

DATA SHEET

BDNA Insight

BDNA Insight creates a trusted, complete system of record for all assets and layers of IT resources, delivering the transparency and insight necessary to measure and manage the business of IT.

Despite the magnitude of the enterprise investment in technology, few organizations have accurate, up-to-date information about the technology that powers the business. They lack the visibility to measure IT effectiveness, assess the impact of policies and decisions, and support IT accountability to the business as a whole.

BDNA Insight combines high-speed asset discovery and verification technology, corporate ownership information and a detailed technology catalog. The result is a comprehensive FactBase that delivers relevant and actionable information about the enterprise technology environment. BDNA Insight provides the Office of the CIO with the transparency and confidence to manage the imperatives that are central to the business:

- Security and risk management: Identify non-compliant systems and associated risks; track effectiveness of security policies
- 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

BDNA Insight can be delivered in a traditional license model or as an on-demand, subscription based service.

Get results quickly

BDNA Insight supports timely decisions with rapid insight into the current IT inventory, delivering actionable information in hours or days rather than weeks or months.

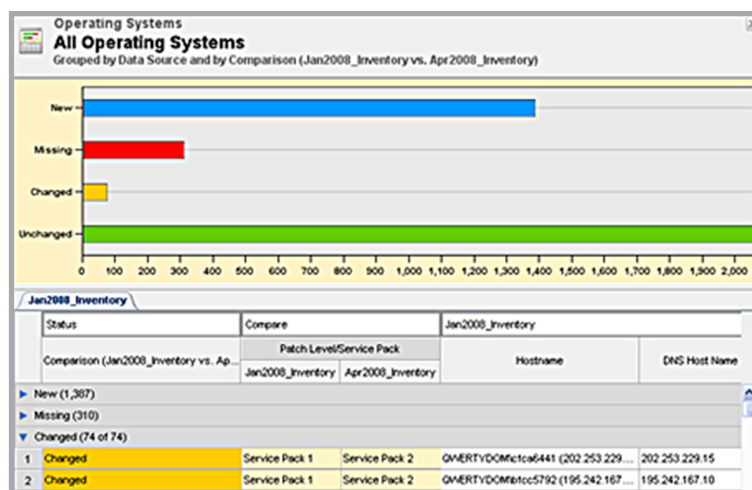
BDNA Insight uses patented, agentless technology to create a comprehensive FactBase. You do not need to install agents on servers, or compromise the security of essential servers by providing administrative account access. The discovery process is rapid; you can run it repeatedly to track the status of technology initiatives, compare time periods, and monitor infrastructure trends over time.

ESSENTIAL BENEFITS

- Measure and manage IT initiatives, operations
- Identify and mitigate risk
- Reduce procurement costs

KEY FEATURES

- Fast, agentless discovery
- Transparency into virtualized environments
- Comprehensive technology catalog
- Powerful analytics and trend analyses
- Dashboards and reporting



See what has changed for each system using comparative analytics.

See relevant data in context

BDNA enriches the discovered IT asset information with the industry-leading BDNA Catalog, an integrated part of the Insight solution. The catalog includes industry data about products and manufacturers; product categories; and support and warranty information.

By integrating business-specific information in the results, you can analyze and act on data by departmental unit or geographic location.

Monitor virtualized environments

BDNA Insight delivers insight into both physical and virtual systems, tracking and mapping virtualized environments without the use of agents. It provides visibility into the installed applications and configuration of various virtualization environments. You can map applications within virtual environments back to the physical system they depend on. You can use this information to determine how many of your systems have been virtualized and how much has been gained through greater density.

Identify trends or explore the data

BDNA Insight creates a comprehensive fact base that you can analyze or explore to support informed decisions. It also provides the intuitive, interactive interface for exploring that data.

For example, you can easily compare specific attributes between two different time periods and identify trends over time. You can see role-relevant information at a high level or drill down to specific servers, virtual machines, applications, or business units. Verify if a specific machine has changed or determine if trends are aligning with corporate goals and initiatives. The possible uses for this fact base are almost limitless; common applications include:

- Plan and track data center migrations.
- Find underutilized servers for server virtualization and consolidation initiatives or determine what percentage of your environment has been virtualized.
- Measure technology adoption rates or look at compliance trends over time.
- Find unsupported operating systems or database versions.
- Determine actual software deployment for software licensing negotiations and which ones are moving towards out-of-compliance.

Track the business of IT with dashboards

Role-based dashboards allow executives in the Office of the CIO to identify areas that need further attention, at a glance. This capability allows them to prioritize initiatives and goals, and track progress towards completion on a regular basis.

The dashboards transform summary information with sophisticated visual representations so executives can respond quickly with informed decisions. By measuring and managing to performance goals, large enterprises and organizations can more effectively manage the business of IT.

About BDNA

BDNA's software provides IT organizations the tools to significantly reduce IT spending through a best-in-class agentless discovery, the industry's best IT products catalog and award-winning IT asset management solutions. Our 350 customers are trend setters in ROI-driven initiatives; they include HSBC, Lockheed Martin, Motorola, Pfizer, State of California, Telecom Italia, US Army and the World Bank.

BDNA is based in Mountain View, California, with sales offices and partners throughout North America and Europe. For more information, please visit bdna.com.