

Oct 6, 2016

Technology Risk Management made easy



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The Problem

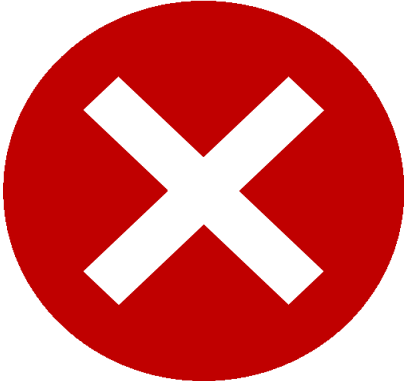
“Poor data quality is the primary reason for **40%** of all business initiatives **failing** to achieve their targeted benefits.”

Gartner Research

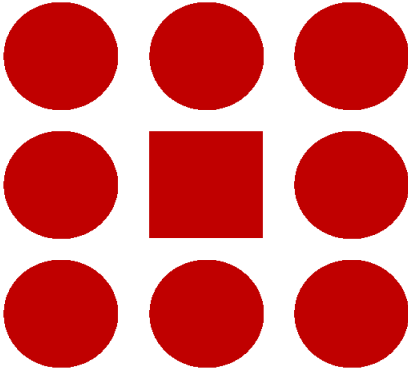
“Measuring the Business Value of Data Quality”

Report G00218962

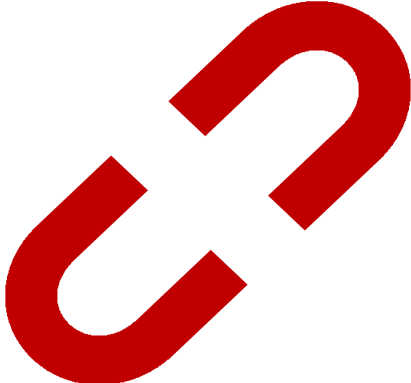
Characteristics of Poor Quality Data



Irrelevant



Inconsistent



Incomplete

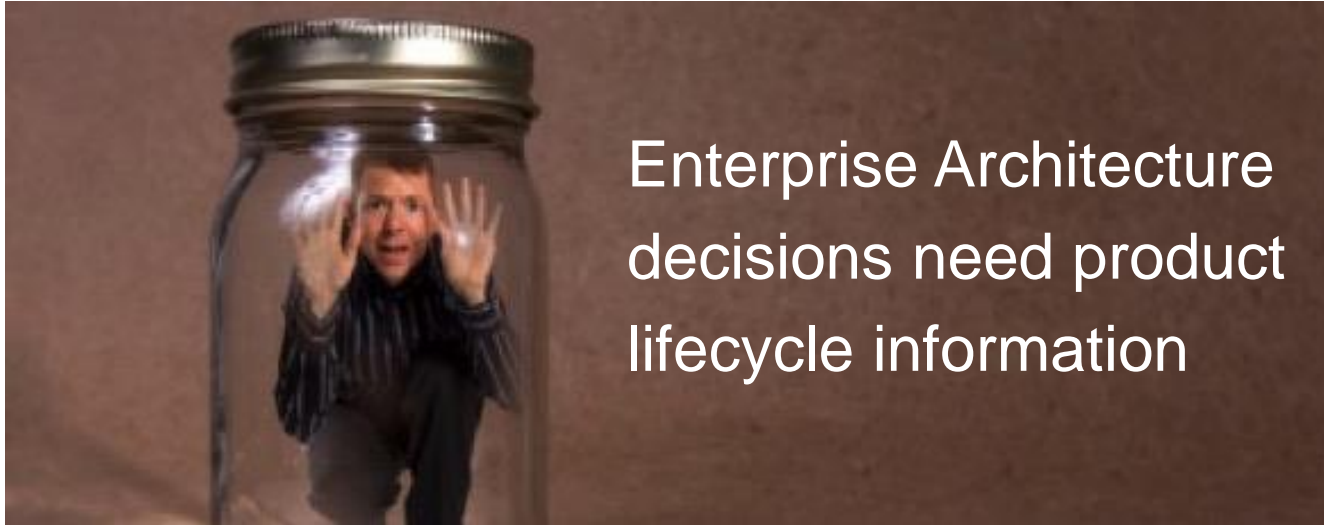
Inconsistent: Taxonomy categorization



- Category?
- Subcategory?
- Vendor?
- Major version?
- Minor version?
- **Risk: Financial impact**

