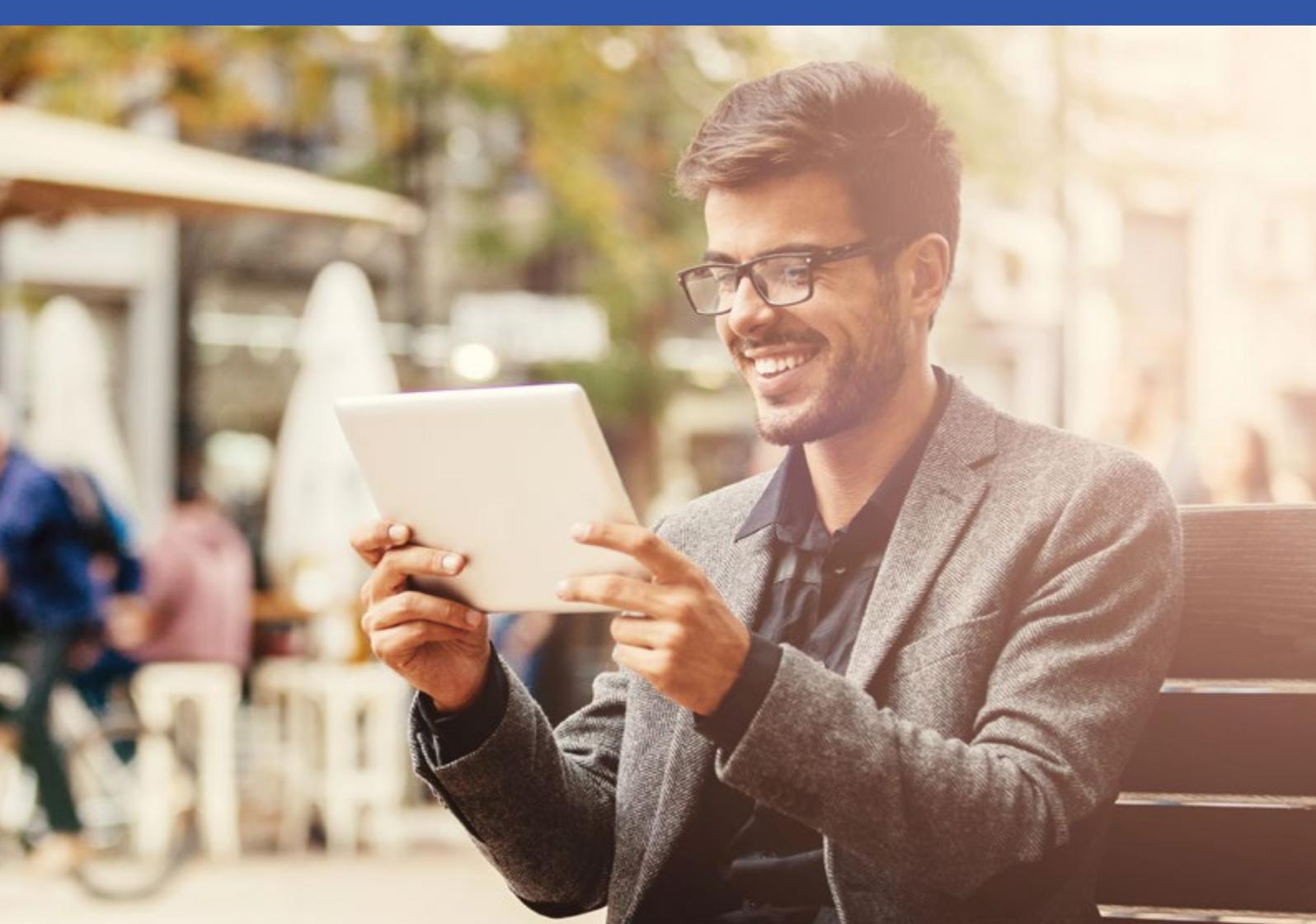


B | D N A

Better Data, Better Decisions.

