

Partial information often leads to guess-work, which in turn can result in bad decision-making. Since some IT information cannot be automatically discovered, and the process of manually finding it is labor-intensive, few organizations know everything there is to know about their IT infrastructure. BDNA Enrich aligns undiscoverable market data with discovered data to provide a complete set of information required to eliminate IT waste.

The Challenge: Data without all the Facts

Discovery tools, by definition, generate incomplete data. Their output, therefore, is often missing the context to be actionable. For example, servers can't tell discovery solutions how many cores their CPU has, how much power they consume, or their physical dimensions. Software products don't report back when support ends. In many cases, information such as warranties and support agreements tends to change often in response to market dynamics; this, in turn, makes the manual gathering of information untenable. There is too much information and too little time for IT organizations to collect it and keep track of it. Hence, incomplete data is often used in IT's decision-making.

The Danger of Partial Data

Incomplete data can be more dangerous than no data at all. For example, knowing that your organization is utilizing three different anti-virus vendors for its security needs is not enough to make an informed decision about which vendor to keep. Without information on current support levels for the different versions currently deployed throughout the organization can lead IT managers to select the solution that is already under expensive extended

maintenance. Another example is when IT organizations are asked to reduce expenditures for utilities, power, and floor space. While hardware specifications are often available on the Web, searching for and collecting that information across numerous models is a time-consuming process. For IT executives who need to quickly make decisions about how to consolidate different data centers in order to reduce the cost of IT, this process is just not feasible.

Raise the Bar with Market Data

BDNA Enrich adds context and relevance to existing discovered asset data by augmenting it with undiscoverable market data - thereby enabling informed strategic decision-making. BDNA saves organizations the time and effort required to collect this information. Our team of researchers gathers market data on thousands of products and solutions by scanning hundreds of resources to provide businesses with reliable data on server dimensions, power consumption, CPU cores, support dates, warranties and much more. The market data is continually refreshed to reflect the evolving technology landscape. Thus, BDNA Enrich enables organizations to have complete, up-to-date information on their IT, so they can diagnose the areas where IT is wasteful.

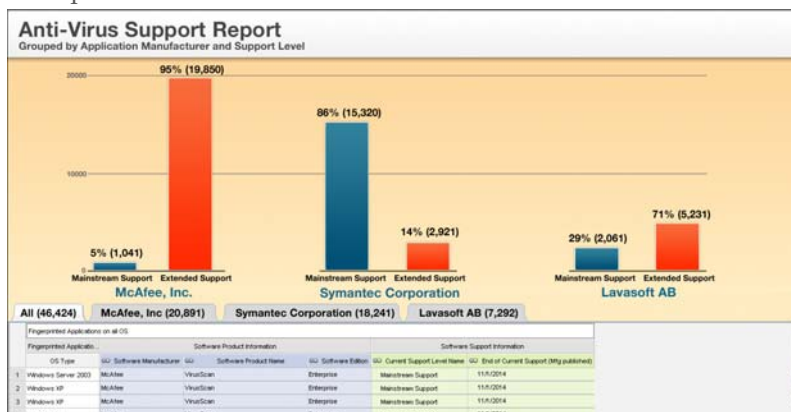


Figure 1: Anti-Virus deployment grouped by vendor and support level

The Business Value of Enriched Data

Complete information is imperative for making the right decisions. For example, market data on servers' power consumption enables IT organizations to select "green" solutions that can reduce expenditures for power and cooling. Data center consolidation can be achieved by better understanding of the physical dimensions of hardware. BDNA Enrich even allows tracking the number of CPU cores to provide improved visibility into the number of license a product installation actually consumes.

BDNA Enrich can support multiple IT initiatives for cutting cost and eliminating waste. Among others, it enables to:

- Analyze the affects of M&A activity to shed light on current product manufacturer, new support agreements, hardware warranties, and version numbers
- Select vendors whose products are in support in order to cut maintenance costs
- Evaluate risk and cost of maintaining aging assets
- Identify opportunities for reducing IT infrastructure costs (utilities, power, floor space)
- Provide hard data for supporting virtualization and Green IT

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.

For more information, please visit theitgenome.com.

The Bigger Picture

BDNA can do much more than add context and relevance to discovered data with the introduction of market data. BDNA Normalize™ dramatically increases the value of deployed discovery tools by transforming data they create into actionable information. BDNA Normalize leverages Technopedia™ to map the raw data from tools like Microsoft SMS/SCCM, Tivoli and others into information that empowers lowering IT expenditures. More information on this service is available in the BDNA Normalize datasheet.

Summary

Leveraging Technopedia, BDNA Enrich aligns market data with discovered data to deliver a comprehensive, up-to-date, and reliable set of information required to eliminate IT waste. By automating the arduous task of collecting non-discoverable market data, BDNA Enrich enables organizations to have the complete information needed to make sound business decisions to drive down the cost of IT.

BENEFITS

- ➔ More accurate license usage picture by incorporating CPU core information
- ➔ Enables Green IT cost-benefit analysis with energy efficiency specifications
- ➔ Support Data Center Consolidation with hardware dimension information
- ➔ Facilitates more informed upgrade decisions with support level information