

More than ever before, IT decisions need to be information-driven. Indisputable and easily understood information is required to justify infrastructure investments, procurement decisions, product lifecycle assessments and more. BDNA Publish enables organizations to pull reliable, structured BDNA information into 3rd party applications, in order to help them make IT cost-cutting decisions.

The Challenge: “Information Islands”

IT uses a plethora of tools to manage, and optimize, its infrastructure. However, often times these tools are disparate from each other, so they effectively become “information islands”. The siloed structure of IT only worsens this problem. As a result, many insights that could have been made regarding the elimination of waste within IT are rendered unattainable. Where relevant, actionable information is needed, only bits and pieces of unstructured data exist.

BDNA Publish – The Channel to IT Genome Center Information

BDNA Publish enables applications such as CMDB, Asset Management, and Business Intelligence (BI) to pull reliable, structured information from any and all solutions of BDNA’s IT Genome Center – BDNA Discover, BDNA Normalize, BDNA Enrich, and Technopedia. That information can then be used by IT organizations for numerous business initiatives targeted at eliminating IT waste.

Having this single point of access to BDNA information means that IT executives need not worry about where the information came from – for example, if it is asset information discovered by BDNA Discover or Microsoft SCCM data normalized by BDNA Normalize; instead, they can trust that it represents a holistic view of IT waste problem areas.

BDNA Publish supports many use cases. Below are several examples.

Example 1: License Compliance

IT organizations have to stay on top of software licenses used throughout the business. With BDNA Publish, both discovered and normalized information on the actual deployment of software can be channeled into a solution that contains entitlement information. The resulting “de-jure vs. de-facto” image can serve as a wake-up call for IT that it is under-licensed and thus at risk of an expensive settlement agreement following a vendor audit, or as a pointer that licensing costs can be cut since the organization is vastly over-licensed.

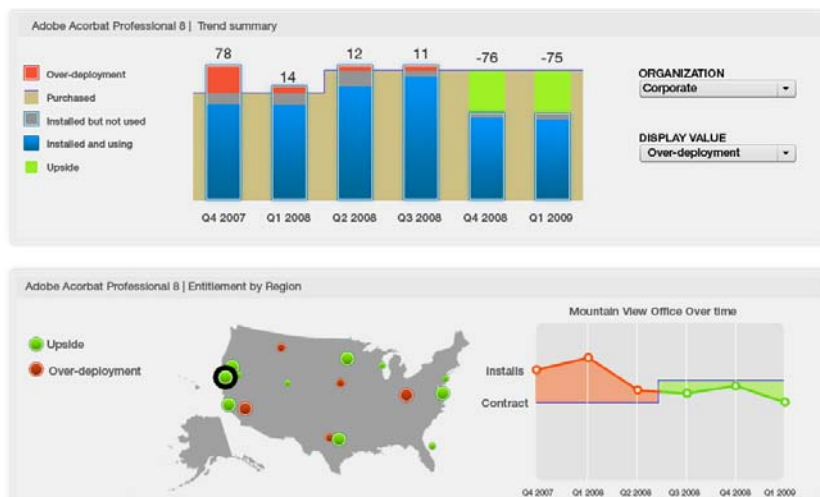


Figure 1: Deployment information from BDNA Publish used inside a License Compliance application

Example 2: Green IT

As businesses become increasingly aware of the need to become more environmentally-friendly, one of their focus areas is IT, which is a big “electricity hog”. BDNA Publish can supply enriched server power consumption information into a Decision Support System (DSS). Used in conjunction with electricity cost information and pricing information on alternative, more energy-efficient server models, a simple cost-benefit analysis regarding the financial viability of upgrading existing server models can be made. Such informed decisions can result in huge savings for IT, but also in marketing buzz for the entire business for being more “Green”.

Example 3: Application Rationalization

Software support phases and dates are determined by vendors in response to changing business needs. As a result, IT organizations, who cannot keep track of this moving target, unnecessarily spend millions of

maintenance dollars on outdated software that is on extended maintenance. To resolve this issue, BDNA Publish can channel enriched support information from Technopedia into a Configuration Management System (CMS). For organizations pursuing the implementation of a Federated CMDB, such information can add a critical aspect to their CMS, as rarely will they have other sources for it. Once retrieved from BDNA Publish (a CMS trusted source, in this case), this important element of tracking IT waste can fuel the process of deciding how and when to upgrade out-of-date products to refrain from paying elevated maintenance fees.

Summary

With BDNA Publish, organizations can leverage their discovered, normalized and enriched data across a whole host of 3rd party applications for countless initiatives focused on eliminating IT waste. Thus, this single point of access to IT Genome Center information is a vital part of the fight to cure IT.

BENEFITS

- ⇒ Channels BDNA insights regarding IT waste issues into other applications
- ⇒ A single point of access to IT Genome Center information
- ⇒ Supports initiatives such as License Compliance, Green IT, Applications Rationalization and many more

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.