**SoftwareReviews**

A Division of **Info-Tech Research Group**

BUYER EXPERIENCE REPORT

**Whiteboard Software**

# Bluescape

**JANUARY 2023**

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# Table of Contents

## How to Use This Report

SoftwareReviews captures the most compelling, useful, and detailed information on software performance to help evaluate, compare, and ultimately select the best tool for your business.

Our proprietary evaluation methodology is built on decades of experience helping businesses select software. We surface key elements every prospective buyer should review and understand prior to selecting a software provider, going much deeper than features and price to provide a detailed understanding of the relationship, negotiations, and value drivers of the solution.

This report is an evaluation of Bluescape created entirely using data sourced from users of the software. Use this report to help inform your selection decision, inform your evaluation, or reinforce your choice to bring on a new software product and technology partner.

# Understanding the Market

## What Is Whiteboard Software

Whiteboard software provides a virtual canvas to facilitate real-time or asynchronous online ideation, annotation collaboration, and visual note taking. Whiteboard software can come as part of a broader collaboration suite or as a best-of-breed tool that readily integrates with such collaboration suites.
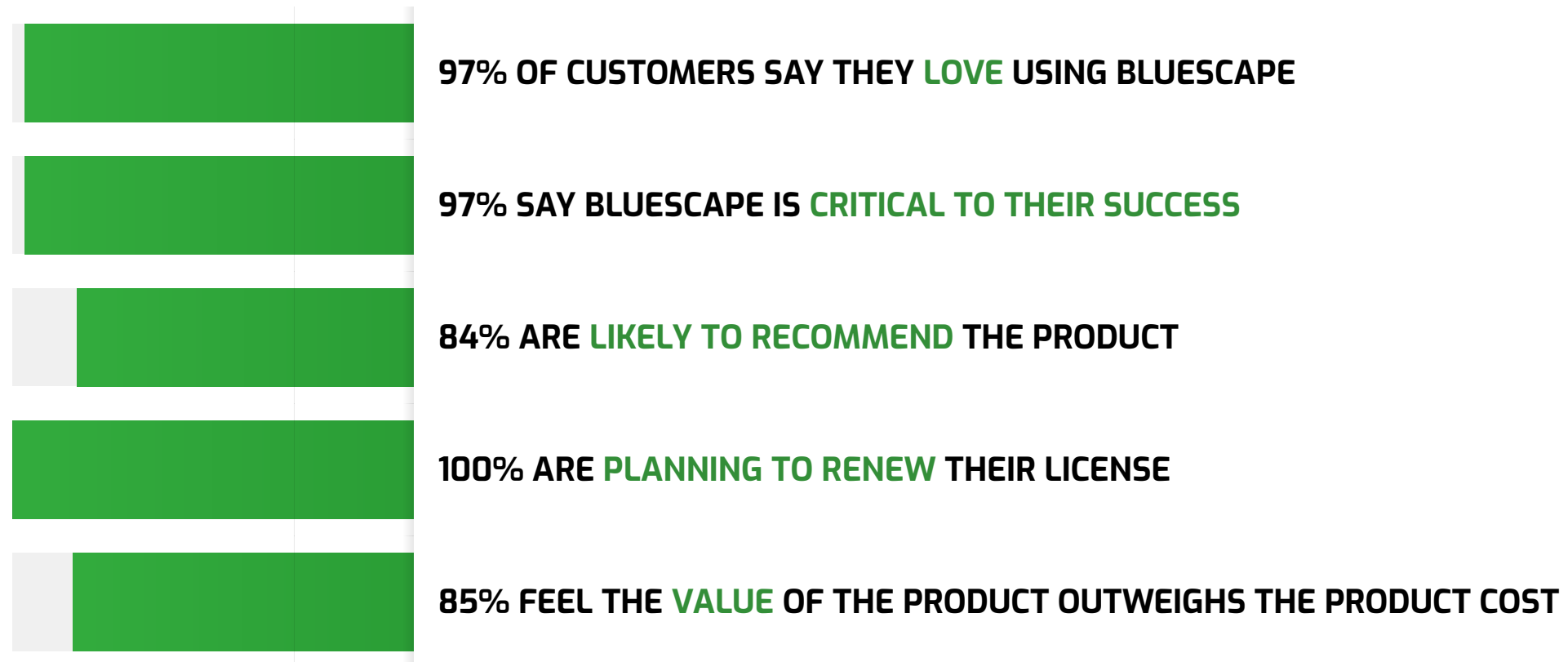
# Understanding the Product

## About Bluescape

Bluescape is a visual collaboration platform for the Enterprise. Their enterprise grade security measures meet customers' compliance needs and safeguard their data. At the core of their software, their virtual workspaces make it easy for cross-functional and remote teams to whiteboard, interact and visualize files, or host an online meeting, side-by-side from anywhere on any device.