A major financial institution
saved \$10M in BI tools alone
by moving from 52 to 15
products with proper
categorization

Incomplete: End of Life Data Example



- Dates & Policies are either not published by vendors, or buried behind sales & marketing documents on their website

Exacerbated by Vendor Practices



Definition and calculation of useful life varies from vendor to vendor



EOL is one of many milestones. It's often difficult to know without knowing others



Different EOL for different products from same vendor (may depend on acquisitions)



No standard policy. Most have a complicated policy that needs deciphering.

Technology Risks

- Security
- Compliance
- Migration costs
- Cost of maintenance
- Compatibility

Example: Windows 10 Migration

Windows 10 affects
more than

1,500

pieces of software in
an enterprise

Approximately

40%

of the incompatible
software with
Windows 10
requires a paid or
free upgrade

75%

of enterprise
software is
incompatible or EOL
with Windows 10

36%

of project managers
cite application
compatibility as their
number one Windows 10
migration issue.

<http://www.bdna.com/win-the-windows-10-migration>



Drives the best business decisions
by delivering the industry's
most authoritative Enterprise IT Data

BDNA Solution set

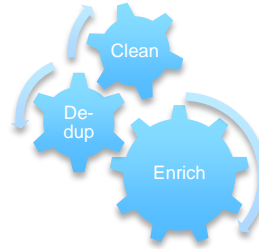
Technopedia



World's largest asset catalog

- Most complete source of Enterprise IT Data
- Over 1,500,000 products and 55M+ market data points
- Over 2,000 updates per day

Normalize



Cleans data using Technopedia

- Supports 40+ data sources
- De-dups, cleans, enriches
- Discovery & Procurement

