of Network Operations at a Global Telecom Company, F500
BLUECAT	8	For the 9.6 and later version, there are some architect level changes, it will be an even better solution. - System Engineer at a European Space Agency
BLUECAT	8	Keeping it simple and structured is the key to be able to manage a large-scale network providing a clear manageability and simple delegations, from my point of view BlueCat has integrated this vision to their core versus other solutions less comprehensive. - Network Data Services Engineer at a Global Pharmaceutical Company, F500
BLUECAT	8	Strong set of automation/workflows removing manual management and great customer support. - VP, Cloud Platform & Infrastructure at a Telecom Equipment Provider
BLUECAT	7	BlueCat being ISC/BIND code-based makes security and technical DNS/DHCP deployment easy. Many other vendors hide the back-end DNS code and database which limits features and integration with other IT systems. Infoblox makes admin easy but features are much more limited. Q-IP was another system that worked well for what it did and GUI, but integrating for cyber security and other API calls was limited. - Senior Manager of Network Engineering & Architecture at a Defense Contractor, F500
BLUECAT	4	BlueCat still relies on outdated components like ISC DHCPD and BIND, with limited guardrails and an outdated, unfriendly UI. - Manager of Information Systems at a Major Research University

# Insights | Likelihood of Recommending - BlueCat Networks vs. Infoblox










- BlueCat Networks receives strong praise for its reliable performance, easy-to-learn platform, transparent pricing, knowledgeable support, and smooth integration process. Customers highlight that BlueCat's solution is business agnostic, providing critical DHCP, DNS, and IPAM functionality essential across industries. Users note that BlueCat delivers a robust, future-proof platform that minimizes costly outages, improves network security, and simplifies DDI management through strong automation and ease of use. Its combination of reliability, flexibility, and vendor transparency has helped it stand out above other solutions evaluated, contributing to its strong customer satisfaction score of 8.7.
- In contrast, while Infoblox is seen as a solid and stable product, its adoption is hindered by a steep learning curve, cumbersome user interface, limited customization, and concerns over its new subscription-based licensing model. Customers recognize its strong reputation for reliability and centralized network management in distributed environments but also note issues with vendor lock-in and pricing complexity. Infoblox's recommendation score of 7.6 reflects these mixed experiences - solid performance but with more significant friction points compared to BlueCat. Overall, BlueCat is viewed as the more user-friendly, transparent, and future-ready choice for organizations seeking a scalable, enterprise-grade DDI solution.











# Insights | Likelihood of Recommending – BlueCat Networks

Vendor		You rated your likelihood to recommend your vendor to another business as a _____. Please explain why.
BLUECAT	10	Our migration to BlueCat Network was relatively straightforward and successful. We like their support and responsiveness to issues during the migration. Their platform is future-proofed. - IT Director at a Large Private University
BLUECAT	10	BlueCat Networks is able to fulfill any business needs for DDI usage and security. It allows a network to be very agile and secure. - Senior Network Engineer at a Regional Data Services Company
BLUECAT	10	Very responsive vendor that listens to the customers when it comes to improving features/functionality/reporting capabilities and works with us as an extended arm of our Enterprise rather than as a vendor. - Senior Director at a Global Healthcare Company, F500
BLUECAT	10	Turn-key solution, scalability, and flexibility to handle various enterprise deployments and levels of complexity. - VP, Cloud Platform & Infrastructure at a Telecom Equipment Provider
BLUECAT	10	BlueCat delivers enterprise-grade DDI with unmatched reliability, automation, and visibility. Its API-first design supports deep integrations with ITSM, cloud, and DevOps pipelines, enabling us to scale and secure our network infrastructure efficiently. For any organization prioritizing network resilience, automation, and future scalability, I would strongly recommend BlueCat. - Network Engineer at a Regional IT Solutions Provider
BLUECAT	10	In my network, BlueCat Edge efficiently manages DNS requests, providing robust security and user-friendly interfaces. It's versatile in routing traffic and enforcing policies but needs more granular control for content filtering. Despite this, it's an excellent DNS traffic troubleshooting solution. - IPAM Solution Architect at Global IT Consulting Company
BLUECAT	9	It is a very good solution with good documentation and technical support, it is a good choice for enterprise. - System Engineer at a European Space Agency
BLUECAT	9	It is a transversal tool to organize and manage DNS and DHCP infrastructure, provides a robust system to coordinate the daily operative providing visibility and control over changes in a very scalable way, promoting the automation and integration to increase the efficiency in the company tasks. - Network Data Services Engineer at a Global Pharmaceutical Company, F500
BLUECAT	9	Great security and feature capabilities compared to other managed offerings and flexible for integrating with other systems like Splunk for things like query-logging. - Senior Manager of Network Engineering & Architecture at a Defense Contractor, F500
BLUECAT	9	Easy to work with support and engineering. Easy to implement, upgrade and use the system. GUI is friendly. - Senior Infrastructure Administrator at a Regional Manufacturing Company
BLUECAT	9	Capabilities provided by BlueCat Networks, vendor engagement and support throughout the implementation of our solution. - VP, Chief Data Officer at a Global Distribution Company, F500








