

DATASHEET

BDNA Technopedia™

The World's Largest Cloud-Based Catalog of Enterprise IT Product Information

Against a backdrop of non-stop IT industry change, sources of reliable and comprehensive IT decision-making information can be hard to find. Rapid change is the only constant in the global IT marketplace. Technologies, products, vendors, support policies, market positions, licensing terms and conditions, even product names, come and go with astonishing rapidity. It is impossible for IT program leaders to keep track of this hyperkinetic change or connect relevant market information to maintaining productivity and innovation. BDNA Technopedia™ gathers and catalogs the world's IT product information as a resource and foundation for critical IT solutions including enterprise governance, risk, and compliance, enterprise architecture, IT asset management and many more.

FEATURES & BENEFITS

Feature

World's largest cloud-based IT asset catalog with daily updates of the most accurate and complete information.

Benefit

Ensures consistency and high data quality for closed-loop systems such as strategic sourcing and procurement, asset management and compliance, and optimization and consolidation solutions.

Feature

Unique in cataloging both product information as well as market data to give visibility into name changes, support levels, licensing terms, power information and more.

Benefit

Reduces cost of manually reconciling hardware and software product information while providing relevant market context

Feature

Open interfaces to enable easy integration with a variety of IT solutions by end-users, third-party developers and solution providers.

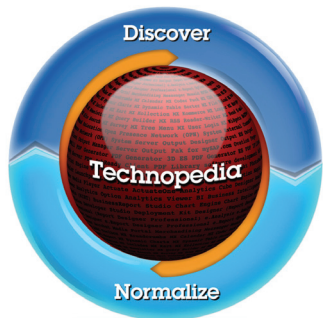
Benefit

Eliminates the cost of buying, managing and maintaining multiple catalogs while supporting the entire enterprise including finance, IT security and operations with existing solutions, or bundled with other BDNA solutions for utmost flexibility.

CHALLENGE: CONTEXT AND CONSISTENCY FOR IT ASSET DATA

Critical IT processes rely on accurate information to generate meaningful outcomes. From sourcing to enterprise architecture to configuration management databases, IT decision makers are starved for consistent, reliable reference information about the IT landscape. Key market data for hardware and software, such as models, power consumption, end-of-life dates, support levels and more is difficult to collect and virtually impossible to maintain against the flood of change in the industry.

Until recently, no centralized resource for comprehensive IT product information existed. IT organizations had to gather it manually from vendors, consultants, and other third-party resources. BDNA Technopedia is the result of a 10-year effort to collect and organize decision-critical IT product information into a single knowledge base that integrates product-inherent and external market data with a simple, automated process for accessing this information.



BDNA Technopedia is the heart of the BDNA value proposition.

PRODUCT OVERVIEW

BDNA Technopedia is the most comprehensive cloud-based catalog of enterprise IT product information. Used by IT organizations, system integrators, service providers and original equipment manufacturers, BDNA Technopedia

is the primary information source for BDNA Discover™ and BDNA Normalize™ products, as well as other third-party solutions. Technopedia delivers the foundational reference information for hardware and software information to enable IT products and accelerate your processes and projects.

Cataloging new product information

into Technopedia never stops.

Every day, BDNA releases additions and updates to Technopedia content ensuring the most up-to-date, accurate and comprehensive information on hardware, software, peripherals and other IP-enabled devices.

BDNA has organized and optimized the usefulness of Technopedia information around three key features:

In-Depth Coverage— 14,000,000 data points on 90,000 products from 10,000 vendors provide the definitive reference guide to IT hardware, software, peripherals and IP-enabled devices.

Vast Market Data— Unprecedented context and relevance from a wide range of relevant market data about hardware and software information, such as software support levels, Windows 7 compatibility, end-of-life dates, licensability, power consumption and more.

Open APIs— Simple interface for easy integration with a variety of enterprise IT solutions by end-users, software developers and providers.

GROWING PORTFOLIO OF ENTERPRISE SOLUTIONS

BDNA Technopedia has been used to support key enterprise processes and drive strategic initiatives that rely upon high quality, comprehensive and up-to-date information about the IT market such as:

- Enterprise Architecture: Deliver real-time information to drive business value and fact-based decisions.
- Sourcing: Get the most current and

BDNA Technopedia									
Product Information		Manufacturer		Supported Operating Systems		Category			
Product Name	Market Version (Version Group)	Edition	Licensable	Manufacturer	Windows	Mac OS X	Sub-category		
Acrobat	9.0	Standard	Yes	Adobe	*	*	Desktop Publishing (DTP)		
Acrobat	8.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	7.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	9.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	8.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	8.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	8.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	8.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	7.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	4	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
Acrobat	9.0	Standard	Yes	Adobe Systems	*	*	Desktop Publishing (DTP)		
After Effects	CS3	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	4.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	3.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	2.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	5.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	6.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	1.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	7.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	4.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	1.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	6.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	3.0	Standard	Yes	Adobe Systems	*	*	Multimedia		
After Effects	5.0	Standard	Yes	Adobe Systems	*	*	Multimedia		

accurate repository of IT market data to ensure what you buy can be reconciled with what is deployed.

- Normalization: Unlock the strategic value of your operational tools by generating normalized hardware and software aligned to Technopedia
- Vendor Audit: Align your software inventory for a concise picture of your deployment and defend against vendor audits.

WRAPPING UP

Technopedia represents a unique, 10-year quest to bring together and automate access to all information relevant to enterprise IT decision-making. With Technopedia, IT organizations not only get a clear, timely picture of what they have, but understand what they are looking at, and how it provides the foundational reference content that supports critical IT processes.

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