

CASE STUDY

AstraZeneca

Converting Raw Microsoft SCCM Asset Data Into Actionable Information for IT Decision-Making

Years of dramatic growth through mergers and acquisitions had left one of the largest global pharmaceutical firms, AstraZeneca, with 67,000 employees across 255 sites in 147 countries—and more than 90,000 IT assets ranging from notebooks to enterprise-wide applications. To provide an inventory of IT assets, as well as to install and update software and security patches remotely, AstraZeneca relied on Microsoft System Center Configuration Manager (SCCM). While SCCM provides thorough data on IT assets, inventory reports can run to millions of lines of difficult to interpret raw data. To find actionable decision-making information that may be hiding in plain sight, AstraZeneca deployed BDNA Normalize™ and Technopedia™ to filter, sort, enrich and organize SCCM asset inventory output.



BUSINESS PROFILE

AstraZeneca is a global, innovation-driven, integrated biopharmaceutical company that discovers, develops, manufactures and markets prescription medicines for six important areas of healthcare: cancer, cardiovascular, gastrointestinal, infection, neuroscience, and respiratory and inflammation.

INDUSTRY

Biopharmaceuticals

BUSINESS CHALLENGE

Maintain compliance with software licensing agreements across a global IT infrastructure covering 90,000 IT assets serving 67,000 employees.

SOLUTION

BDNA Normalize and BDNA Technopedia to add value to asset inventory information generated by Microsoft SCCM.

BENEFITS

Strengthened negotiating position in vendor software audits and renewals.

Identify consolidation opportunities.

Assure high fidelity compliance with software licensing agreements and internal policies.

CHALLENGE

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– Bernard Warrington, Global IT Asset Lead, AstraZeneca

Although SCCM worked well for software updates and patches, its inventory capabilities weren't up to the task of managing the firm's complex environment of IT assets worldwide. It created too much unstructured data—millions of rows of it—for the kind of global lifecycle support AstraZeneca required. The company clearly needed something more to help make sense of all that data.

SOLUTION

After evaluating a number of solutions, and at Microsoft's recommendation, AstraZeneca chose BDNA on the strengths of the company's technology portfolio. For the solution, AstraZeneca deployed BDNA Normalize and Technopedia.

BDNA Normalize dramatically increases the value of deployed discovery tools such as Microsoft SCCM by transforming data they

create into actionable information for strategic decision-making. Through the normalization of differences across various product names, installations and versions, it highlights inefficiencies, duplications and budget waste.

Technopedia is an encyclopedia of critical information of every major software and hardware product in the technology industry. It powers the entire solution portfolio, of which BDNA Normalize is part. Technopedia is the engine that drives the categorization, alignment, and structuring of discovered data. It provides extensive product taxonomy and an exhaustive collection of signatures that make normalization possible.

AstraZeneca selected BDNA for its compatibility with Microsoft SCCM and the Windows environment, as well as other key vendors such as Oracle and SAP. “BDNA was not only compatible with our existing application, it was also highly customizable to match our specific requirements,” says Bernard Warrington, Global IT Asset Lead at AstraZeneca. BDNA also delivered the scalability AstraZeneca needed to address its current 90,000-asset IT infrastructure and meet future growth. AstraZeneca also valued BDNA's quality of documentation and ongoing vendor support in ensuring success of the asset management initiative.

Normalized SCCM data as processed by BDNA Normalize allows AstraZeneca to consolidate information organizationally and structurally manage IT assets and software licenses throughout their complete lifecycle. “Being audit-ready is crucial for AstraZeneca. The company

needs to be able to demonstrate the accuracy of their control processes at all times,” says Warrington. “That key element has been provided by the BDNA solution.”

BENEFITS

Leveraging AstraZeneca's existing tools, BDNA Normalize provides the pharmaceutical firm informed, global views of its IT assets that were unavailable before. This allows the company to:

- Prepare for internal or external license compliance audits and stand its ground when challenged by vendors.
- Identify opportunities for product consolidation to reduce licensing and maintenance fees.
- Gain more control during purchasing negotiations with the vendors, resulting in better pricing
- Diagnose cases where money is being wasted on unnecessary products within IT.
- Ensure enforcement of license compliance processes and agreements and uncover “rogue” installations of unapproved versions.

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Through BDNA, AstraZeneca no longer views asset management as an accounting exercise, but rather as an opportunity to maximize return on investment. The project is on track to reduce cost by 28 to 40 percent. “Prior to BDNA, AstraZeneca was unable to achieve potential cost savings from vendors,” says Warrington in an interview with Information Week magazine. “Millions and millions of dollars are at stake.”

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