# Insights | Likelihood of Recommending – BlueCat Networks

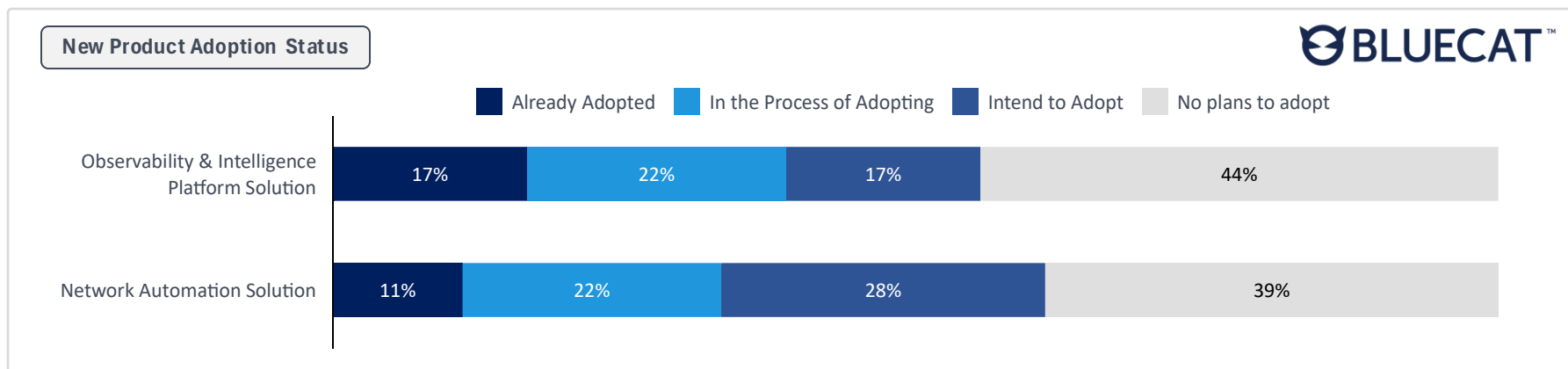
Vendor	You rated your likelihood to recommend your vendor to another business as a _____. Please explain why.	
 BLUECAT	9	Easy to work with support and engineering. Easy to implement, upgrade and use the system. GUI is friendly. - Senior Infrastructure Administrator at a Regional Manufacturing Company
 BLUECAT	9	Capabilities provided by BlueCat Networks, vendor engagement and support throughout the implementation of our solution. - VP, Chief Data Officer at a Global Distribution Company, F500
 BLUECAT	9	We are very happy with the price point we were offered, and the support we receive from BlueCat Networks. Also BlueCat was very professional with the set up and training for our employees. - Director of Network Operations at a Global Telecom Company, F500
 BLUECAT	8	Good integration for a fair price, Micetro integrated fast and has a good overview. Overall a good solution for the kind of solution we were looking for. - IT Administrator at a European Manufacturing Company
 BLUECAT	7	I would recommend BlueCat Networks to another business, but as previously mentioned, there are many similar solutions available on the market and businesses should evaluate what works best for their specific needs and requirements to determine the best fit. - VP of Information Technology at a Regional Freight Services Company
 BLUECAT	7	The initial implementation was poor because the project engineer we were assigned was not competent and did not detect errors. We ended up doing most of the work and validation ourselves because we could not rely on them. Support was initially great but has diminished in quality over time. The price has also increased significantly and we are not sure we are getting the best value any more. - Manager of Information Systems at a Major Research University
 BLUECAT	7	We've had some issues with some of the features and with renewing the license. We were forced to use a Re-seller. - Supervisor of Network Development at a Large Public University
 BLUECAT	7	I really want to give a 10 but at the moment it seems that the development of BlueCat stinks. The web interface really needs some usability updates. - Network Architect at a Regional Utility Provider
 BLUECAT	7	I mean, it's fine. It's not revolutionary, but it eases some otherwise annoying functions. It's a lot better in spreadsheets. - Lead Network Engineer at a Global Financial Services Company, F500