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# We asked real users what they thought about using Bluescape and the value they received

**Here's what they had to say:**

**97% OF CUSTOMERS SAY THEY LOVE USING BLUESCAPE**

**97% SAY BLUESCAPE IS CRITICAL TO THEIR SUCCESS**

**84% ARE LIKELY TO RECOMMEND THE PRODUCT**

**100% ARE PLANNING TO RENEW THEIR LICENSE**

**85% FEEL THE VALUE OF THE PRODUCT OUTWEIGHS THE PRODUCT COST**

# The best software providers will have a strong product tied to immediate value

SoftwareReviews developed a list of the top 11 software capabilities any customer should look for when evaluating a software solution. These capabilities represent table-stakes expectations for any software provider and help define products that are easy to implement and operate and that drive value to the organization.

We asked Bluescape customers to help us better understand what they thought about their capabilities as a software provider. Here's a summary of what they had to say:

## Business Value Created

The underlying purpose of software is to create value for employees, customers, partners, and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. Users of Bluescape reported satisfaction scores of 81% when evaluating the business value provided to their organization.

**81%**
BUSINESS VALUE
CREATED
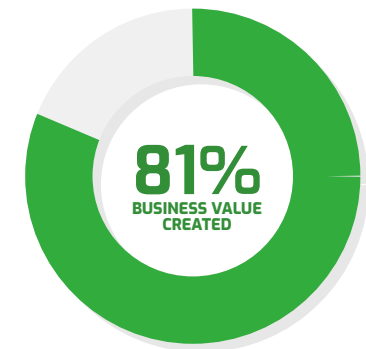
# Features are the gateway to driving **customer satisfaction**

Users want feature-rich software that enables them to perform a diverse series of tasks as opposed to one they find restrictive. Feature quality is just as important as quantity. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively.

And finally, purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction.

**Breadth of Features**
DEGREE OF SATISFACTION
# 76%

**Quality of Features**
DEGREE OF SATISFACTION
# 81%

**Product Strategy**
DEGREE OF SATISFACTION
# 77%

*Bluescape User Satisfaction Across General Features and Functionality.*

# Satisfaction starts with a
# **successful implementation**

Choosing the right software is only the first step. Successfully implementing the new solution is necessary to realize its full value and promote end-user adoption. Typically, out-of-the-box functionality isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error.

**Ease of Implementation**
DEGREE OF SATISFACTION
## 75%

**Ease of Data Integration**
DEGREE OF SATISFACTION
## 80%

**Ease of Customization**
DEGREE OF SATISFACTION
## 74%

*Bluescape User Satisfaction Across Product Implementation.*

# Usability and support are drivers of ROI

End-user learning curves cost the organization money, and a tool should eliminate barriers to drive user adoption. Effective and readily available training enables users to get the most out of their software. Issues are inevitable, and vendor support will be key to reducing downtime and troubleshooting problems if they arise.

Administrative interfaces don't typically get the same attention as those built for end users, but they shouldn't be clunky or unintuitive to support management of the tool.