www.bdna.com



Welcome to BDNA

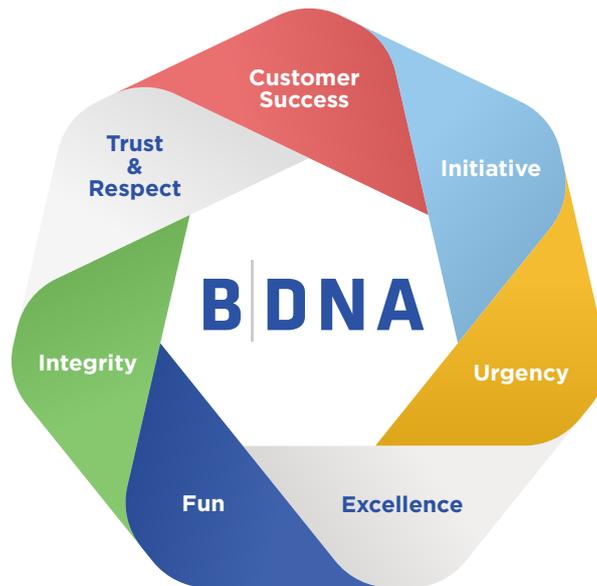
At BDNA our vision is to become the de facto standard for enterprise IT data. We help enterprises every day drive better decisions for their enterprises by producing rapid ROI, cutting waste and risk, while also promoting business agility and efficiency.

The real proof comes out of our IT Value. If there is no value seen by the IT environment, then we don't deliver on our promises. Continually we strive to deliver value to our customers by reducing costs, identifying incompatibilities, reducing financial risk of audit as well as maintaining IT control. To produce the most relevant results, we maintain BDNA Technopedia, the most complete, current and reliable repository of data about hardware and software. This catalog is the foundation from which BDNA creates the highest quality enterprise technology data in the industry, which in turn results in visibility, insight, and information that enterprises can trust. BDNA operates globally with customers and partners across all segments and vertical markets. BDNA is here to improve our customer's quality of their overall IT business.

To learn more about the BDNA offerings, please visit www.bdna.com.

Our Values

BDNA can only achieve results by abiding by core principles to accomplish our mission, which is to become the de facto standard for enterprise technology data. We are guided by seven core principles:



Customer Success

We reward our customers' faith and good judgment in choosing BDNA by making them successful, both organizationally and personally.

Urgency

We make haste slowly, moving our customers, company, and industry forward at a pace that capitalizes on change methodically.

Trust & Respect

We treat each person with the same respect we want for ourselves. That means everyone has a voice and is listened to.

Integrity

We do what we say we're going to do; even if it hurts — especially if it hurts.

Initiative

We value the focus it takes to keep us moving towards our goals. This is the same way we approach a customer engagement. We go beyond what's expected for our customers.

Excellence

We value a high standard of competence and performance. We expect much from ourselves and each other and we deliver it.

Fun

We enjoy the work we do, the people we work with, and the environment we create.

One Universal Version of the Truth

BDNA provides a common IT language every department in an organization can use to communicate, collaborate, and perhaps for the first time, interoperate with allowing everyone to receive just the right level of data. You can do all this and more without having to do it yourself, because you can outsource the maintenance of your enterprise technology data to BDNA—the company that invented its best practice and who still does it better than anyone else.

Build a Foundation of Good Data with Technopedia

As the proud creators of Technopedia, we offer the most complete, most authoritative enterprise technology data on the planet. With the straight scoop on over a million products and more than 50 million market data points, Technopedia serves as the foundation to deliver better data to your enterprise.

Apply BDNA Data to Key Use Cases and Solve Problems Across the Enterprise

When you have access to the right data, each part of the business can do a better job. Enterprise architects now have the visibility to plan for what they need, the procurement team can enter into negotiations with the upper hand, and IT can better manage your assets and services.

Access Data Through our APIs and Normalize

Add our solutions for discovery, normalization, and our APIs to connect you to the rest of the IT world. These solutions allow you to get a handle on what you're running and why, how much of what can be eliminated and what you need to buy or migrate next.

Consume and Integrate Data Across Multiple Platforms

BDNA works with some of the leading organizations in the industry to deliver quality data across the enterprise.

Integrate BDNA Across Multiple Platforms



BDNA Benefits

✔ **The foundation for IT and business alignment**

BDNA provides data about an organization’s IT estate that can be used in every corner of the organization to make the best decisions.

✔ **Enterprise-grade**

BDNA products lead the industry in completeness, robustness, and time to results. They are the most authoritative available.

✔ **Rapid ROI**

BDNA products don’t cost; they pay. Customers report significant ROI and ripple effect benefits throughout the enterprise in just a few months.

