



IT is sick. It's complicated, it's chaotic, and it costs way too much. And the sickness is spreading, because every new user, device, server and application makes it worse. Until now. With BDNA's IT Genome Center, IT organizations can finally sequence the genetics of their IT, diagnose the source of the IT Waste sickness, and move to cure it.

A Sickness Called "IT Waste"

IT has done wonders for companies. The applications and infrastructure deployed by IT have allowed businesses to reach out to new customers and market segments, better collaborate with their partners, and improve employee engagement. But as the number and types of technologies continued to grow, IT simply lost track of exactly what technologies were deployed, who was using them, what value they delivered to the business, and at what cost. Thus, it can be said that IT became sick. Instead of contributing to the corporate bottom line, IT became wasteful and inefficient. And this "Waste Sickness" became so engrained in IT's DNA, that now most IT organizations don't even know it's there.

A Revolutionary Approach to Diagnosing IT Waste

BDNA's IT Genome Center (ITGC) is a suite of products which sequences IT's genetics in order to reduce its cost and optimize existing investments. It helps IT organizations know what they have, what they use, and what you really need. Using the ITGC, enterprises can identify problems and inefficiencies in their IT organization and move to cure them - eliminating IT waste and freeing up IT budget for innovation.

With the IT Genome Center, IT organizations can make strategic decisions targeted at cutting IT cost. These may include initiatives like data center consolidation, application rationalization, virtualization and Green IT. Organizations can also realize more value from existing investments in discovery tools, Configuration Management Systems (CMS), and the likes.

The IT Genome Center gets its name from what BDNA calls "IT DNA" - a combination of discovered IT information as well as non-discoverable market data. To obtain this "IT DNA", the solution suite includes a combination of robust products and services, the center of which is Technopedia.

Understanding IT

At the core of the IT Genome Center is Technopedia™, the world's first IT Genome encyclopedia. Much like the Human Genome Project, BDNA has spent many years sequencing the DNA of modern IT organizations. Technopedia has a complete collection of critical, up-to-date information for every major software and hardware product in the technology industry. In fact, it combines detailed information about all the technology that is publicly available. To date, Technopedia contains information on over 10,000 vendors, 80,000 products, and nearly 1 million market data points. By approaching the encyclopedia as a continuous manufacturing operation, BDNA delivers fresh, relevant, and complete content that drives IT optimization decisions. For example, actionable data in Technopedia on product support dates, energy consumption, and physical dimensions can help organizations determine when to upgrade hardware and software, how much floor space is needed to house servers, and how much it will cost to run each device. Technopedia contains the data needed to do cost-benefit analysis of IT infrastructure to drive down costs.

Discover What You Are Made of

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 comprehensive, accurate and immediate insight into an organization's global IT infrastructure. The discovery process is rapid and can be run repeatedly to track technology initiatives, compare time periods, and monitor infrastructure trends over time. BDNA Discover gives IT organizations the transparency and confidence to manage key business initiatives such as Procurement, IT Operations, Security and Risk Management. For example, with BDNA Discover, organizations can confidently identify unlicensed applications to guard against expensive audits, which could otherwise run into millions of dollars.

Get More from What You Have

BDNA Normalize™ dramatically increases the value of deployed discovery tools by transforming data they create into actionable information for strategic decision-making. Using product-specific “signatures”, Normalize maps the raw data from tools like Microsoft SMS/SCCM, Tivoli and others into information that empowers lowering IT expenditures. All discovered assets are placed into a standardized taxonomy, and translated to current market names of products and manufacturers for intelligent summarization. BDNA Normalize can assist in preparing for audits, identify opportunities for product consolidation, and uncover “rogue” installations of unapproved solutions. For example, organizations can save millions through the consolidation of similar applications which reduces licensing costs as well as the overhead required to maintain them.

Measure the Immeasurable

BDNA Enrich™ adds context and relevance to existing discovered asset data by augmenting it with undiscoverable market data - thereby enabling informed strategic decisions. To make those IT optimization decisions, organizations need a complete set of information; BDNA saves them the time and effort required to collect this information. Our team of researchers gathers market data on products and solutions by scanning hundreds of websites to provide businesses with reliable data on product dimensions, CPU cores, support dates, hardware warranties, power consumption and more. One example for the use of enriched data is Green IT initiatives, which require organizations to understand their current energy footprint as well as potential reductions through hardware replacement programs. BDNA’s market data is continually refreshed to reflect the evolving

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.

technology landscape so that organizations have complete, up-to-date, otherwise-undiscoverable information on IT assets to make decisions that help reduce IT waste.

Sharing Information

BDNA Publish is a solution that enables applications such as CMDB, Asset Management, and Business Intelligence (BI) to pull reliable, structured information from BDNA’s IT Genome Center solutions – BDNA Discover, BDNA Normalize, BDNA Enrich, and Technopedia. That information is then used by an IT organization for numerous business initiatives targeted at eliminating IT waste. For example, BDNA Publish can be used in conjunction with License Compliance solutions. Both discovered and normalized information on the actual deployment of software can be channeled through BDNA Publish into a solution that contains information about entitlements. 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 expensive settlement agreement following a vendor audit, or as a pointer that licensing costs can be cut since the organization is vastly over-licensed.

Summary

BDNA’s IT Genome Center is the diagnosis toolset for today’s sick IT. Until now, every new technology, new application and new device made IT more complicated, chaotic and costly. But using BDNA’s IT Genome Center, IT organizations can finally find out exactly what technologies are deployed, who is using them, and at what cost. The IT Genome Center empowers organizations to understand, diagnose, and work on curing IT.

BENEFITS

- ↪ Holistic solution set that identifies IT waste issues
- ↪ Keeps IT organizations in touch with the ever-changing technology market
- ↪ Empowers informed strategic decision-making