



DNS Security Product Comparison Report

Summer 2021



This comparison document shares insights and data from a third-party reviewer - G2. With over 1 million reviews, G2 is the largest online tech marketplace available.

Named the **Overall Leader** In DNS Security



It's official - DNSFilter is the G2 Leader in DNS security, outranking all competitors!

G2's unbiased, third party reviews have named DNSFilter the **Leader** in DNS Security.

DNSFilter's Leader badge, combined with 12 other badges in areas such as ease-of-use, quality of support, and overall results, cement it as the go-to DNS Security solution.

Whether you're looking for an Easy Implementation, an interface that's Easy to Use, or the Best Support in the industry, DNSFilter is the solution for you.

In This Report

DNSFilter as compared to leading competitors:

- Cisco Umbrella (formerly OpenDNS)
- WebTitan
- Webroot

All data is publicly available using G2's unbiased, verified product reviews.



"I've tried a handful of other similar solutions but none of them came close to working as effectively as DNS filter here in Australia, nor as simple to navigate or configure."

- **Tech Support Sean J.**



"I absolutely love DNSFilter. Their price points are spot on, their customizations are excellent, and the analysis and data viewing is phenomenal."

- **IT Director, Steve G.**



Leading in **Customer Satisfaction** For 3 Years In A Row



G2 reviews reflect that DNSFilter is the **#1 DNS security product** in customer satisfaction.

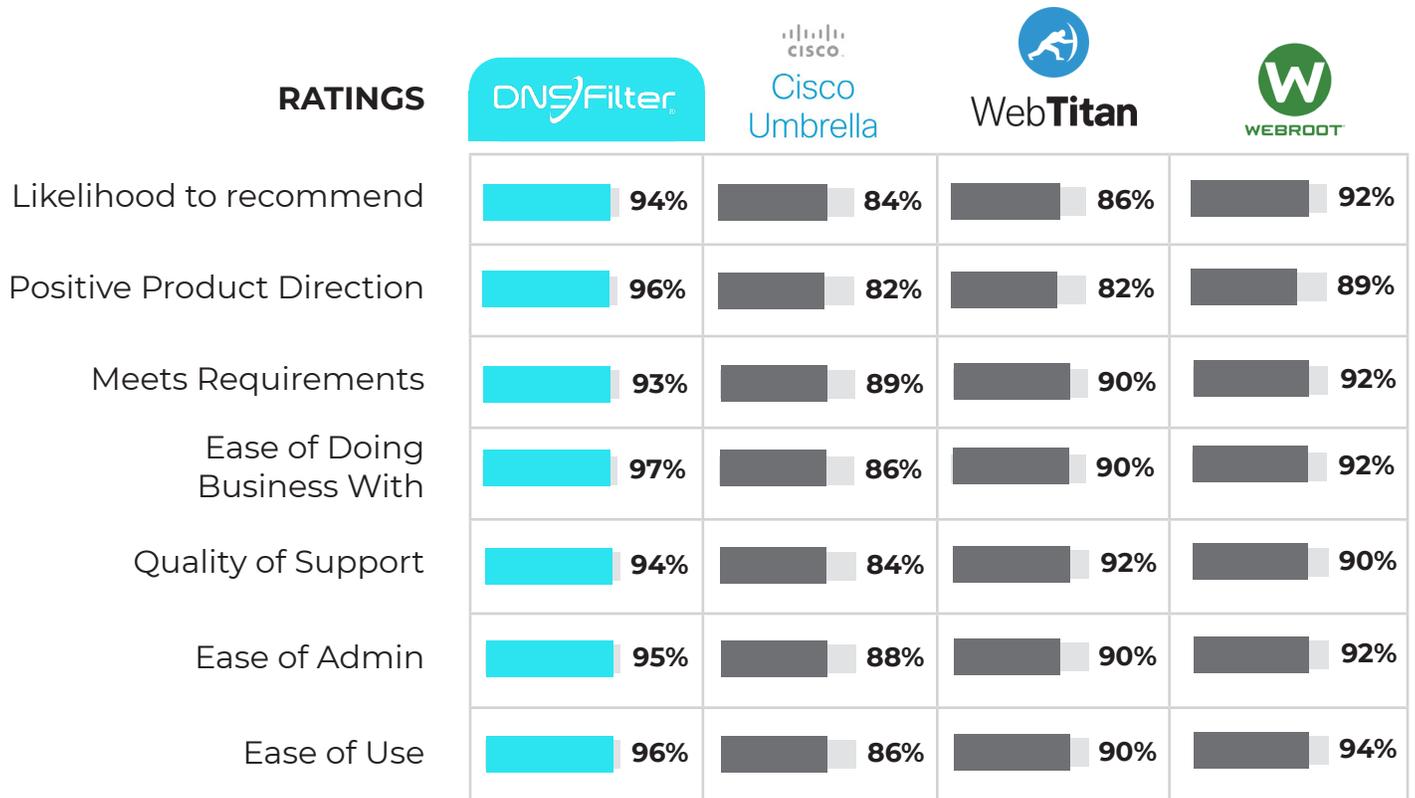
With a net promoter score (NPS) of 82, we significantly outpace competitors in key satisfaction metrics.