**Availability & Quality of Training**
DEGREE OF SATISFACTION

## 73%

**Ease of IT Administration**
DEGREE OF SATISFACTION

## 79%

**Vendor Support**
DEGREE OF SATISFACTION

## 79%

**Ease of Use**
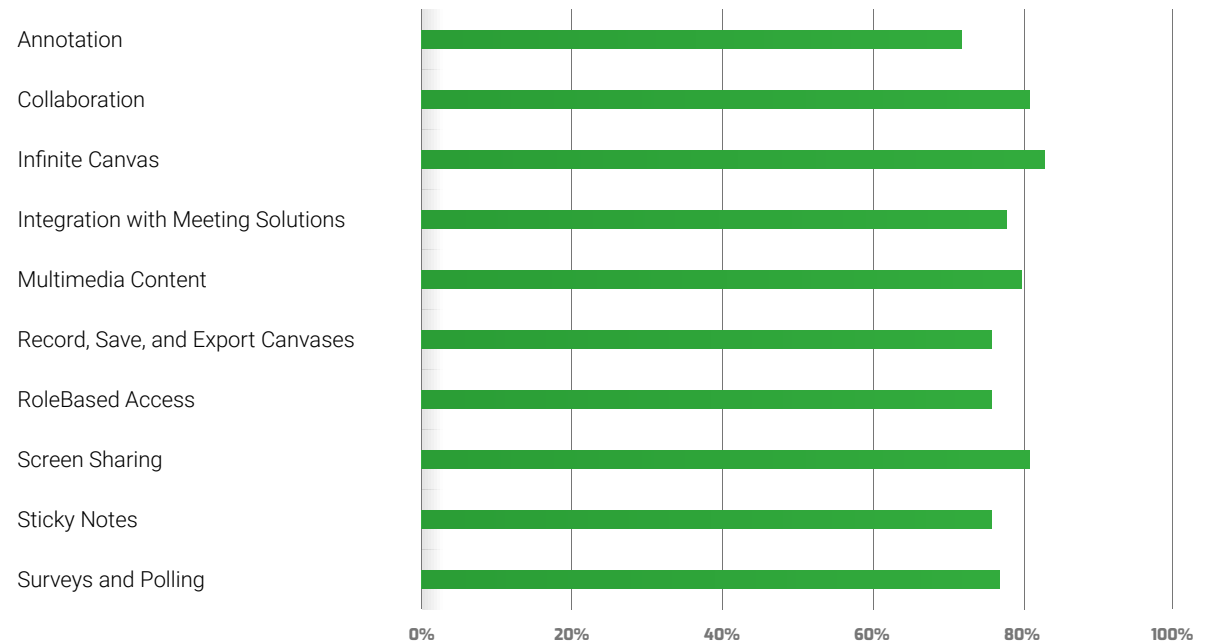DEGREE OF SATISFACTION

## 75%

*Bluescape User Satisfaction Across Ease of Use and Management.*

# Compare satisfaction across top features needed to **meet your goals**

SoftwareReviews collected this satisfaction data from real customers who have used Bluescape. Here's how they rated core features:

**Product Feature Satisfaction**

| Feature | Satisfaction |
|---|---|
| Annotation | |
| Collaboration | |
| Infinite Canvas | |
| Integration with Meeting Solutions | |
| Multimedia Content | |
| Record, Save, and Export Canvases | |
| RoleBased Access | |
| Screen Sharing | |
| Sticky Notes | |
| Surveys and Polling | |

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# Identify your best partner using the
## Emotional Footprint

Satisfaction with your software vendor is more than strong features at a good price. Your relationship with your vendor will have a significant impact on both your short- and long-term satisfaction with the platform.

The Emotional Footprint aims to quantify the value of the relationship by measuring aspects of the provider not typically quantified by RFPs and POCs: which vendors are most reliable, which are trustworthy, and which continue to innovate. Research shows these aspects are more important to satisfaction than cost or functionality.

Within the Emotional Footprint review, we aggregate customer ratings across 25 elements in the areas of Vendor Strategy and Innovation, Service Experience, Product Experience, Negotiation, and Conflict Resolution. This creates a detailed indicator of overall user sentiment toward the vendor and its product.

### How We Measure Emotions

The Emotional Footprint is determined using a standard Net Promoter methodology (see right). To assess the Emotional Footprint score of Bluescape, users were asked to evaluate 25 individual emotional sentiments directly correlated to five Emotional Footprint areas.

The Net Emotional Footprint Score calculates the difference between the percentage of active promoters of Bluescape and the percentage delivering negative responses.

## Emotional Spectrum Scale

| -4 | -3 | -2 | -1 | | +1 | | +2 | +3 | +4 |
|----|----|----|----|--|----|--|----|----|----|
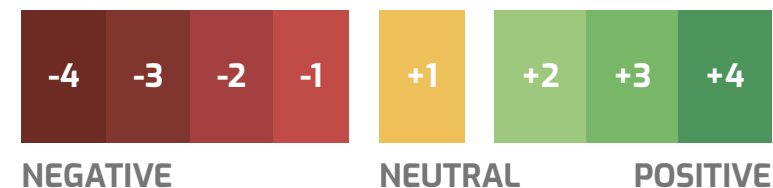
**NEGATIVE**          **NEUTRAL**          **POSITIVE**

$$\% - \% = \text{NET EMOTIONAL FOOTPRINT}$$

POSITIVE    NEGATIVE

## Users Gave Bluescape an Overall Net Emotional Footprint Score of

# +99

# The Emotional Footprint assesses
# **five key areas to evaluate the vendor relationship**

**1**

**Strategy and Innovation**

Your organization and market are constantly changing, and your software partners need to change with them. Relationships are built on your software partner's ability not only to react but also to proactively innovate against your needs.

**2**

**Service Experience**

Software is no longer just about a tool; it is also about the people who support it. Many people will interact with the software provider, and these interactions will play a key role in building a long-term partnership.

**3**

**Product Experience**

When you purchase a product, you are sold on its ability to improve your capabilities, improve processes, and be reliable. An important part of creating an emotional connection is its ability to keep these product promises.

**4**

**Negotiation and Contract Experience**

During a sales experience, your first true look into your software partner is during the negotiation and contracting phase. This helps establish the baseline of the nature of the organization you'll be working with.

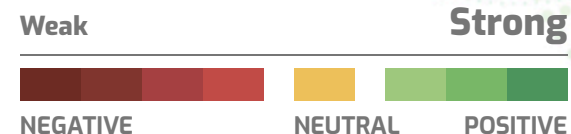**5**

**Conflict Resolution**

It's inevitable that in the course of your partnership, conflicts and issues will arise. In the face of challenges, will your software provider jump in the foxhole to help solve your problem or leave you to it?

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# Bluescape **Word Cloud**

The SoftwareReviews Word Cloud aggregates the most commonly experienced sentiments held by Bluescape users based on the data collected within the Emotional Footprint. At a glance, it helps evaluate the vendor-client relationship and product effectiveness. Word size is driven by the strength of the sentiment. Word color is driven by the number of reviews that share the sentiment.

