

DATA SHEET

The BDNA Catalog

The IT market is in constant change: mergers and acquisitions, new product releases, end of life for existing products, even bankruptcies. All of these events impact your IT decisions – and you need to know about them. The BDNA Catalog keeps track of all this for you. The BDNA Catalog is the most unique offering of its kind – through a revolutionary combination of technology and processes, BDNA has created the ultimate IT products catalog.

Overview

The BDNA Catalog is a repository of IT content that drives the discovery, normalization and enrichment of the IT inventory discovered by BDNA Insight. First, the BDNA Catalog stores all the fingerprints used to identify hardware and software assets as well as their relationship. Second, the BDNA Catalog provides an exhaustive taxonomy for categorizing and normalizing discovered data. Finally, the BDNA Catalog provides extensive market data to enrich the collected IT inventory with relevant market data such as software support and hardware power consumption information. If BDNA Insight were a car, the BDNA Catalog would be the gas.

KEY FEATURES

- **The BDNA Catalog is a unique industry offering**
- **The BDNA Catalog stores fingerprints, which are used to discover assets**
- **The BDNA Catalog automatically normalizes and categorizes assets**
- **The BDNA Catalog has unique market data the gives context to the IT inventory**

Find It First

The first task of the BDNA Catalog is to serve as a repository for all the fingerprints used by BDNA Insight. Fingerprints are rules used by BDNA Insight to identify hardware and software assets as well as their relationships. For example, a fingerprint for Oracle databases might discover the version, installation location, valid or running database instances as well as other systems that communicate with those database instances.

A fingerprint can be as simple as identifying an IP phone to as complex as understanding the 3-tier deployment of an IBM WebSphere application. Regardless of complexity, all fingerprints share the following characteristics:

- Define asset-specific attributes collected about the hardware, software or relationship
- Define software rules for gathering those attributes
- Used by BDNA Insight during discovery to identify hardware, software and relationships
- Are categorized and stored within the BDNA Catalog

What Did We Really Find

Historically, simple discovery tools were plagued by the problem of aggregating information effectively for analysis. Due to the varied ways software and hardware vendors would name their products, older tools could not assert that two products named “Adobe Acrobat Reader” and “Acrobat Reader” were the same product. The task of reconciling or normalizing these names to current market names was a painstaking if not insurmountable task. The BDNA Catalog addresses the two largest challenges:

- **Normalization:** After a fingerprint identifies an asset, the BDNA Catalog provides a filter through which the data is run to provide alignment with current market names. The BDNA Catalog also tracks the industry, so that products acquired or divested by manufacturers align with the current market manufacturer.
- **Categorization:** The BDNA Catalog places every discovered asset – both hardware and software – into a taxonomy that allows for intelligent summarization. This categorization allows organizations to aggregate or “roll up” categories of assets for analysis, such as network infrastructure, enterprise databases or Unix-based systems.

The value provided by normalizing and categorizing the piles of raw data collected by BDNA Insight can not be understated. Analysts can accelerate deliverables by focusing on the higher value analysis of data rather than the lower value collection and cleansing of data.

Raise The Bar

While other tools may claim to offer both fingerprinting and normalization, the BDNA Catalog provides a final value that renders these other offerings moot. Once information is discovered, normalized and categorized, the BDNA Catalog enriches the inventory with market data to provide context and relevance. Market data is externally collected information about the hardware and software assets that provides far more strategic information when aligned with the client's data.

Specifically, market data includes:

- **Manufacturer:** Current product manufacturer reflecting up-to-date M&A status
- **Support data:** Support dates and levels from product manufacturers
- **Warranty:** Warranty information for hardware products
- **Power consumption:** Hardware power and sizing information for Green IT initiatives
- **Pricing:** Standard pricing information to support refresh and disaster recovery planning

The market data provided in the BDNA Catalog automatically aligns this relevant external data with collected IT inventory information. Additionally, the BDNA Catalog data is visible through the BDNA Insight interface, allowing users to quickly switch from tactical to strategic analysis in seconds.

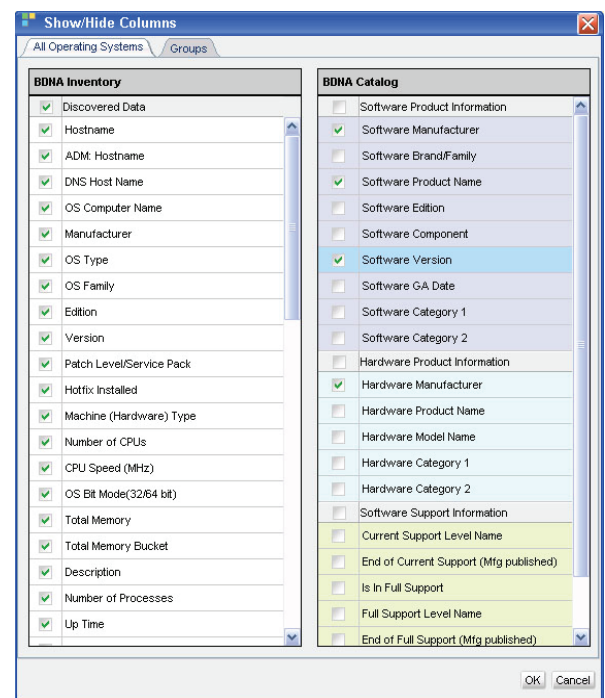


Figure 1: Sample BDNA Catalog Information

Summary

The BDNA Catalog is the gas that powers the BDNA Insight engine. Coupled with BDNA Insight, the BDNA Catalog provides the discovery, normalization and enrichment of IT inventory information. By automating the error prone tasks of collection and normalization, the BDNA Catalog can accelerate deliverables and provide higher confidence decisions.

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.