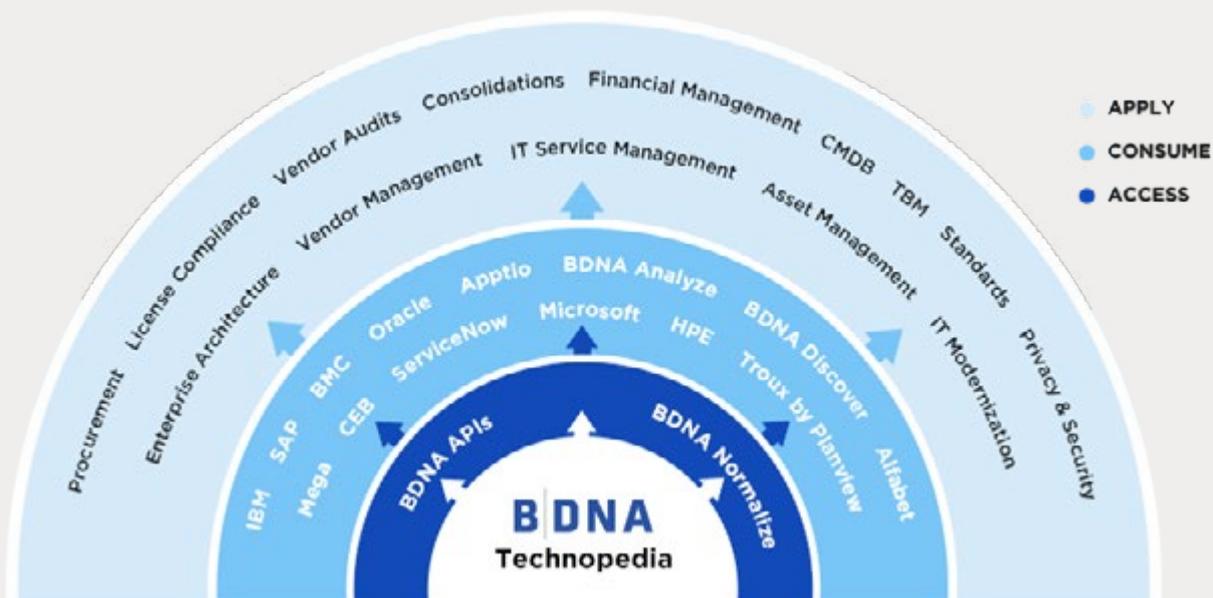
✔ **Up-to-date content**

No other catalog is as up-to-date as Technopedia. With over 1,000 updates per day, BDNA outdistances any of its competitors in terms of relevancy and currency.

✔ **Accelerate the pace of business**

BDNA promotes an organization’s ability to not just manage itself, but to accelerate its growth with greater efficiency.

BDNA Drives the Most Effective Business Decisions by Delivering the Industry’s Most Authoritative Enterprise Technology Data