# Insights | Likelihood of Recommending – Infoblox

Vendor			You rated your likelihood to recommend your vendor to another business as a _____. Please explain why.
Infoblox 	10	The functions of the product are quickly learned and configured, their support is great, the sales team worked with us to design and implement a very robust solution. - Senior Network Engineer at a Global Insurance Firm	
Infoblox 	10	Microsoft's implementation is easy to install and allows for high availability. I can set up failover servers to take over in the event of one of the servers going down. - Senior Network Administrator at a Research Institution	
Infoblox 	9	It is business agnostic as no matter what vertical you are in, having a reliable DHCP/DNS and IPAM solution is quite critical for the day to day operation and providing a secure environment to IT infrastructure. - Senior Network Engineer at a Global Law Firm	
Infoblox 	9	There is still a need for further development in the pre-evaluation process of the offer presented to the customer. - Network Engineer at a Global Consulting Firm	
Infoblox 	8	The customer service we have received has been excellent and the process of integration has gone very smoothly. I would also say they have been very transparent about costs and their staff have shown themselves to be extremely knowledgeable. - Chief Technology Officer (CTO) at a Global Bank	
Infoblox 	8	It has been very reliable for us since we have been using it and seems to rise above other solutions we have evaluated. - Senior Director, Network Engineering & Operations at a National Dairy Cooperative	
Infoblox 	8	There is a large learning curve to the onboarding of InfoBlox. - Director of IT Security at a European Financial Institution	
Infoblox 	8	The reliability reputation of the product was a key determinant of the final product decision. Also the cutover plan was better. - Consultant at an IT Services Firm	

# Insights | Likelihood of Recommending – Infoblox

Vendor	You rated your likelihood to recommend your vendor to another business as a _____. Please explain why.	
Infoblox 	8	I think it is a solid stable product. The management interface is easy to use and the code is extremely stable. We have performed a number of upgrades without any major issues. - Senior Network Engineer at a Regional Insurance Provider
Infoblox 	8	Minimizes costly outages through improved reliability of foundational services, and reduces operational overhead through automation and simplified management. - Director and Principal Cloud Engineer/Architect at a Financial Services Firm
Infoblox 	8	Infoblox is a solid performer and fits our network model. We have a distributed topography and Infoblox allows that topography to be viewed in a centralized manner. - Chief Information Security Officer (CISO) at a Regional Bank
Infoblox 	7	It has good integration and compatibility as well as okay pricing. However, it's a very dominant solution with a lot of lock-ins. - Managing Director at an IT Services Provider
Infoblox 	7	I think it is a pretty good solution, and if you are a Microsoft-centric IT shop, it is something that you should seriously consider. - Chief Information & Innovation Officer at a Credit Union
Infoblox 	4	The change of their licensing model to a subscription model is the reason why we are not looking to recommend Infoblox to others. - Vice President, Enterprise Architecture & Infrastructure at a National Retailer
Infoblox 	3	Using InfoBlox made our DDI process significantly more cumbersome. Its interface is difficult to use and requires a lot of staff training. There's not much customization you can have to change processes to fit your needs. - Director of Collateral IT & Security Services at a Leading Research Laboratory



## What are you churning off of in favor of BlueCat's Observability & Intelligence Platform Solution?

We would like to consolidate the tool set for a much more efficient observability tool and not rely on third-party tools. **-Senior Director at a Global Healthcare Company, F500**

BlueCat's core solutions help simplify, automate, secure, and optimize IP and DNS infrastructure. **-VP, Chief Data Officer at a Global Distribution Company, F500**