Weak                                                  **Strong**

NEGATIVE                    NEUTRAL          POSITIVE

APPRECIATES INCUMBENT STATUS

CONTINUALLY IMPROVING        TRUSTWORTHY

INSPIRING        FRIENDLY NEGOTIATION

CARING        RESPECTFUL        SECURITY PROTECTS

CRITICAL        GENEROSITY        FAIR

TRANSPARENT        HELPS INNOVATE        OVER DELIVERED

ENABLES PRODUCTIVITY        CLIENT FRIENDLY POLICIES

INTEGRITY        SAVES TIME        EFFECTIVE

ALTRUISTIC        CLIENT'S INTEREST FIRST        EFFICIENT

PERFORMANCE ENHANCING        LOVE
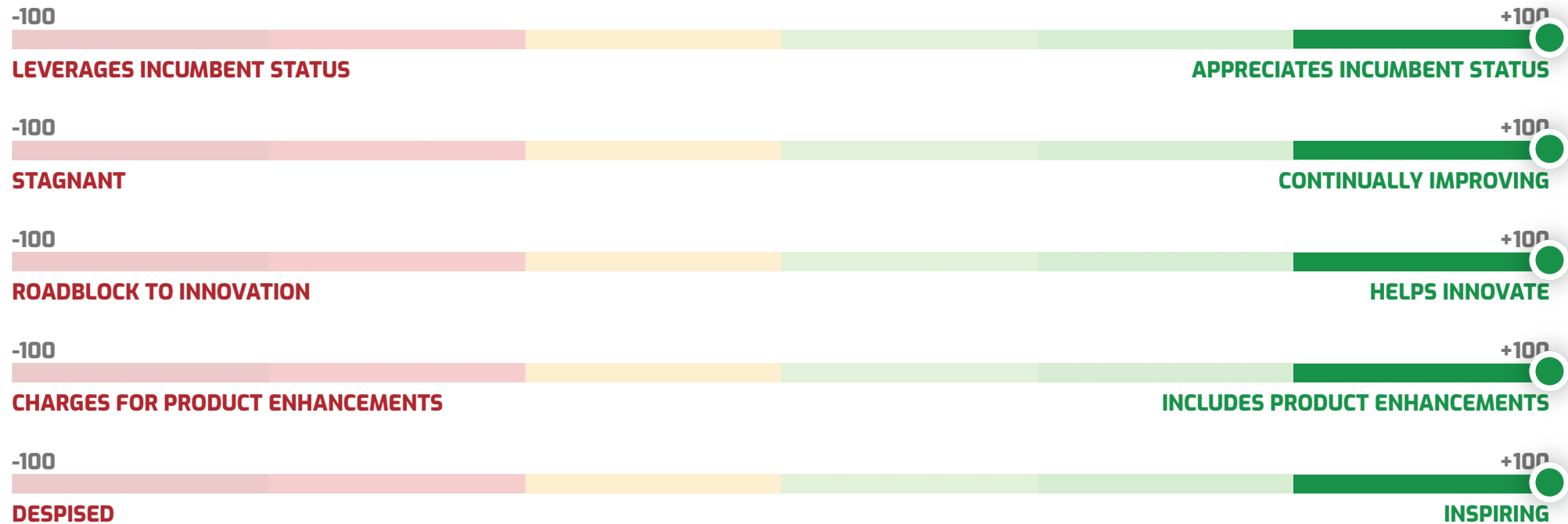
UNIQUE FEATURES        RELIABLE

*Additional data about each of the emotional sentiments can be found on the following pages.*

# Bluescape
# Strategy and Innovation Experience

Your software provider's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to determine whether users felt Bluescape appreciates the need to innovate.