Bottom line: we are developing our product at a significantly faster pace, our sales and support team are friendly, knowledgeable and actually pick up the phone, and our product is stupid-easy to deploy quickly.



Net Promoter Score (NPS)	82	46	47	74

G2 Reviewers Rank DNSFilter Most Likely to Recommend



“DNSFilter performs a specific set of needed functions and it does it clearly and well. This doesn't mean that it isn't powerful, it is; but it's focused, concise and usable power. Kudos.”

Implement DNS Protection in **Days, Not Months**

Some SaaS products take years and a team of technical professionals to implement. Not DNSFilter. 69% of our customers are up and running in less than 1 day, compared to just 12% of Cisco Umbrella customers, 35% of Webroot customers, and 53% of WebTitan customers.

100% of DNSFilter customers take less than one month to go live. Meanwhile, 45% of Cisco Umbrella customers are still implementing the product more than 1 month after purchase. 9% of Webroot customers *never* get the product to work!

Average time to go live

less than 1 week



AVERAGE TIME TO GO LIVE	DNSFilter	Cisco Umbrella	WebTitan	WEBROOT
<1 day	69%	12%	53%	35%
<1 month	31%	44%	39%	43%
1-3 months	0%	18%	4%	9%
3-5 months	0%	24%	4%	0%
6-12 months	0%	3%	0%	0%
> 12 months	0%	0%	0%	0%
Never	0%	0%	0%	9%

Innovation In DNS Security

RATINGS				
Policy Enforcement	 95%	 N/A	 94%	 90%
Incident Reports	 90%	 N/A	 96%	 84%
BYOD Protection	 93%	 N/A	 97%	 90%
Guest Network Protection	 91%	 N/A	 N/A	 88%
Off-Network Protection	 89%	 N/A	 N/A	 88%
Multi-Network Management	 94%	 N/A	 N/A	 89%
Domain Categorization	 91%	 N/A	 92%	 89%

DNSFilter is the only DNS protection product that **uses artificial intelligence (A.I.) to categorize and block threats.** Other products rely solely on manually updated threat feeds, which means threats are only caught after someone encounters it and reports it. This creates lengthy periods of vulnerability that modern companies can't afford.

Not only do we ingest more than 65 static threat feeds, we use proprietary technology that constantly scans the entire internet, looking for malicious domains.

DNSFilter detects malicious domains

5.6 days

faster than any other DNS security product

Other DNS security tools don't catch

47%

of threats we find

Support That Actually **Picks Up The Phone**

At DNSFilter we take a customer-first approach. We pride ourselves on being the easiest DNS security provider to work with. We invest heavily in creating extensive documentation for our knowledge base and back with responsive email, chat, and phone support.

Our support reps undergo three months of technical product training, enabling them to help with unique edge cases and specific requests.



RATINGS

				
Quality of Support	 94%	 84%	 84%	 90%
Product Feedback Portal	YES	NO	NO	NO
Dedicated Account Reps	YES	NO	NO	NO
Reselling Resources	YES	NO	YES	NO

“The support from DNSFilter at all levels is also excellent.”
- **Customer Max D.**

“Very responsive support and dev departments to implement new ideas.”
- **Customer Rick S.**

“The support people I’ve worked with have been amazing to work with.”
- **Network Admin**

Powered by The **World's Fastest Network**

We are able to resolve at lightning fast speeds due to our global Anycast Network.

Other providers seem to be satisfied with a network that doesn't reroute traffic when nodes go down, which can lead to major Internet downtime or periods where your DNS security just doesn't work. Our Anycast Network is redundant and resilient, so you don't need to worry about an outage.