We're moving away from our old network monitoring tools that were more siloed and manual. They just couldn't give us the real-time visibility and integration we needed. BlueCat's Observability & Intelligence Platform brings everything together in one place, making it way easier to monitor and fix issues quickly. It's definitely a more modern and flexible solution, and we're excited about the automation and insights it brings to improve network performance. It just fits better with our needs now. **-Network Engineer at a Regional IT Solutions Provider**

## What are you churning off of in favor of BlueCat's Network Infrastructure Monitoring & Automation Solution?

BlueCat's core solutions help simplify, automate, secure, and optimize IP and DNS infrastructure. **-VP, Chief Data Officer at a Global Distribution Company, F500**

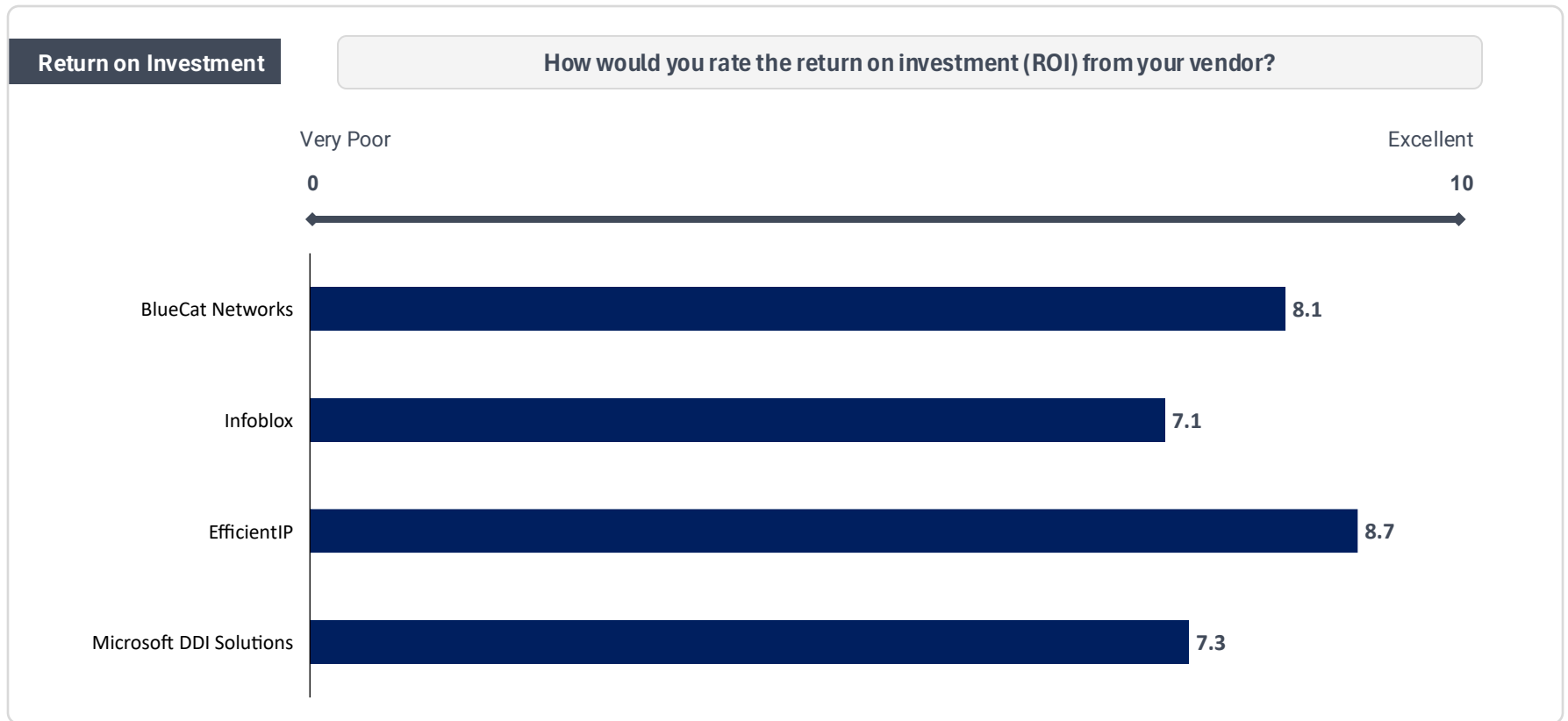
They didn't provide the level of automation or real-time insight needed to handle our growing infrastructure efficiently. BlueCat offer a much more streamlined approach, integrating network monitoring, automation, and DDI management into one platform. **-Network Engineer at a Regional IT Solutions Provider**