**Average Score**
## +100

-100          +100
**LEVERAGES INCUMBENT STATUS**      **APPRECIATES INCUMBENT STATUS**

-100          +100
**STAGNANT**      **CONTINUALLY IMPROVING**

-100          +100
**ROADBLOCK TO INNOVATION**      **HELPS INNOVATE**

-100          +100
**CHARGES FOR PRODUCT ENHANCEMENTS**      **INCLUDES PRODUCT ENHANCEMENTS**

-100          +100
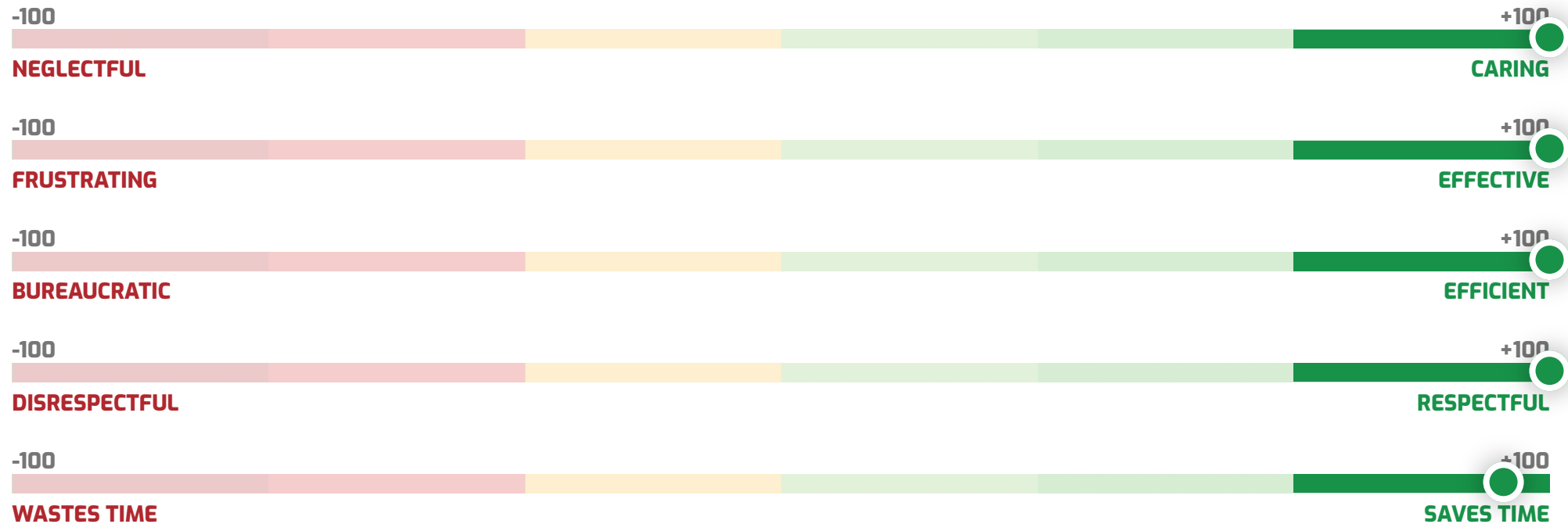**DESPISED**      **INSPIRING**

# Bluescape
# **Service Experience**

Good service matters. The last thing you need is to be disrespected by your software provider or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase. Use this data to determine how users reported their service experience with Bluescape.

**Average Score**

## +99

-100      +100
**NEGLECTFUL**      **CARING**

-100      +100
**FRUSTRATING**      **EFFECTIVE**

-100      +100
**BUREAUCRATIC**      **EFFICIENT**

-100      +100
**DISRESPECTFUL**      **RESPECTFUL**

-100      +100
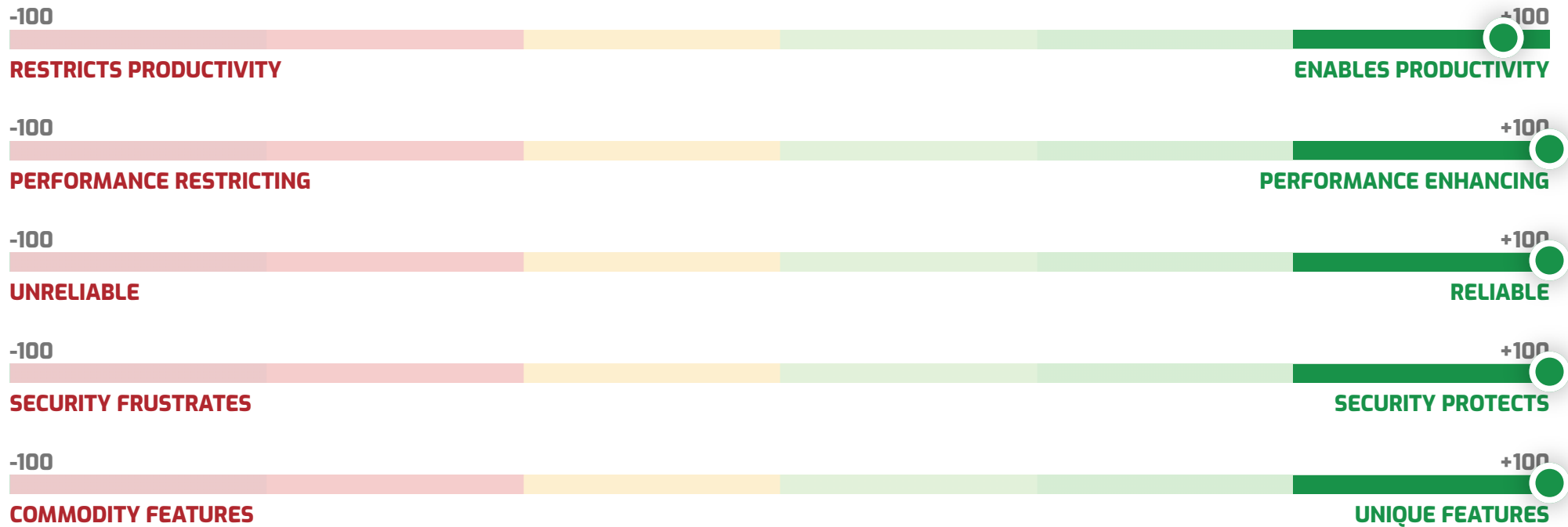**WASTES TIME**      **SAVES TIME**

# Bluescape
# **Product Experience**

Software needs to reliably enable your performance and productivity. This can be the difference between a product propelling your organization forward or being dead weight that you'll need to carry. Use this to data to determine how users reported their product experience with Bluescape.