Content Packs



Additional market intelligence

- Hardware specs
- Procurement
- Lifecycle dates
- CPE/CVE
- Compatibility

Technopedia: Catalog and Content Packs









Catalog: Unique Identity

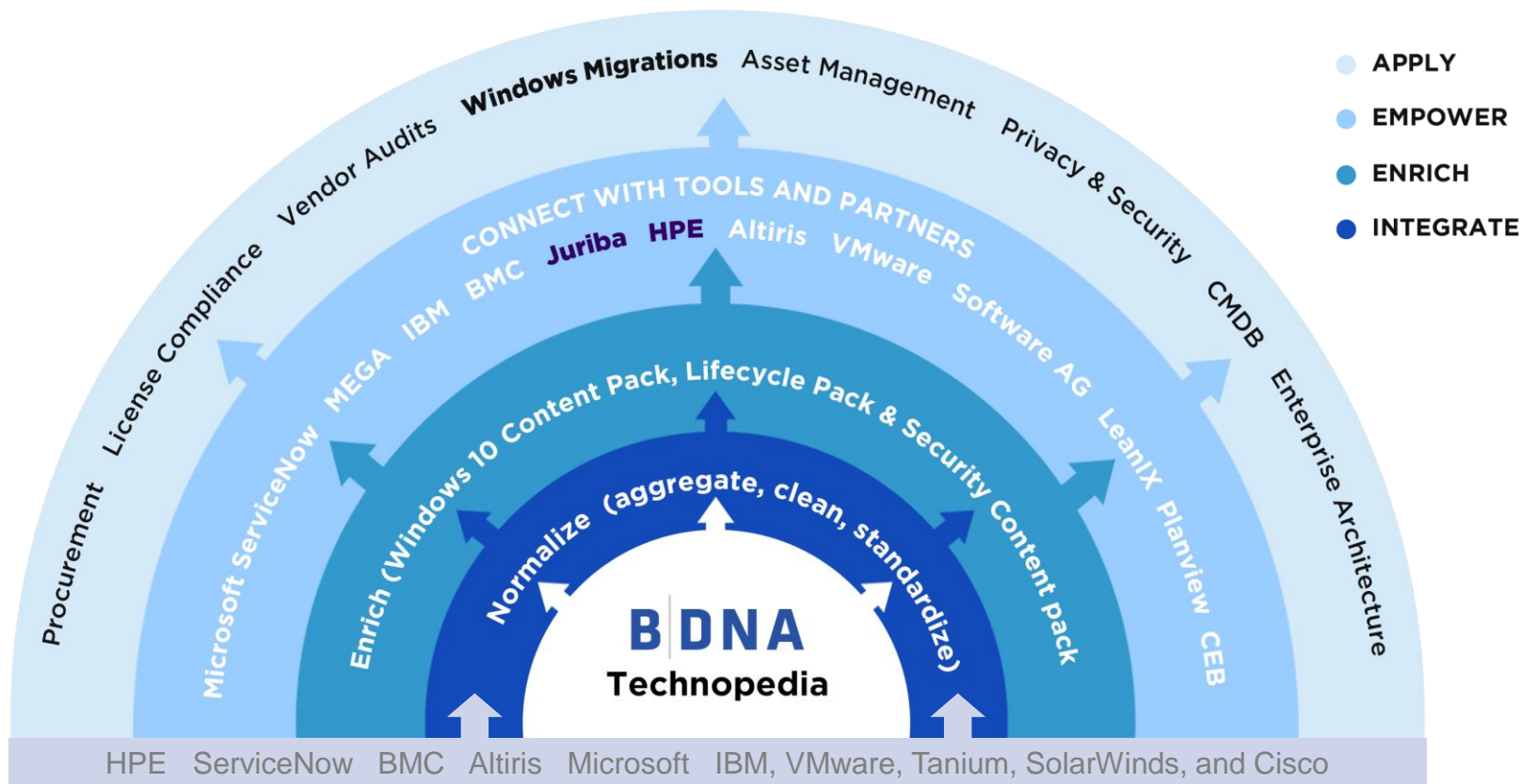


- Category/Sub Category
- Manufacturers/Vendors
- Product Family
- Product Name / Model
- Product Version
- Product Edition
- Etc.

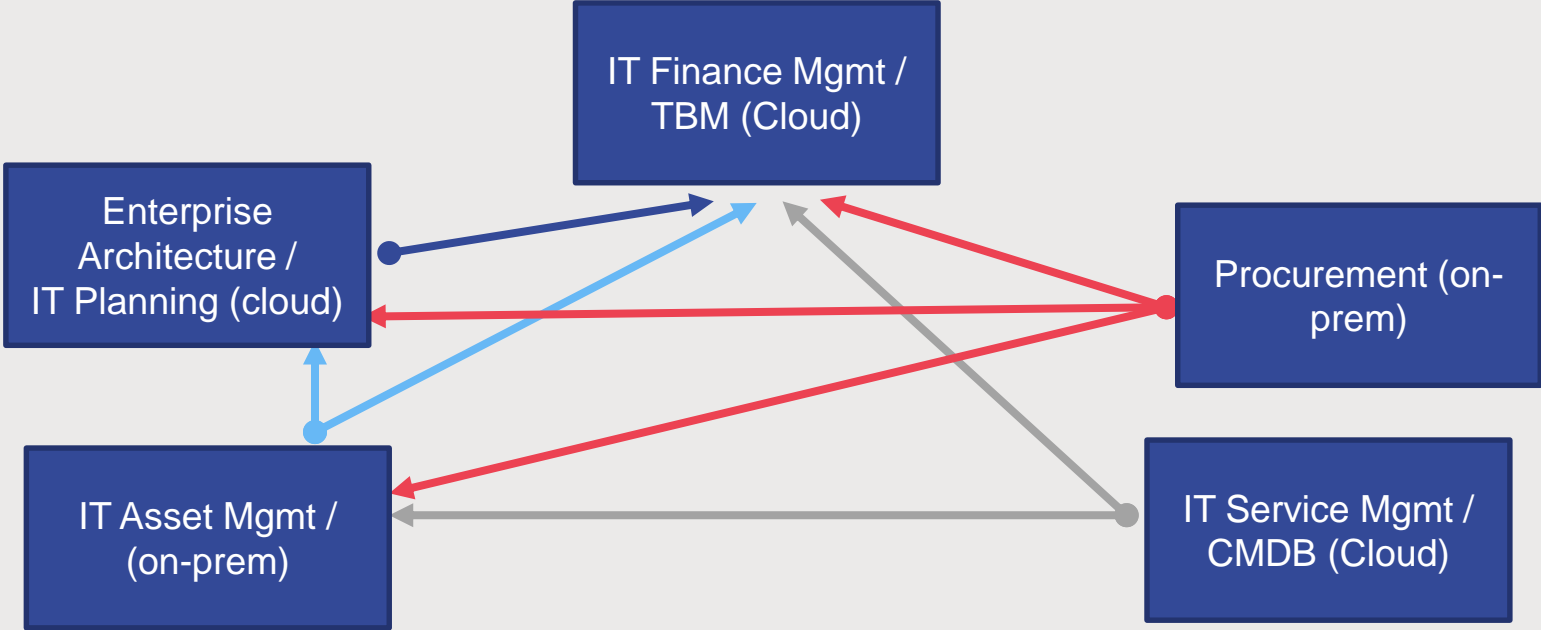
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Content Packs: Market Intelligence