BlueCat meets our core needs, but we rely heavily on custom scripts for automation. We'd like to see more built-in tools, better ongoing maintenance, and stronger IPv6 support as we transition to modern network protocols. **-IPAM Solution Architect at Global IT Consulting Company**

<b>Key Insights &amp; Takeaways</b>	<b>2</b>
<b>Respondent Demographics</b>	<b>12</b>
<b>Tech Stack Overview</b>	<b>15</b>
<b>Procurement / Vendor Selection Process</b>	<b>21</b>
<b>Vendor Feedback - CSAT, Mission Criticality, Competitive Differentiation, Likelihood of Recommending</b>	<b>29</b>
<b>Vendor ROI, Replacement Barriers &amp; Renewal Intentions</b>	<b>42</b>
<b>Growth Opportunities &amp; Management Recommendations</b>	<b>46</b>

# Insights | Return on Investment (ROI)

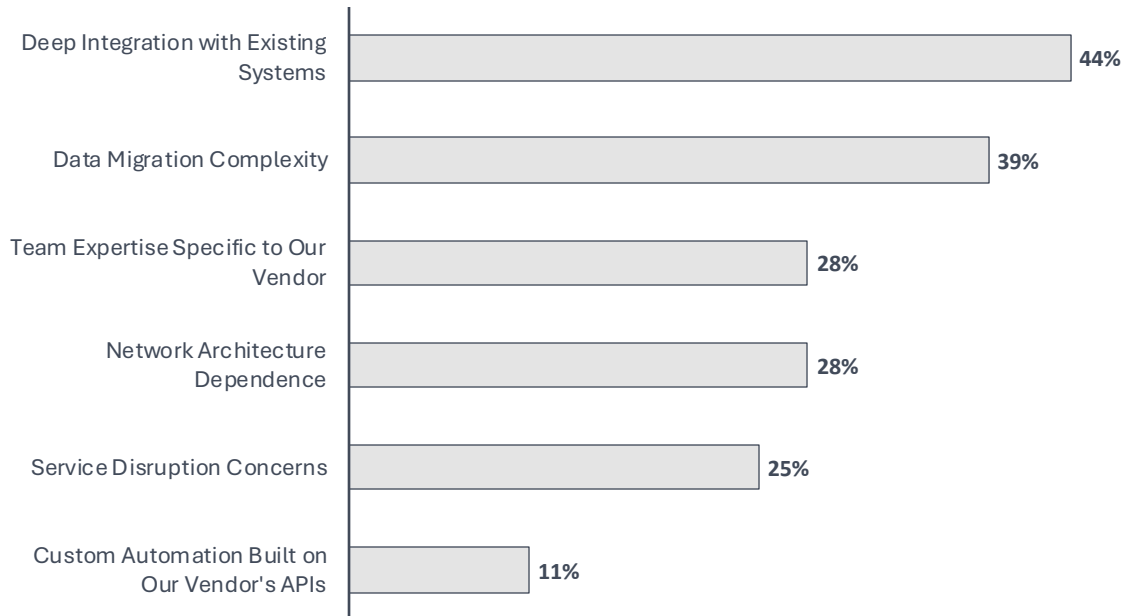
Organizations measure BlueCat Networks' ROI by tracking reductions in manual network management hours, operational costs, and downtime, along with improvements in security and network stability. Automation of DDI operations has allowed teams to redirect man-hours from maintenance to higher-value work, while stronger visibility and control have simplified infrastructure management. Users consistently highlight faster implementation, improved scalability without major additional costs, and enhanced change management as key drivers of satisfaction. Overall, BlueCat is seen as a critical enabler of operational efficiency, cost savings, and future-proof network growth.



