



The IT Genome Company™

Customer Success Story

AstraZeneca

Years of dramatic growth through mergers and acquisitions had left one of the largest global pharmaceutical firms, AstraZeneca, with 67,000 employees across 255 sites in 147 countries—and more than 90,000 IT assets ranging from notebooks to enterprise-wide applications. To provide an inventory of IT assets, as well as to install and update software and security patches remotely, AstraZeneca relied on Microsoft System Center Configuration Manager (SCCM).

Challenge

Although SCCM worked well for software updates and patches, its inventory capabilities weren't up to the task of managing the firm's complex environment of IT assets worldwide. It created too much unstructured data – millions of rows of it – for the kind of global lifecycle support AstraZeneca required. Something more was needed to help make sense of all that data.

Solution

After evaluating a number of solutions, and at Microsoft's recommendation, AstraZeneca chose BDNA, the IT Genome Company™, focused on mapping IT's DNA and helping organizations eliminate IT waste. The solution consisted of BDNA Normalize™, and Technopedia™ (previously known as BDNA Catalog).

BDNA Normalize dramatically increases the value of deployed discovery tools such as Microsoft SCCM by transforming data they create into actionable information for strategic decision-making. Through the normalization of differences across various product names, installations and versions, it highlights inefficiencies, duplicities, and budget waste.

Technopedia is an encyclopedia of critical information of every major software and hardware product in the technology industry; it powers the entire IT Genome Center holistic portfolio, of which BDNA Normalize is part. Technopedia is the engine that drives the categorization, alignment, and structuring of discovered data. It provides extensive product taxonomy and an exhaustive collection of signatures that make normalization possible.

AstraZeneca selected BDNA for its compatibility with Microsoft SCCM and the Windows environment, as well as other key vendors such as Oracle and SAP. "BDNA was not only compatible with our



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InformationWeek, Bernard Warrington, Global IT Asset Lead, AstraZeneca

existing application, it was also highly customizable to match our specific requirements,” says Bernard Warrington, Global IT Asset Lead at AstraZeneca. BDNA also delivered the scalability AstraZeneca needed to meet future growth, as well as the quality of documentation and ongoing vendor support required to ensure success.

The normalized SCCM data allows AstraZeneca to consolidate information organizationally and structurally to manage IT assets and software licenses throughout their complete lifecycle. “Being audit-ready is crucial for AstraZeneca. The company needs to be able to demonstrate the accuracy of their control processes at all times,” says Warrington. “That key element has been provided by the BDNA solution.”

Benefits

Leveraging AstraZeneca’s existing tools, BDNA Normalize is giving the pharmaceutical firm an informed, global view of its IT assets that was unavailable before. This allows the company to:

- Prepare for internal or external license compliance audits and stand its ground when challenged by vendor reviews claiming under-billed assets
- Identify opportunities for product consolidation to reduce licensing and maintenance fees
- Gain more control during purchasing negotiations with the vendors, resulting in better pricing
- Diagnose cases where money is being wasted on unnecessary products within IT
- Ensure enforcement of license compliance processes and agreements and uncover “rogue” installations of unapproved versions

Through BDNA, AstraZeneca no longer views asset management as an accounting exercise, but rather as an opportunity to maximize return on investment. The project is on track to reduce cost by 28 to 40 percent. “Prior to BDNA, AstraZeneca was unable to achieve potential cost savings from vendors,” says Warrington in an interview with Bob Evans from InformationWeek. “Millions and millions of dollars are at stake.”

About BDNA

BDNA is the IT Genome Company™.

BDNA (www.bdna.com) has spent a decade mapping the Genome of Information Technology. The result is Technopedia™ – the world’s first IT Genome encyclopedia, a complete collection of critical information of every major software and hardware product in the technology industry. BDNA’s IT Genome Center, built around Technopedia™, enables IT organizations to sequence their own genetics to finally Know What They Are Made Of™, and eliminate IT waste. BDNA’s diverse customer base includes HSBC, Lockheed Martin, Motorola, Pfizer, State of California, Telecom Italia, AstraZeneca, US Army and the World Bank. BDNA is based in Mountain View, California, with sales offices and partners throughout North America, Europe and Asia.

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