



**UNLEASH THE  
POWER OF  
ADAPTIVE DNS**



# BlueCat is The Adaptive DNS Company™

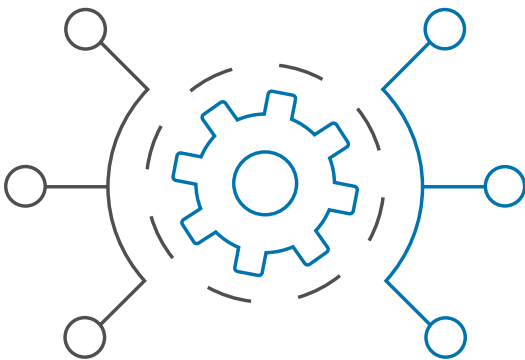
BlueCat enables the centralization and automation of DNS services. Our solution empowers you with the ability to leverage valuable DNS data for significantly increased visibility, control and compliance. The largest global enterprises trust BlueCat to provide the foundation for transformational strategies such as cloud, virtualization and security.

**“We automated our manual server provisioning and ServiceNow network management functions with BlueCat. The efficiencies we’ve seen are beyond our expectations.”**

# The Three Pillars of BlueCat Adaptive DNS

## Centralize DNS Architecture

Consolidate all your server end points and normalize your DNS data, creating a centralized infrastructure that is scalable and highly resilient with vigorous data integrity. Your DNS services can then be delivered across your enterprise with the flexibility to deploy in high-throughput, centralized architectures, or fully distributed environments with thousands of service delivery points.

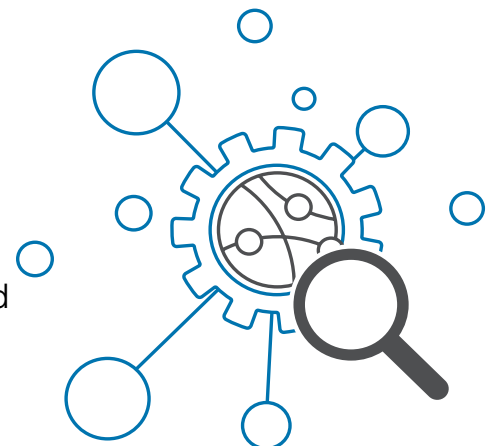


## Automate DNS Management

A consolidated and automated network infrastructure that is centrally managed arms your IT organization with the ability to push updates, detect threats and enforce policies immediately. BlueCat enables an automated environment through a robust library of APIs that facilitate instantaneous updates and provide seamless and instant access to your users.

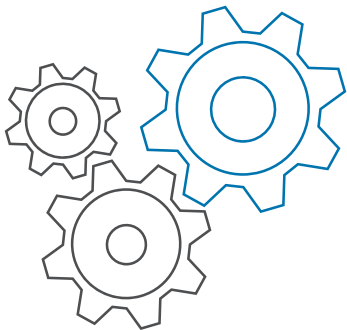
## Leverage DNS Data

DNS data can provide you with powerful insights on what is going on in your network. However, collecting, analyzing and harnessing this information are often beyond the reach of most companies. BlueCat builds and leverages an evolving archive of DNS data, opening up limitless possibilities such as security and analytics.



# Enable Your Most Critical Initiatives

BlueCat's software-based solutions integrate with your existing infrastructure to enable a broad range of business and IT initiatives.



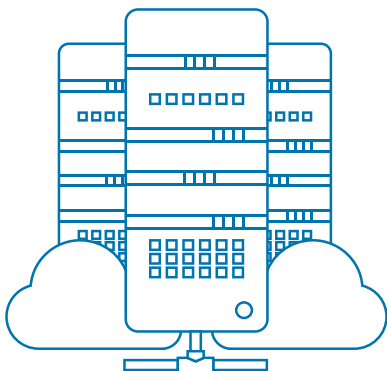
## Automation

Scale your network to accommodate your business growth and technology transformations with reliable, secure access to core services from any registered device across your global enterprise.



## Security

Secure your network by leveraging DNS and DHCP to defend in depth against malware, DDoS attacks and other threats. Gain visibility and insights into all devices and activity on your network.

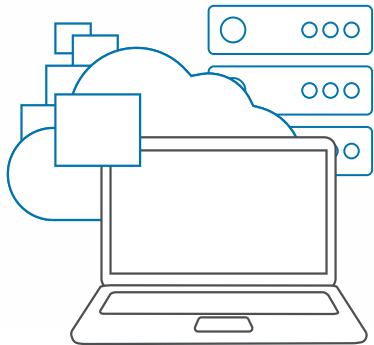


## Cloud

Enable the rapid movement and expansion of workloads across hybrid infrastructures for disaster recovery, freedom of workload movement and scalability across geographic boundaries.