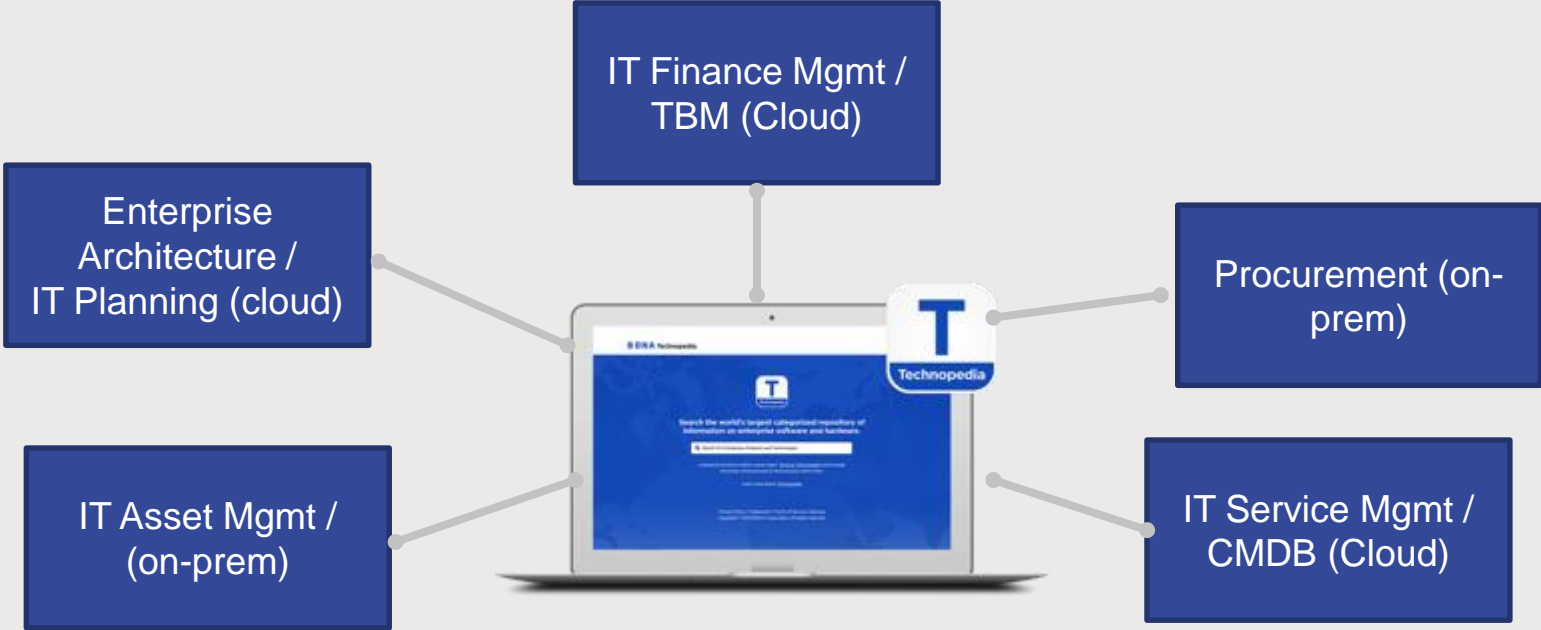
-  Security
-  Hardware Specifications
-  Pricing
-  Lifecycle and Support
-  Open Source Compliance
-  Procurement
-  Virtualization Compatibility
-  Windows Compatibility