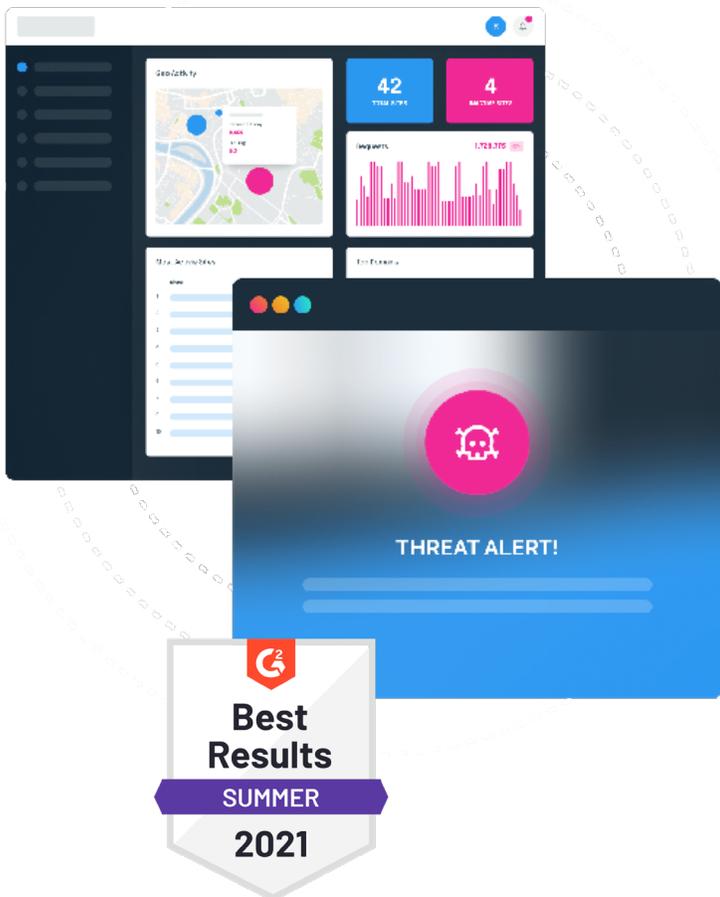
DNSFilter	6.03 ms	
1.1.1.1	6.89 ms	
Cisco Umbrella	10.89 ms	
Google	14.05 ms	



	 DNSFilter	 Cisco Umbrella	 WebTitan	 WEBROOT
Performance (North America)	6.03 ms	10.76 ms	N/A	N/A
Performance (Global)	16.45 ms	21.35 ms	N/A	N/A
Number of Datacenters	50	34	N/A	N/A
Secondary DNS Anycast Network	YES	YES	NO	NO

Transparent Pricing, No Contracts

	 DNSFilter	 Cisco Umbrella	 WebTitan	 WEBROOT
Unit Cost/Month	starting at \$1/user	starting at \$3.17/user	starting at \$1.30/user	starting at \$1.67/user
Contract Terms	month-to-month	1 year	1 year	month-to-month



DNS protection is quickly becoming a key part of every business’s security stack. But powerful DNS threat protection and content filtering doesn’t have to cost an arm and a leg.

Starting at just \$1/user, our Basic Plan includes comprehensive network-level protection. Our Enterprise Plan, at \$2.70/user is still less expensive than Cisco Umbrella’s base package.

All of our customers have access to fantastic email support, onboarding and reselling resources, a large knowledgebase, and continuing education, no matter their price point.

How Do Leading DNS Security Products **Stack Up?**

DNSFilter is the fastest, easiest-to-use, and most resilient DNS protection on the market. While the competition lags behind in use of AI, speed, implementation, and support, DNSFilter is expanding the definition of “DNS protection” with new functionality that will complete your security stack.

No matter where your employees are in the world, DNSFilter can be your first line of defense from security threats and block your users from malicious websites.

Our threat detection and categorization is more accurate in head-to-head comparisons with “giants” like Cisco—and we catch threats days before the competition. That’s because we don’t rely on people to encounter a threat and add it to a list. Our AI blocks threats in real-time, when it matters most.

Don’t settle for a DNS resolver that hasn’t innovated since 2014. Take your DNS protection into the future with DNSFilter.

See firsthand how DNSFilter is challenging the way the industry thinks about DNS security.

[Request a Demo >](#)

