

Businesses run on technology. But often no one knows exactly what technology is deployed, where it resides and how it is used. CIOs lack the insight to plan major data center migrations, guard against audits, leverage existing technologies, or evaluate new technology initiatives in a meaningful way. BDNA Discover creates a trusted, complete record of all IT assets, delivering the transparency and insight necessary to measure and manage the business of IT.

The Challenge: Understanding IT Landscape

Despite the magnitude of the enterprise investment in technology, few organizations have accurate, up-to-date information about the technology that powers the business. The challenge is not only determining what technology is deployed in IT, but across the business. This basic snapshot of technology is beyond the grasp of most organizations.

Today's IT environment is much too complex and critical for this kind of "flying blind" operation. Detailed, complete, and relevant information about what technologies are deployed throughout the business are needed for:

- Tracking progress and driving IT accountability
- Confirming that security and compliance policies are enforced consistently throughout the business
- Identifying opportunities for consolidation, virtualization and other IT initiatives

Discovering IT, Quickly

BDNA Discover offers the industry's most comprehensive and fastest-to-deploy discovery solution, so that IT can finally know what it has, what it uses, and what it really needs.

BDNA Discover is a discovery solution that creates a trusted, complete system of record for all assets and layers of IT resources. It uses patented, agentless technology to provide a comprehensive, accurate and immediate insight into your global IT infrastructure. The discovery process is rapid and can be run repeatedly to track technology initiatives progress and monitor infrastructure changes over time.

BDNA Discover combines high-speed asset discovery, verification technology, and corporate ownership information to create a FactBase. The result is a

comprehensive repository of data with current, relevant and actionable information about your enterprise technology environment that can be analyzed or explored to make informed decisions. The FactBase shows role-relevant information at a high level and enables a drill down to specific servers, virtual machines, applications, or business units. BDNA Discover provides the Office of the CIO with the transparency and confidence to manage initiatives that are central to the business:

- Procurement: Guide investment decisions; reduce licensing costs and compliance risk; promote strategic sourcing within IT
- IT Operations: Identify cost saving opportunities; accelerate and track IT initiatives; monitor outsourcing projects
- Security and risk management: Identify non-compliant systems and associated risks; track effectiveness of security policies

Manage the Business of IT

Executives in the Office of the CIO need to be able to quickly identify areas that require their attention. For example, discovery may reveal that various competing products are used throughout the organization to provide essentially the same solution. This situation, potentially resulting from M&A activity, represents IT waste, since consolidating to a single vendor can bring down the price per copy. By uncovering this issue, and performing the necessary rationalization, executives can make the decisions that cut down IT's costs. BDNA Discover's dashboards combine summary information with sophisticated visual representations so executives can make informed decisions to more effectively manage the business of IT.

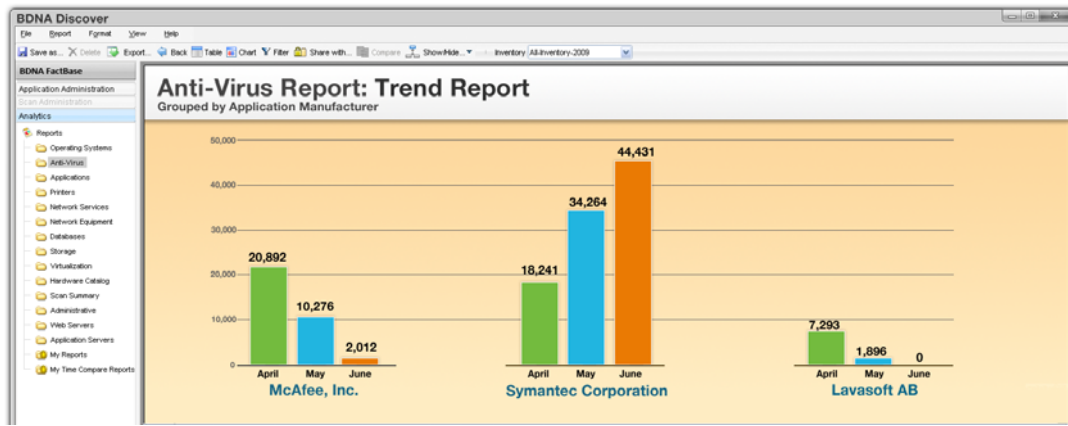


Figure 1: Monitoring Anti-Virus software rationalization with BDNA Discover

Enterprise Scale

With more than 150,000 fingerprints which instruct it how to discover various IT hardware and software systems, BDNA Discover offers unparalleled IT landscape coverage. From identifying an IP phone to understanding the 3-tier deployment of an IBM WebSphere application, BDNA Discover provides insight into every element of IT - physical and virtual. And it will do so both quickly and efficiently, agentlessly scanning 100,000s of thousands of IP addresses in hours.

Powered by Technopedia™

BDNA Discover leverages Technopedia, an encyclopedia of critical information of every major software and hardware product in the technology industry. Technopedia is the engine that drives the categorization, alignment and structuring of discovered data. It places every discovered asset – both hardware and software – in a taxonomy that allows for intelligent summarization. This categorization allows organizations to aggregate or “roll up” categories of assets for analysis. Technopedia content can be consumed in Sequences, intelligent packages that are focused around an organization’s specific IT concern or need.

Know What You’re Made Of™

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’re 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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BDNA can do much more than discover IT assets. BDNA Normalize™ dramatically increases the value of deployed discovery tools by transforming data they create into actionable information for strategic decision-making. BDNA Enrich™ adds context and relevance to existing discovered asset data by augmenting it with undiscoverable market data - thereby enabling informed strategic decisions.

More details on BDNA Normalize and BDNA Enrich are available in their respective datasheets.

Summary

BDNA Discover enables organizations to quickly understand what assets are on their network, where they are located and how they are being used. It creates a trusted, complete system of record for all assets and layers of IT resources that provides decision-makers the information necessary to begin the process of eliminating IT waste.

BENEFITS

- ➔ Quick time-to-value through completely agentless discovery
- ➔ Unparalleled IT landscape coverage with more than 150,000 fingerprints
- ➔ Enterprise scale – scans 100,000s of IPs in hours
- ➔ Modular consumption with BDNA Sequences