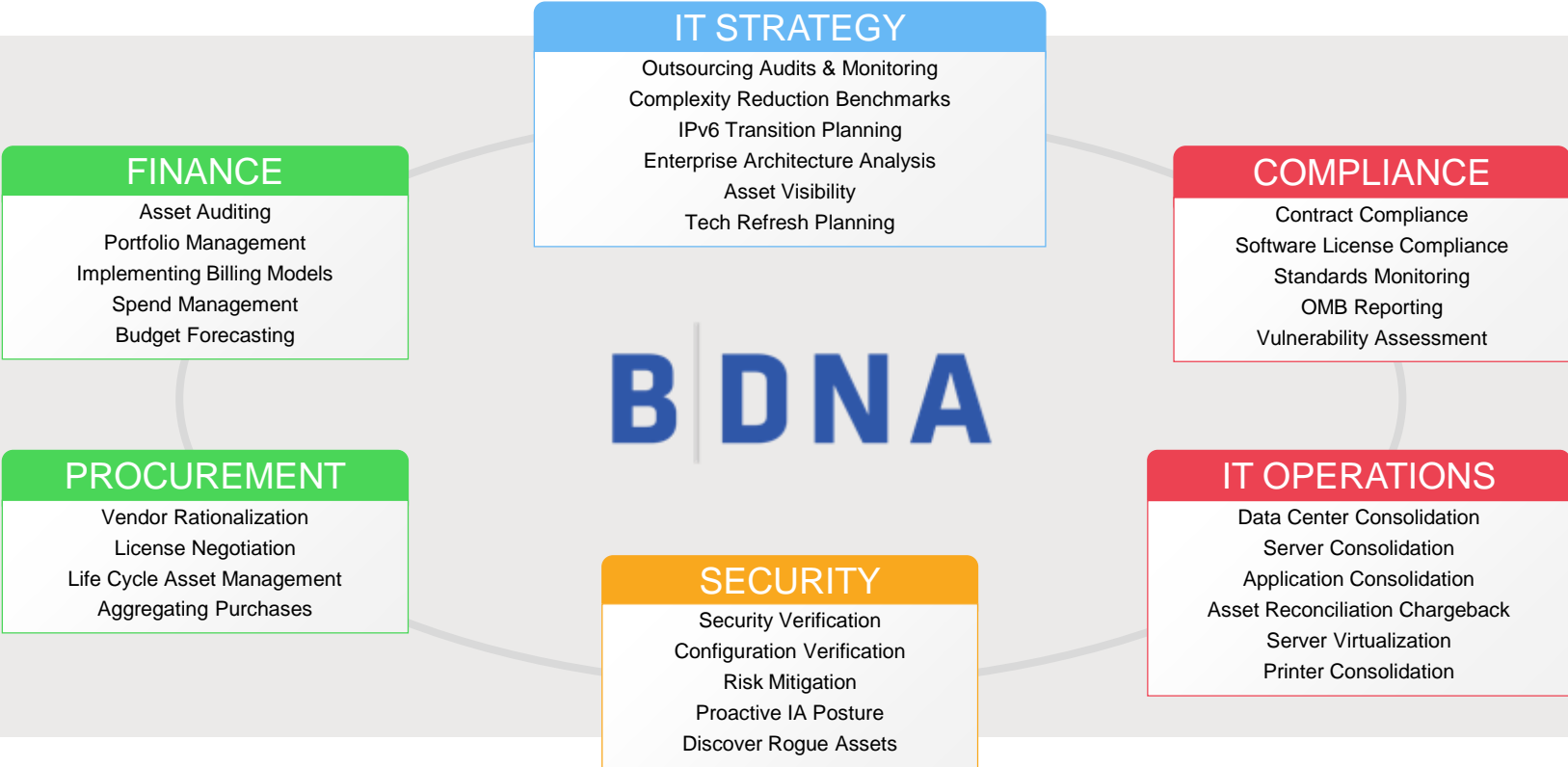
How Do They Communicate? They Don't!



The Common Language for IT



How Will You Benefit from BDNA?



Thank you