**Average Score**

# **+99**

| -100 | | +100 |
|---|---|---|
| **RESTRICTS PRODUCTIVITY** | | **ENABLES PRODUCTIVITY** |

| -100 | | +100 |
|---|---|---|
| **PERFORMANCE RESTRICTING** | | **PERFORMANCE ENHANCING** |

| -100 | | +100 |
|---|---|---|
| **UNRELIABLE** | | **RELIABLE** |

| -100 | | +100 |
|---|---|---|
| **SECURITY FRUSTRATES** | | **SECURITY PROTECTS** |

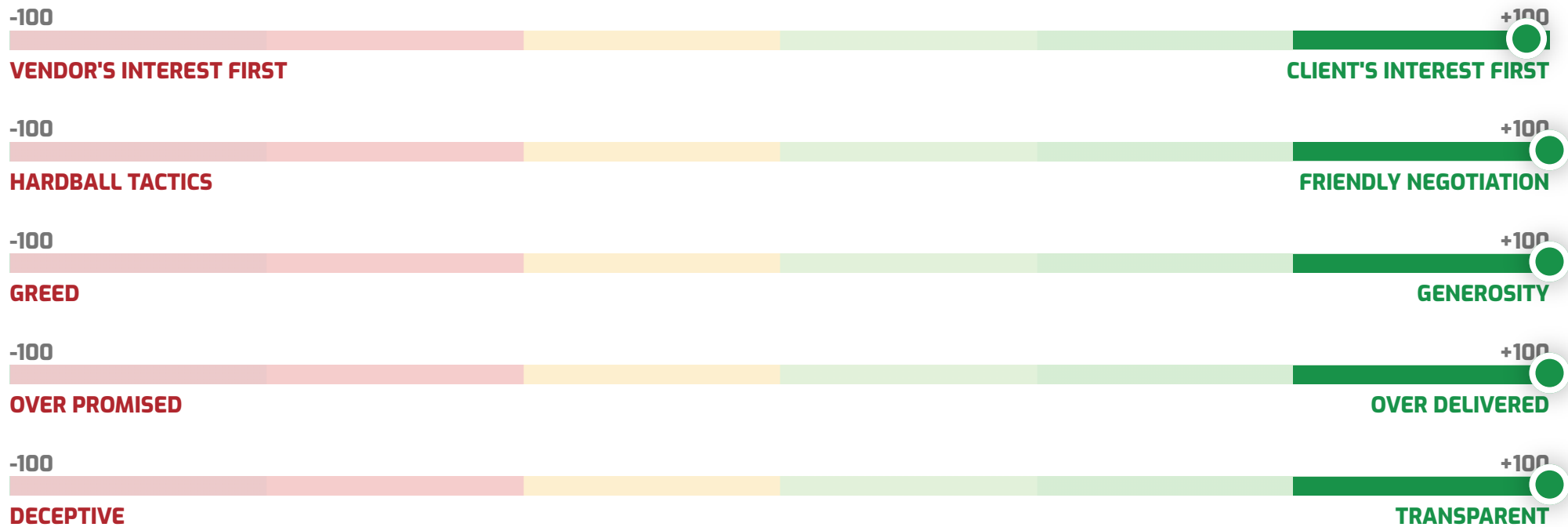| -100 | | +100 |
|---|---|---|
| **COMMODITY FEATURES** | | **UNIQUE FEATURES** |

# Bluescape
# Negotiation and Contract Experience

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with – rather than against – you makes it more likely you'll both be happy with the results. Use the data in this section to determine how users reported their negotiation and contract experience with Bluescape.