## How difficult would it be to migrate from your vendor to another vendor?



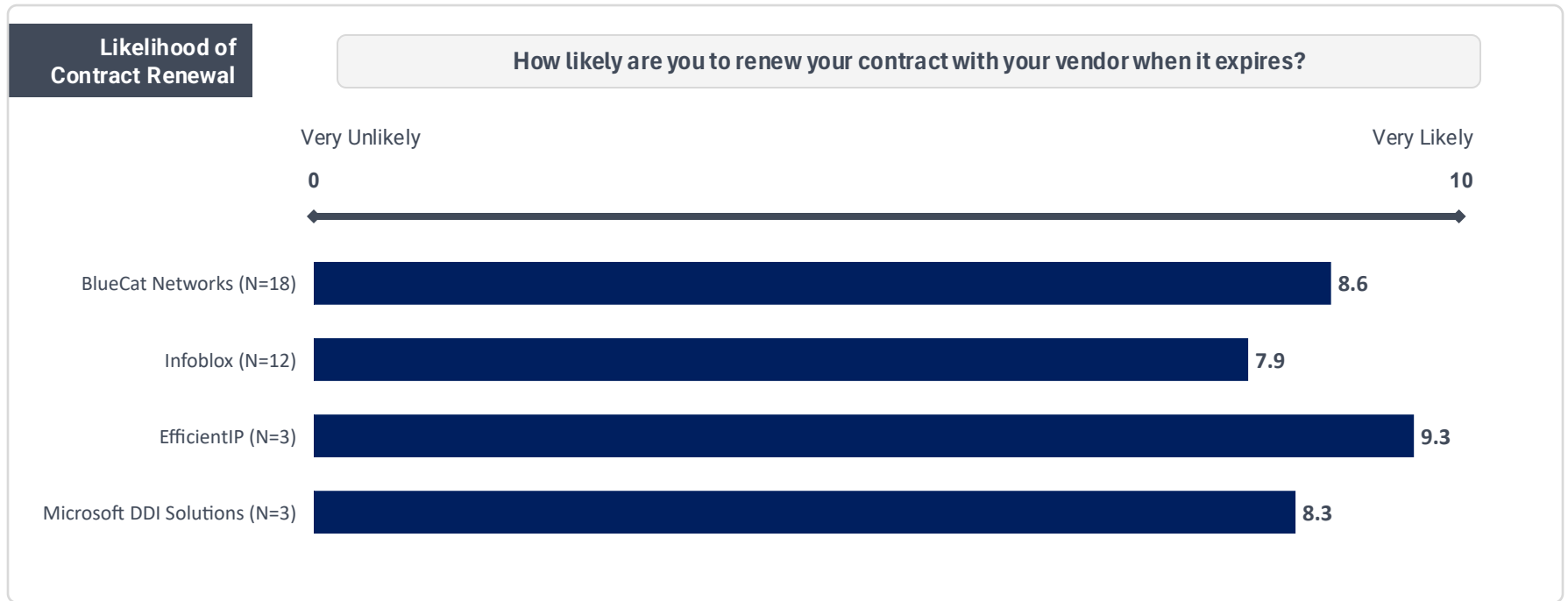
## Why would it be challenging for your organization to replace your vendor with an alternative DDI solution?



Customer Feedback

### Top Replacement Barriers

Deep Integration with Existing Systems	39%
Data Migration Complexity	39%
Service Disruption Concerns	33%
Team Expertise Specific to BlueCat Networks	28%
Custom Automation Built on BlueCat Network's APIs	17%
Network Architecture Dependence	11%



## Why are you unlikely to renew your contract with Infoblox?

Feedback from N=2 Infoblox Customers that relayed low renewal intent.

*Unless InfoBlox capabilities improve (e.g., ease of use, ease of integration, great customization), we will explore other tools when renewal comes around. – Director of Collateral IT & Security Services*

*The cost is too much money for the value and will be looking at a combination of Microsoft and open-source tools to meet our requirements. – Vice President Enterprise Architecture & Infrastructure*

<b>Key Insights &amp; Takeaways</b>	<b>2</b>
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# Insights | Growth Opportunities: Capabilities Customers Would Pay More For

🔗 Customers are eager to invest more in BlueCat Networks if it deepens its AI-driven insights, expands automation across hybrid and multi-cloud environments, and simplifies integration with key platforms like Azure, ServiceNow, and Terraform. The strongest growth levers center on unlocking intelligent automation, enhancing observability, and delivering seamless multi-cloud DDI management — all critical areas where buyers see immediate, high-value impact.

