



BDNA is The IT Genome Company™.

Much like the Human Genome Project mapped the entire human DNA structure over the course of more than ten years, BDNA has spent a decade mapping the DNA structure of modern IT organizations. The result is Technopedia™ – the world's first IT Genome encyclopedia, a complete and continuously updated collection of critical information of every major software and hardware product in the technology industry.

Technopedia is the core of BDNA's IT Genome Center – a suite of products and services which sequences IT's genetics in order to diagnose the IT Waste sickness. Using IT Genome Center, enterprises can finally know what they have, what they use, and what they really need; with this diagnosis, they are able to cure themselves, eliminating IT waste and freeing up IT budget for innovation. But the power of IT Genome Center extends far beyond IT, into any business application requiring detailed information about hardware, software or mobile devices. That's what the "B" in our name stands for – we map your Business DNA, so you can Know What You're Made Of™.