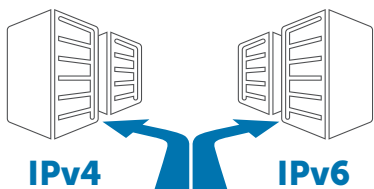


Trusted by the world's top companies as the foundation for transformational strategies.



### Virtualization

Automate and accelerate the provisioning of every workload, including VMware, Microsoft Hyper-V, Xen and KVM, and gain visibility into your network space utilization for your virtual data center.

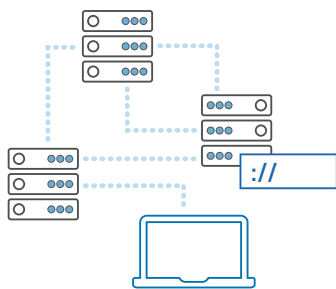


### IPv6 Adoption

Plan and model your IPv6 addressing scheme, map your IPv6 network and cohesively manage dual-stack IPv4/IPv6 networks.

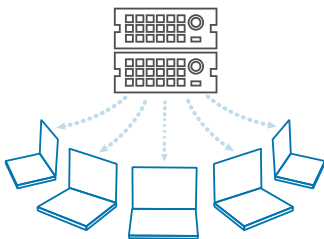
# Our Products Provide a Solid Foundation

BlueCat DNS, DHCP and IPAM products provide the foundation for flexible, open and adaptive networks that are designed and architected for change. You gain flexibility to automatically scale and rapidly deliver core network services – without compromise.



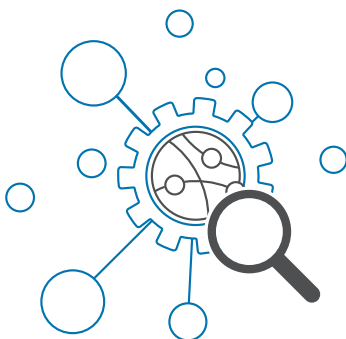
## BlueCat DNS

Reliable and secure DNS service that is scalable and easy to manage, with full referential integrity, providing the foundation for robust network systems that are designed and architected to accommodate the dynamic needs of your business.



## BlueCat DHCP

Eliminate manual device registration with secure, highly available, scalable, dual-stack support for your network – DHCP Failover and Crossover High Availability (XHA) ensure that DHCP for both IPv4 and IPv6 retain the highest standards of service uptime.



## BlueCat IPAM

Centrally manage every connected device on your network from a single pane of glass, with network intelligence and insight into the relationship between devices, users and IP addresses to ensure reliable, always-on business connectivity.



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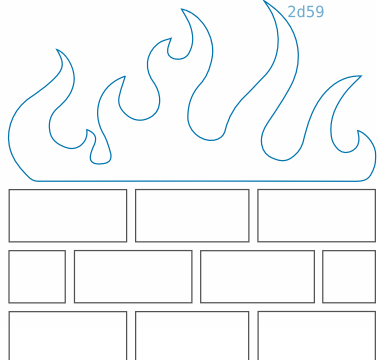
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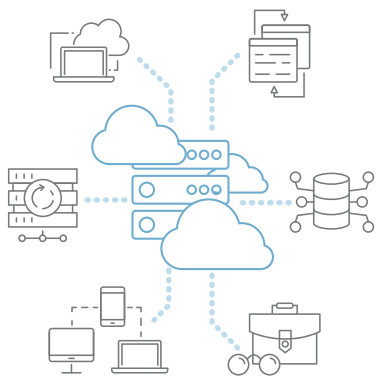
### DNS Security

Gain visibility into the intent of every device on their network, use those insights to identify inappropriate behavior, and then take appropriate action against suspicious or malicious activity.



### BlueCat Threat Protection

Leverage the pervasiveness of DNS for a firewall that provides an additional layer of protection to enhance your organization's existing defense in depth security capabilities.



### BlueCat APIs

Unified, standards-based APIs enable integrations with leading commercial vendors to deliver orchestrated network creation, monitoring, security and provisioning solutions for data center and cloud environments.

# TIMELINE

2000

BlueCat formed in Toronto, Canada

2001

1st BlueCat DNS appliance released

2003

Network Computer' Editor's Choice Award

2004

DHCP management added to BlueCat DNS appliance

2006

BlueCat launches world's 1st dedicated enterprise IPAM appliance

2007

Microsoft Windows DNS and DHCP management introduced

2008

Red Herring names BlueCat one of North America's Top 100 private companies

2009

World's 1st virtual IPAM solution launched with support for VMware

2010

Opening of European headquarters in Amsterdam

2011

BlueCat raises \$16.8 million from Silicon Valley venture firm Trident Capital

2012

BlueCat receives highest 'Strong Positive' rating in Gartner DDI MarketScope

2013

Citrix Best of Synergy 2013 Award for Networking SDX Ecosystem

2014

HP AllianceOne Partner of the Year for HP Networking – Most Innovative Use of SDN

2016

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