## I'd be willing to pay more if BlueCat Networks introduced \_\_\_\_\_ into their product.

AI and decision support capabilities. – VP, Information Technology

Generative AI automation capabilities. – IT Director

More AI functionality to address daily operational challenges. – Senior Network Engineer

AI-driven intelligence, insights, and reporting from DDI data. – Manager of Information Systems

Intelligent insights and self-remediation capabilities. – VP, Cloud Platform & Infrastructure

Out-of-the-box integration plugins. – System Engineer

Better and more affordable integration with Azure and ServiceNow – Supervisor, Network Development

A Terraform code library for DNS/IPAM that stays updated. – Senior Manager, Network Engineering & Architecture

A more robust codebase to reduce update frequency and improve automation. – Network Data Services Engineer

Best-in-class IPv6 and automation script solutions. – IPAM Solution Architect

Application observability capabilities. – Senior Director


Expanded DDI automation, enhanced security, multi-network capabilities, and improved user interface – VP, Chief Data Officer


More granular multi-cloud management (AWS, Azure, GCP) with unified dashboard visibility. – Network Engineer


Strategic partnership support, including dedicated on-site staff for operations and collaboration/ – Director, Network Operations


## If you were sitting with your vendor's management team, what would you tell them to focus on?


 BLUECAT They need to improve usability and make it more user-friendly. - VP of Information Technology at a Regional Freight Services Company


 BLUECAT I want more innovative automation capabilities. Including artificial intelligence features could provide better functionality. - IT Director at a Large Private University


 BLUECAT Stronger integration with AI management, along with clearer guidance on how organizations can capitalize on AI. - Senior Network Engineer at a Regional Data Services Company


 BLUECAT Improve the quality of support, enhancing reporting and business intelligence, and delivering a better user interface and experience. - Manager of Information Systems at a Major Research University

 BLUECAT In the roadmap we've already seen, there are major changes planned for version 9.6 and beyond. If they could provide a detailed document, especially covering APIs, that would be very helpful. - System Engineer at a European Space Agency


 BLUECAT I believe they need to be more innovative and more responsive to end-user input. For example, I requested a module for a well-known OSS DNS sync tool, for which many similar filters and drivers already exist. They responded that it would only be developed for an additional fee. - Supervisor of Network Development at a Large Public University

 BLUECAT They need to improve the quality of deployment documentation, including providing how-to videos to enable faster deployment. - Senior Director at a Global Healthcare Company, F500


 BLUECAT They should simplify DNS appliance deployment by using consistent configuration files, rather than multiple system and config files that make hardware replacement (especially for RMA processes) unnecessarily time-consuming. Additionally, the Terraform libraries for API calls should be updated to better integrate with DevOps teams. - Senior Manager of Network Engineering & Architecture at a Defense Contractor, F500


 BLUECAT Better technical documentation is needed. I like reading through detailed documents to fully understand the product and its features. - Senior Infrastructure Administrator at a Regional Manufacturing Company

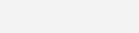
## If you were sitting with your vendor's management team, what would you tell them to focus on?


 BLUECAT They should make the benefits of their solutions clearer and make the roadmap public. A more detailed knowledge base for integration with other products would also help - for example, a manual for ClearPass integration or working with firewall vendors like FortiGate. - IT Administrator at a European Manufacturing Company


 BLUECAT The user interface needs usability improvements. - Network Architect at a Regional Utility Provider


 BLUECAT Keep it simple. Don't add unnecessary features that no one asked for. Focus on doing a few things very well. - Lead Network Engineer at a Global Financial Services Company, F500

 BLUECAT They should prioritize innovation and share insights from the world's top five network and telecom companies. I would love to hear more about how they can help us build a 100% secure network and achieve zero downtime. - Director of Network Operations at a Global Telecom Company, F500

 BLUECAT If I were speaking to BlueCat Networks' management team, I would suggest they focus on improving cloud integration, especially for managing DDI across AWS, Azure, and GCP in a seamless way. While the user interface works fine, offering more customization options for advanced users - such as customizable dashboards and reporting - would make it even better. - Network Engineer at a Regional IT Solutions Provider

 BLUECAT The main improvement for BlueCat Edge's security configuration would be more granular control. - IPAM Solution Architect at Global IT Consulting Company

 BLUECAT There should be improved integration between the observability functions and broader observability platforms. - VP, Cloud Platform & Infrastructure at a Telecom Equipment Provider

 BLUECAT They need stronger system integration and enhanced automation capabilities within BlueCat products. - VP, Chief Data Officer at a Global Distribution Company, F500

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