**Average Score**

## +99

-100        +100

**VENDOR'S INTEREST FIRST**      **CLIENT'S INTEREST FIRST**

-100        +100

**HARDBALL TACTICS**      **FRIENDLY NEGOTIATION**

-100        +100

**GREED**      **GENEROSITY**

-100        +100

**OVER PROMISED**      **OVER DELIVERED**

-100        +100

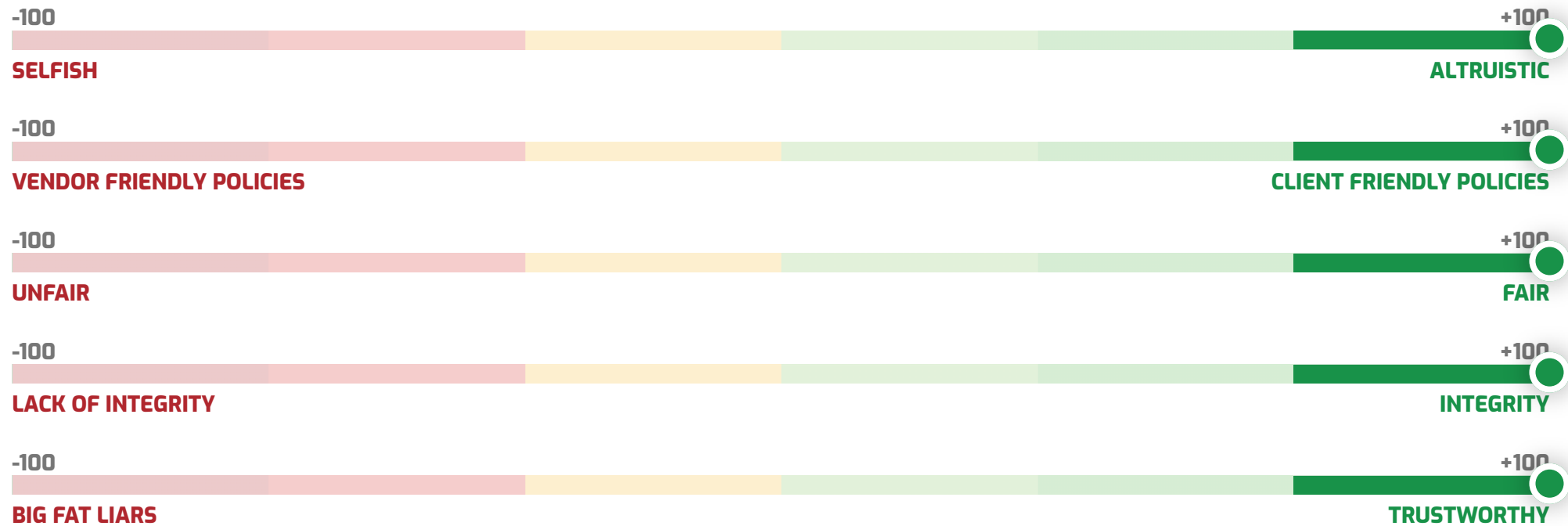**DECEPTIVE**      **TRANSPARENT**

# Bluescape
# Conflict Resolution Experience

Disagreements are inevitable, but knowing your software provider will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand how users of Bluescape felt when conflict arose and how Bluescape acted in response.

## Average Score
# +100

| -100 | | | | | +100 |
|---|---|---|---|---|---|
| **SELFISH** | | | | | **ALTRUISTIC** |

| -100 | | | | | +100 |
|---|---|---|---|---|---|
| **VENDOR FRIENDLY POLICIES** | | | | | **CLIENT FRIENDLY POLICIES** |

| -100 | | | | | +100 |
|---|---|---|---|---|---|
| **UNFAIR** | | | | | **FAIR** |

| -100 | | | | | +100 |
|---|---|---|---|---|---|
| **LACK OF INTEGRITY** | | | | | **INTEGRITY** |

| -100 | | | | | +100 |
|---|---|---|---|---|---|
| **BIG FAT LIARS** | | | | | **TRUSTWORTHY** |

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# Why Users Recommend
## Bluescape

SoftwareReviews asks users why they recommend the platform. Here are direct quotes from users of Bluescape.

**"This is a very reliable product that I would recommend to anyone but it requires a higher budget compared to other products in terms of maintenance."**

**Lawrence T**
End User of Application
Finance

**"As a leader, when you need to achieve tough challenges, you must get the most out of everyone. You need to lead differently and rely on your most powerful asset...your people. You must maximize the power of collaboration/teamwork. Bluescape is the best tool to get you there, I really believe it is the future."**

**Marc A**
End User of Application
Industry Specific Role

**"the importance of presentations is obvious and it is very important to make it interactive and interesting as well when it is a virtual presentation so anyone who is looking for creating spark in the presentation should go for it. "**

**Jenson A**
IT Leader or Manager
Information Technology

## Why Users Recommend Bluescape

**"If you are able to afford it then it is just a perfect option for you and your company. GO AHEAD."**

**Kelly S**
IT Development, Integration, and Administration
Information Technology

**"Whiteboarding is a whole new and innovative way of collaboration and a tool like Bluescape can make it more interesting for the users and helpful too. Our personal experience is quite good and I just hope others too will enjoy it and will get the maximum out of it."**

**Jessica S**
End User of Application
Sales Marketing

**"Companies should go for it as it is full of features that one needs in order to experience and enhance collaboration."**

**John D**
IT Development, Integration, and Administration
Sales Marketing

## Why Users Recommend Bluescape

**"Great tool for spatial visualization and style collaboration once operating remotely. Thus fun to figure with co-workers using this digital tool. It's good for artistic design teams, trying to examine ideas together. I am excited about the mixing with zoom and adobe suite, however, have yet to undertake them out. "**

**Leo G**
Business Leader or Manager
Information Technology

**"It is great to work on such a tool that has so much to offer and if someone wants to have a digital whiteboard then I cannot suggest anything better than Bluescape to them."**

**Nikola S**
End User of Application
Information Technology

**"My recommendation is that Before adoption, users must understand the primary use cases and their installation requirements precisely. It is the first product that is actually useful at letting users from all over the world work on a large virtual whiteboard. In comparison with expensive solutions in its category, Bluescape is secure, flexible, and friendly."**

