Technology Risk Management made easy



Presented by: Priya Kothari | Senior Director, Technology Alliances | pkothari@bdna.com



The Problem

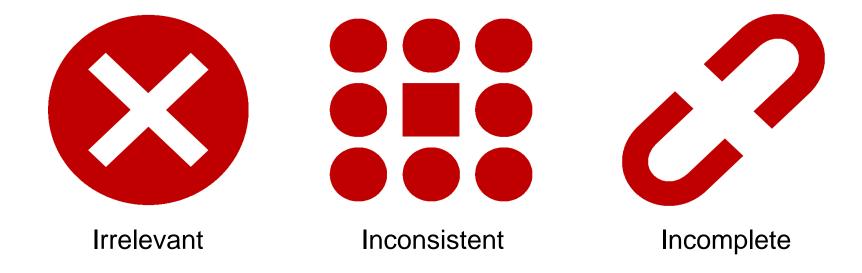
"Poor data quality is the primary reason for 40% of all business initiatives failing to achieve their targeted benefits."

Gartner Research

"Measuring the Business Value of Data Quality" Report G00218962



Characteristics of Poor Quality Data





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

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.

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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
- o De-dups, cleans, enriches
- Discovery & Procurement

Content Packs



Additional market intelligence

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

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Technopedia: Catalog and Content Packs

Catalog: Unique Identity

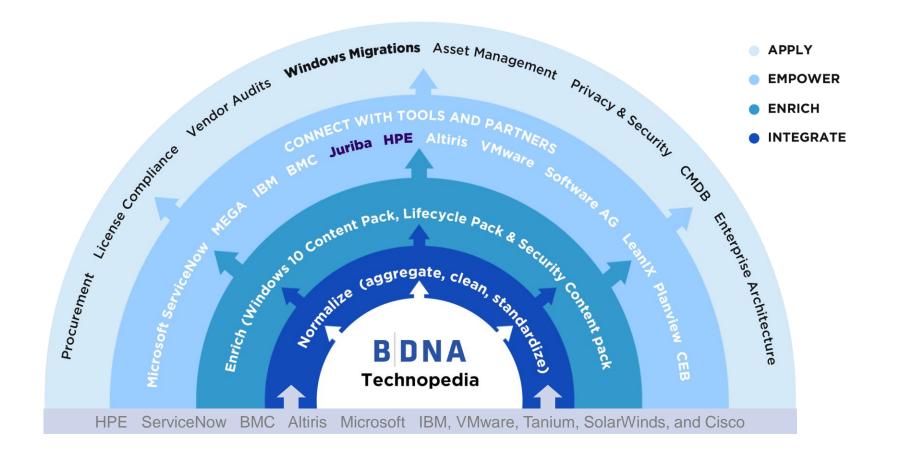


- Category/Sub Category
- Manufacturers/Vendors
- Product Family
- Product Name / Model
- Product Version
- Product Edition
- Etc.

Content Packs: Market Intelligence

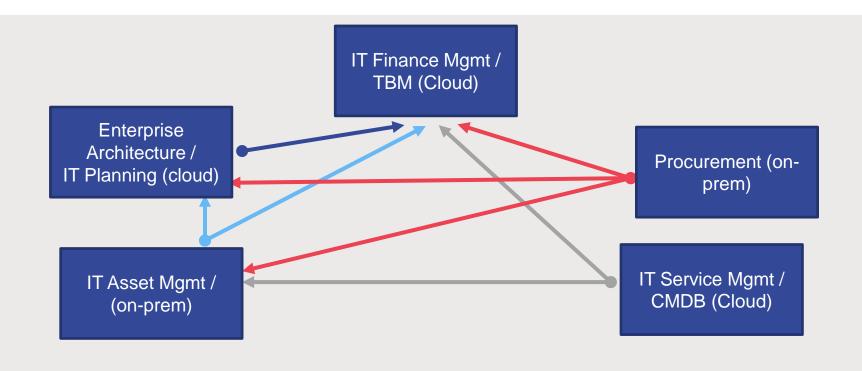
- Security
- Hardware Specifications
- Pricing
- Lifecycle and Support
- Open Source Compliance
- S Procurement
- Virtualization Compatibility
- Windows Compatibility







How Do They Communicate? They Don't!





The Common Language for IT





How Will You Benefit from BDNA?

FINANCE

Asset Auditing
Portfolio Management
Implementing Billing Models
Spend Management
Budget Forecasting

PROCUREMENT

Vendor Rationalization
License Negotiation
Life Cycle Asset Management
Aggregating Purchases

IT STRATEGY

Outsourcing Audits & Monitoring
Complexity Reduction Benchmarks
IPv6 Transition Planning
Enterprise Architecture Analysis
Asset Visibility
Tech Refresh Planning

B DNA

SECURITY

Security Verification
Configuration Verification
Risk Mitigation
Proactive IA Posture
Discover Rogue Assets

COMPLIANCE

Contract Compliance
Software License Compliance
Standards Monitoring
OMB Reporting
Vulnerability Assessment

IT OPERATIONS

Data Center Consolidation
Server Consolidation
Application Consolidation
Asset Reconciliation Chargeback
Server Virtualization
Printer Consolidation

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Thank you



