

BDNA Technopedia®

Private Catalog

BDNA Technopedia Private Catalog allows for the creation and tracking of private/in-house developed products and intellectual property. The Private Catalog integrates with BDNA Technopedia and BDNA Normalize®.

Private Catalog eliminates the need for separate tracking of private assets that can introduce the exposure of manual errors. It merges private and standard products in one central resource for easier ongoing management and access via all standard data consumption models, such as Publish, API, UI and Analyze.

Private Catalog provides a comprehensive view of a company's IT landscape, enabling more control over asset management by allowing tracking of private and public data of IT assets.

Private Catalog offers:

- Easier management and better decision-making with views and reports across in-house developed products
- Custom tailoring of taxonomy structures, custom pricing, negotiated end-of-support dates and more provide added flexibility
- Access and views of public and private products within BDNA Technopedia and Normalize that provide a comprehensive solution

Private Catalog integrates with Technopedia and is consumed through the standard User Console, Analyze, API or Database Query. Private content is marked as private and flagged. Tables are added to keep private and public content separate. During the process, Technopedia data is not changed. After mapping private content, Normalize runs to catch any unmatched packages or files.

Normalize further helps to align the new private content to the Technopedia public content and resolves differences across naming, installations and versions. Private content can also be added to the Technopedia Content Packs.

Private Catalog in Technopedia

Technopedia Catalog is a structured catalog of hardware and software product releases that provides clean, consistent baseline information about products and manufacturers. Private Catalog integrates with Technopedia to create a single view across both private and public enterprise asset information.

Technopedia Content Packs extend Technopedia Catalog with immediately actionable information for specific use cases, such as product lifecycle, hardware specifications, product pricing, Windows migrations and more. Four Content Packs are editable for private content: Lifecycle and Support, Pricing, System Requirements, and Windows Readiness.

Technopedia API is a powerful RESTful API that accesses the latest information from Technopedia and Private Catalog private enterprise content for integration into processes and projects that need the power of clean, comprehensive, accurate data about IT assets.

Key Benefits

- ✓ Creates a single catalog and view of private/public enterprise content
- ✓ Enables a common language of IT across all assets
- ✓ Empowers timely, data-driven decisions
- ✓ Reduces compliance risk and drives corporate standards
- ✓ Yields strategic insights for the CXO suite

Technopedia with Private Catalog in the Enterprise

CIOs: Align IT with business objectives by creating a single version of the truth that improves efficiencies and enables data-sharing across the enterprise.

Enterprise architects: Establish appropriate enterprise-wide standards with an easy-to-use, easy-to-understand taxonomy that is detailed and comprehensive.

Governance, risk management and compliance: Create a common, consistent language that unifies silos, improves efficiencies, and facilitates data-sharing across business units (and fully enriched with NIST CPE identifiers).

Procurement and vendor management: Provide up-to-date information on contracts, mergers and acquisitions, spin-offs, and other market activities that companies can leverage to negotiate more favorable licenses and discounts.

Vendor audits: Simplify the audit process and reduce the costs of true-ups by eliminating inconsistencies between procurement data and deployment data.

Configuration management: Improve the accuracy of ITIL processes, including service management, asset management, governance, planning and security by updating the Configuration Management Database (CMDB) with regularly refreshed market intelligence.

ITSM: Reduce IT costs, increase service levels, boost customer satisfaction and resolve issues quickly by populating ITSM systems with clean, high-quality data enriched with product intelligence, such as product lifecycle dates, latest version and patches, and supportability information.

ITAM: Achieve complete visibility into IT assets to support management ITAM initiatives that drive licensing, planning, governance, and procurement decisions.

Key Features of Technopedia

Structured: Technopedia provides comprehensive coverage of hardware and software products, all classified into easily understood and usable taxonomy

Comprehensive: Technopedia provides detailed information on a comprehensive list of hardware and software releases, including manufacturer, hardware, software, model, edition, platform, etc.

Contextual: Technopedia Content Packs provide key product information and intelligence for several initiatives, including IT lifecycle management, asset management, audits, IT planning, pricing, Windows migrations, virtualization and much more

Relevant: Technopedia contains millions of data points of market intelligence, providing the relevant market content to enable data-driven decisions

Timely: Technopedia evolves in lockstep with the velocity of IT, with more than 2,500 updates daily to ensure data fidelity