**Christoph V**
End User of Application
Sales Marketing

SoftwareReviews

## Why Users Recommend Bluescape

**"Bluescape is a good visual collaboration software that offers an amazing digital collaborative whiteboard where we have plenty of icons and it is perfectly suited for team-based operations, group presentations, tasks arrangements, and assignments, as well as for whiteboarding; if you find it effective for your use case you must adopt it."**

**Catharina H**
End User of Application
Information Technology

**"If it will not show any clunky behavior to you then companies should opt it to make things easy for us and to enhance their level of creativity as well. "**

**Marcayla C**
End User of Application
Human Resources

**"It's great for collaboration and scheduling "**

**Philomena A**
End User of Application
Information Technology

## Why Users Recommend Bluescape

**"Whiteboarding is now something important even in this era of the digital world too and if someone wants a tool that will not just fulfill the work and whiteboard demands but will also make it fun then BlueScape is a Super-cool option."**

**Wiliam A**
End User of Application
Sales Marketing

**"It is good if someone is looking for a versatile whiteboard. "**

**Bruce Jr J**
IT Development, Integration, and Administration
Information Technology

**"Bluescape is visually attractive, it is a centralized platform that allows you to collect, organize, store and access various types of content in a fast, practical and above all professional way. I recommend using it directly with PowerPoint."**

**Zaw W**
End User of Application
Information Technology

## Why Users Recommend Bluescape

**"For the following reasons, I recommend BLUEESCAPE: It allows to place a large number of photos and sketches on the canvas. You can write, draw freehand, and use customizable connectors to connect images and phrases."**

**Akari K**
End User of Application
Information Technology

**"It is overall good collaboration software and if your organization is facing any issues regarding collaboration tools then you should use this tool because it is a very supportive and easy tool and helps in the progress of the business. I'd prefer to see Slack or another messaging platform integrated. Modification tracking options are needed, particularly within the educational space wherever I even have 100+ students interacting with the workspace. I'd like to understand who created what changes at what time. "**

**Harmonys J**
IT Leader or Manager
Operations

**"A highly secure, reliable, and flexible whiteboard that is offering a lot in reasonable pricing. As we are highly satisfied with it so I think a lot of people can take advantage of it and it is quite a good option. "**

**Amelie H**
End User of Application
Human Resources

## Why Users Recommend Bluescape

"Bluescape is compatible throughout the first stages of the design process. We tend to even integrate our consultants into it to examine design intent and the way it's evolving. Therefore everybody must see how the look is unfolding. It's an amazing tool and is very helpful for the user. "

**Millie I**
Business Leader or Manager
Sales Marketing

"As mentioned it's great for inventive review but there's some roughness to the user expertise that's created it tough to implement into the overall company workflow. Having certain options that ancient Webex has like chat operate and having the ability to check multiple individuals right away. It's a good product with amazing features and it can help any organization or enterprise to a great extent. It's completely recommended. "

**Jade S**
Business Leader or Manager
Sales Marketing

"Having everything laid out in one area is such an incredible advantage to observe progress and see where we've been. Not having to dig through file names to drag one thing up has modified the complete approach and ease to the cross-pollination of the various aspects of team members' work. "

**Christa R**
Business Leader or Manager
Consultant

## Why Users Recommend Bluescape

**"It's an excellent tool which has the entire library of labor to settle on from at my fingertips has created an amazing modification in potency and onboarding new crew, and informative concepts to active crew."**

**Henry T**
Business Leader or Manager
Public Sector

**"Bluescape is extraordinary for live client presentations however I don't suppose individuals have used it for remote presentations. Bluescape is best when eager to share files or documents, and our customers comment it's a cool tool."**

**Saburo P**
Business Leader or Manager
Operations

**"It's 's been a great tool for our company and it's 's been super useful in letting individuals outside of our general team get a glance into what we've been operating on. We started using it casually, however, currently, we use it to present to different groups within the workplace as well. As Bluescape has supplementary features, my expertise has evolved to more advanced use cases that may solely go with the time you set in. Can't wait to see what Bluescape has future for the future. "**

**Joseph D**
Business Leader or Manager
Operations

## Why Users Recommend Bluescape

**"Its input is robust. What you do with it's wherever the magic happens. This program is best fitted to team collaboration. It helps to debate how/where the team can contribute data to it—whether that's discussing the templates or an idea of action. Otherwise, the space will tend to urge messy. "**

**Jaxon L**
Business Leader or Manager
Operations

**"It is super simple to use and it's the most effective tool to get real collaboration and innovation as everybody will get involved. "**

**Angela N**
Business Leader or Manager
Sales Marketing

**"Bluescape is suggested in several favorable aspects, my expertise with this software system has been distinctive and intuitive since it offers us the required gadgets to hold out our work in this system. "**

**Max Craig J**
Business Leader or Manager
Operations

# About the **Data**

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level roll-up and a more detailed drill-down.

Software reports are available to download at **SoftwareReviews.com/categories**

# About **SoftwareReviews**

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation.