

DATASHEET

BDNA Normalize™

The End of Data. The Start of Information.™

CHALLENGE

An enterprise implementation of operational or asset discovery tools such as Microsoft SCCM, Symantec Altiris, HP DDMI, and others can generate hundreds of millions of lines of data each week. IT leaders need context and depth against all this data to use it effectively. Immense value can be derived from this data but mining through it all to find relevant information is laborious, expensive and sometimes impossible.

Data overload hinders users' ability to find the information they need quickly, and without it, IT managers can't make timely, informed and impactful decisions. They need information that delivers clarity, consistency and context. Increasingly, organizations are looking to leverage their operational data to enable this decision-making.

TRANSFORM RAW DATA INTO STRATEGIC INFORMATION

BDNA Normalize transforms the data trapped in these operational tools into strategic information to drive corporate initiatives. BDNA Normalize extracts raw hardware and software data, then aligns and enriches the data, resulting in consistent, intelligible and actionable information.

BDNA Normalize increases the value of existing IT investments and enables users to tackle high-value strategic initiatives without deploying and maintaining yet another tool.

Specifically, BDNA Normalize delivers the following benefits:

- **Immediate value:** BDNA Normalize requires no changes to your existing discovery deployment and is offered either on-premise or via a service solution. Hundreds of thousands of machines can be normalized in hours or up to 1,000 SCCM managed devices as a free trial within a few hours.
- **Better decisions:** BDNA Normalize examines all source data – add/remove, executables, metering data, etc. – to ensure IT managers have the best information for decision making. For example, BDNA Normalize aligns individual software products to packaged suites and provides detailed information about the hardware on which the software is running.
- **Market context:** BDNA Normalize also delivers non-discoverable market information such as end-of-life dates Windows 7 compatibility, licensing information and power consumption with operational data, enabling strategic analysis not possible with pure-play operational solutions.

Why BDNA Normalize?

Immediate: BDNA Normalize leverages your existing infrastructure to deliver strategic information.

Consistent: BDNA Normalize cleans up the different names, versions, models and more and aligns them to current market names, providing a clear picture of the current hardware and software running in the organization.

Enriched: BDNA Normalize aligns undiscoverable market data such as end-of-life dates, power consumption and Window 7 compatibility to deliver far more relevant information from operational systems.

COMPREHENSIVE INFORMATION CATALOG

BDNA Normalize enriches operational data through its integrated catalog - the world's largest IT asset catalog - of enterprise IT product information.

- This catalog is updated daily through a combination of unique technology, processes and dedicated market researchers and is available monthly to all BDNA Normalize customers.
- As of May 2011, the catalog contains:
 - More than 10,000 manufacturers
 - More than 90,000 software and hardware models
 - And more than 14,000,000 market information data points.

NORMALIZATION PROCESS

BDNA Normalize performs a multi-step process to clarify, classify and enrich raw operational asset data into actionable decision-making information.

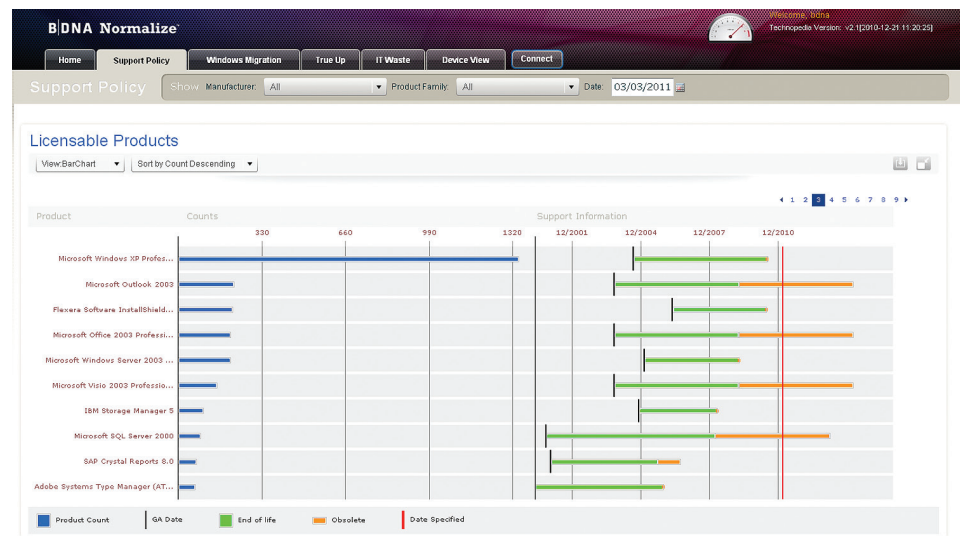
- **Filtering:** Normalize filters input data as “Relevant” or “Irrelevant” with an associated reason – Driver, Hotfix, Patch, Update, Help file, Installer, and more. The relevant data then maps to the corresponding market information. Normalize also identifies and distinguishes a stand-alone product from a component of a suite.
- **Clarification:** The ability to know when two products with different names, such as Macromedia Flash and Adobe Flash, are the same product, for purposes of a software license audit. Another example is two products, such as Microsoft SQL Server Express Edition and Microsoft SQL Server Enterprise Edition (one is free, the other is licensable), are different with regard to an infrastructure consolidation project. A third example is Java Runtime Environment. Both IBM and Oracle (Sun Microsystems) have issued separate JREs, and even though they’re similar in function, they’re considered different products.

- **Enrichment:** Bringing external product history and market data into the decision-making process. For example, BDNA Normalize can determine which servers and software are obsolete/out of support with the lifecycle information. Also provided is specific hardware information such as CPU and core count. The solution lets IT managers know immediately what software is licensable and what software is free, and determines Windows 7 readiness in hours, not months.

BDNA NORMALIZE USE CASES

- **Asset and software license management:** Create and maintain a comprehensive picture of hardware and software inventory to ensure compliance.
- **Green computing:** Analyze space and power consumption footprint.

- **Virtual desktop image:** Profile application usage by job.
- **On-boarding:** Profile-specific software and hardware for new hires.
- **Windows 7 migration:** Know if hardware and applications are Windows 7 compliant or require upgrades.
- **Application rationalization:** Reduce the number of deployed redundant applications.
- **Virtualization:** Understand what machines are virtual or physical and which physical machines are candidates for virtualization.
- **Security and compliance:** Immediately understand all unsupported hardware and software assets.



BDNA Normalize at work: Support policy view of what licensable products are out-of-date in the organization. There are 70 installations of SAP Crystal Reports 8.0 that are not supported as of September 2006..

HEADQUARTERS

339 North Bernardo Avenue
Suite 206
Mountain View, CA 94043, USA
T +1 (650) 625-9530
F +1 (650) 625-9533
americasales@bdna.com

EAST COAST

Georgetown Place
1054 31st Street NW, Suite 300
Washington, DC 20007, USA
T +1 (202) 595-7751
F +1 (202) 625-8376
americasales@bdna.com

EUROPE

121-123 Rue Edouard Vaillant
92300 Levallois-Perret
France
T +33 (0)1 41 27 65 42
F +33 (0)1 41 27 65 57
internationalsales@bdna.com

ASIA-PACIFIC

2202 West Tower, JiaDu Building
64-66 JianZhong Road
TianHe District, Guangzhou
GuangDong Province, China
T +8620 - 856 13650
asiapacsales@bdna.com