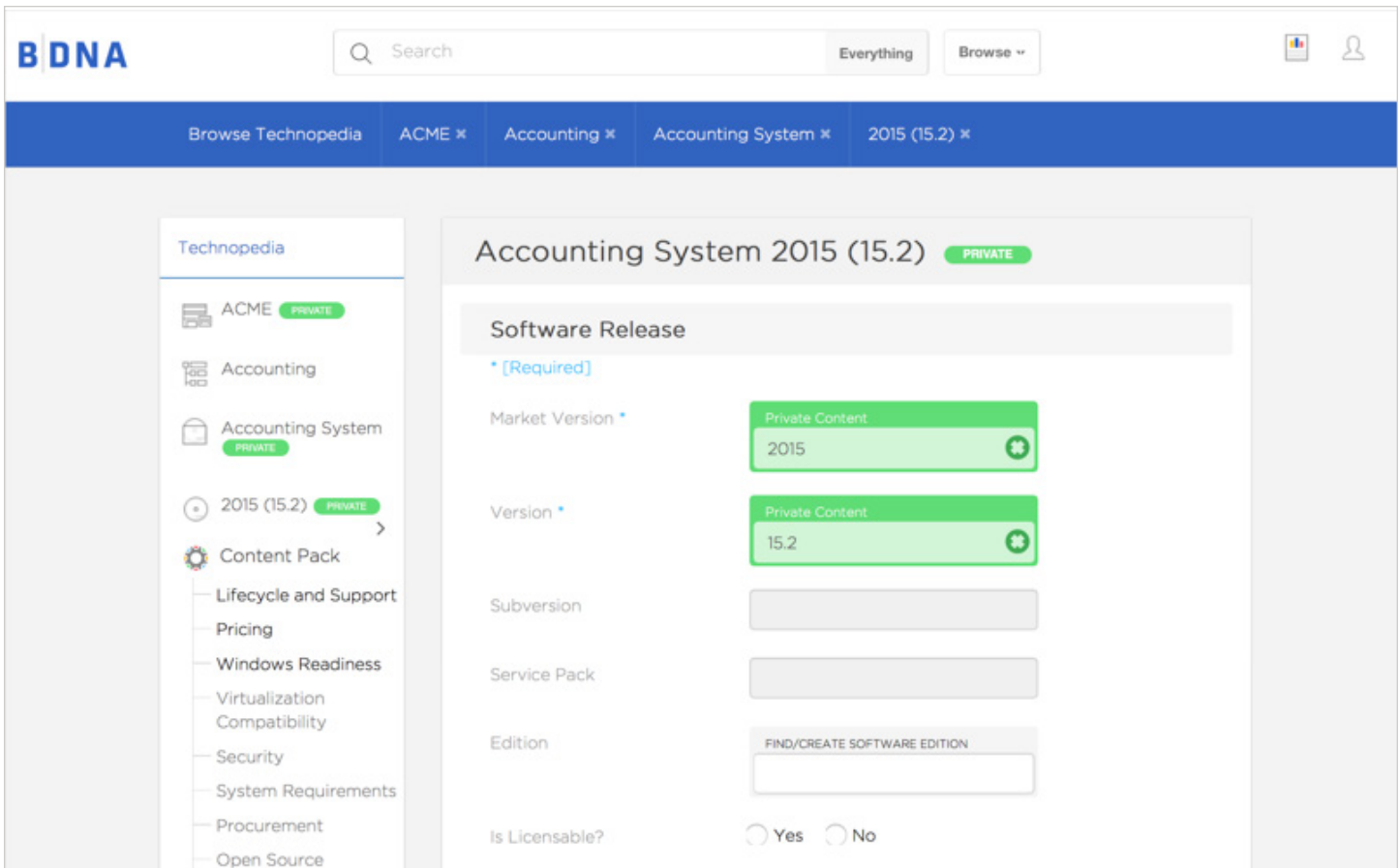


Figure 1: Sample of private/in-house developed product in Technopedia

About BDNA

BDNA transforms enterprise asset data by enriching it with market context to vastly simplify integrations, accelerate business transformation and improve decision-making. Leveraging Technopedia®, the most trusted and comprehensive hardware and software asset information source, BDNA leverages automation, a team of content experts and a proven quality framework to reconcile and normalize enterprise asset data to improve all processes and projects.

Technopedia's content library categorizes more than 1.8 million products from 34,000 suppliers with 2,500 daily updates, providing business-critical information such as compatibility, support dates, end-of life, migration plans, current manufacturer and version, and much more. Eliminating manual processes and bottlenecks, BDNA delivers automated and scalable solutions, improving visibility, compliance and time to market.

Based in Mountain View, Calif., BDNA operates globally with customers across all segments and markets. For more information, please visit www.bdna.com.

Find out more

For more information, call **650-625-9530** or visit www.bdna.com to learn more about how BDNA can transform your enterprise technology data.