

CASE STUDY

Motorola

At the Forefront of IT Efficiency, Effectiveness, and Transformation

Motorola is a diversified maker of intelligent communications products, with its product line ranging from consumer cell phone handsets, to public safety and defense communications systems, to mobile telephony infrastructure. Motorola's business portfolio is in a state of constant change, with the company moving rapidly to take advantage of market change. Motorola's IT programs must move in step with business moves without missing a beat when it comes to security, asset return on investment, or manageability. It's no wonder, then, that BDNA solutions have become go-to choices at Motorola for scouting and setting new courses for its IT programs wherever the company's business direction leads.



MOTOROLA

BUSINESS PROFILE

Global vendor of consumer, professional and carrier intelligent mobile communications products.

INDUSTRY

Technology

BUSINESS CHALLENGE

Magnim Continuous improvement of IT value to the business through cost containment, asset and process transparency, and security.

SOLUTION

BDNA software deployed as go-to solutions for asset visibility and intelligence.

BENEFITS

Clear picture of IT assets, with identification of their status as productive, non-productive, or rogue/undocumented.

Stronger negotiating positions with technology vendors, leading to pain-free cost containment.

Quickly and unambiguously identified server security standards compliance for the company's servers.

CHALLENGE

Motorola is a global communications leader. With \$22 billion in sales in 2009 and operations in 73 countries, Motorola leverages technology to achieve a competitive advantage in the ever-changing business landscape in which it competes. The company's executives sought improved technology intelligence to help fulfill Motorola IT's mission of efficiency, effectiveness and transformation. Key objectives included:

- **Gain thorough asset transparency.**

The sheer size and global nature of Motorola's operations presented a challenge for IT management. Motorola needed timely, in-depth data on every site and every piece of technology to best manage its vast resources.

- **Reduce IT expenditures.** Motorola hoped to analyze all of its technology assets to attest that they were deployed in an optimal, business-driving manner.

- **Ensure server security.** Motorola wanted to confirm that every UNIX server in the company was configured with the proper security measures to defend its networks against intruders.

SOLUTION

After evaluating several software solutions, Motorola selected BDNA because of its unique capabilities.

- BDNA technology is secure and non-invasive. It is able to access comprehensive data about hardware, software and all other networked resources — even in the largest, heterogeneous IT environments — on a continuous basis.
- BDNA software combines operational data from IT-asset management and fixed asset sources with relevant strategic information automatically retrieved from finance, procurement and operational databases. Decision makers can act upon on-demand information with insights provided by BDNA products.
- BDNA software is easy to implement, with a rapid time-to-value.

Scans happen rapidly, with detailed, comprehensive, enterprise data available in 48 hours or less.

- **Optimization of IT expenditures.** The asset inventory enabled Motorola to make fact-based decisions to

ensure that IT resources are aligned with value-adding business programs and to pool IT resources accordingly. Armed with data about usage and installations, Motorola also was able to negotiate vendor contracts more effectively, resulting in savings that greatly exceeded expectations. In the final analysis, IT-asset intelligence from BDNA products was a significant factor in Motorola's realization of tremendous savings. In many cases,

“BDNA has been instrumental in our IT transformation journey. It would be hard to imagine how we could have done all this without BDNA.”

– Toby Redshaw, VP of IT Strategy, Motorola

BENEFITS

Motorola has been extremely satisfied with BDNA's performance and the business value it has delivered.

- **Deep and complete IT asset transparency.** BDNA scanned Motorola's distributed, global network and identified tens of thousands of active assets out of a very large number of possible IP addresses.

the efficiencies allowed Motorola to fund additional initiatives without increasing the budget.

- **Compliance with security guidelines.** Motorola identified which servers were out of compliance with internal IT security guidelines and was able to remedy the situation through the rapid deployment of security software and patches.

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