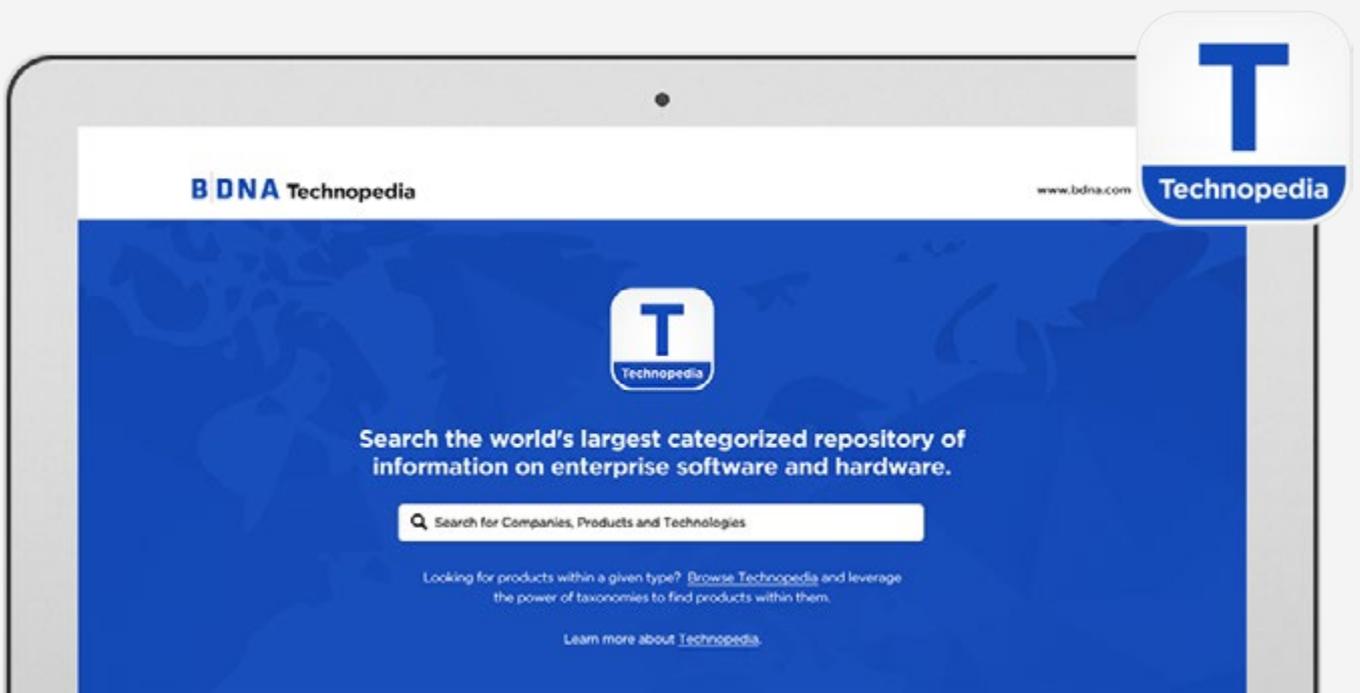
Our Products

BDNA knows that to merely collect data isn't enough. It's about both creating better data and helping our customers and partners use that data for better decisions. BDNA products drive the most authoritative enterprise technology data into processes and projects which enable better decision making. This in turn generates faster ROI and tighter alignment of IT with the business.

BDNA Technopedia

BDNA Technopedia transforms your business by delivering a single, consistent, accurate version of the truth so you can align all your IT technology, processes, and decisions — from finance and procurement to operations and compliance — around immediate and actionable data. You can also easily integrate BDNA Technopedia via APIs to Trough by Planview, ServiceNow, HPE, and many other platforms.

As the world's largest categorized repository of information about enterprise software and hardware, Technopedia currently includes millions of products and data points that are timely and relevant to market intelligence. BDNA maintains this catalog with thousands of updates per day to reflect the latest industry and market data.



BDNA Normalize

BDNA Normalize solves the data quality challenge by aggregating and reconciling data from multiple sources, including discovery solutions, client management solutions, and procurement systems. It provides the foundation for a wide variety of initiatives that span data center transformation, application rationalization, vendor contract management, license management, IT finance management, vendor audits, and more. You can also easily integrate BDNA Normalize via APIs to by Planview, ServiceNow, HPE, and many other platforms.



BDNA Normalize for Purchase Orders provides data clarity and consistency across purchasing systems and other IT systems of record. It accurately maps what was purchased to actual usage.

BDNA Discover

BDNA Discover identifies and captures every device on a network with the industry’s largest fingerprint repository. The product discovers over 1,000,000 different types of hardware and software products, both physical and virtual, across the entire IT estate. By leveraging its expansive library of discovery fingerprints, BDNA Discover gives organizations complete visibility into their IT environments, discovering and classifying a wide array of assets including servers, Linux and Unix-based devices, devices without agents, and IP-enabled non-IT devices like point-of-sale terminals, medical devices, and manufacturing equipment.



BDNA Analyze

BDNA Analyze is a modern, simplified, and interactive approach that empowers users to access, discover, and report all types and sizes of IT inventory data. With a spectrum of increasingly advanced analytics, from basic reports to interactive visual analyses, users can analyze and visualize data across multiple dimensions, all while minimizing dependence on IT. With BDNA Analyze, you can create detailed, pixel-perfect, and interactive reports in a simple drag-and-drop UI, while developing, deploying, and managing these reports in a streamlined user environment.





“The BDNA solutions enabled us to consolidate the data across the various tools. We cut implementation efforts by 75% and ongoing maintenance efforts by 90% by automating the data cleansing, population and maintenance”

Ted McCrobie | IT Asset Manager
AutoTrader.com

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