

**B | D N A**

**IT Visibility. Solved.™**

Be An IT Hero with SCCM:  
*A Windows7 Chronicle*

# Win7 Projects Need Better Information

## Too Much Noise

- 100s to 1000s of data points per system from SCCM
- Difficult to separate the meaningful from mundane

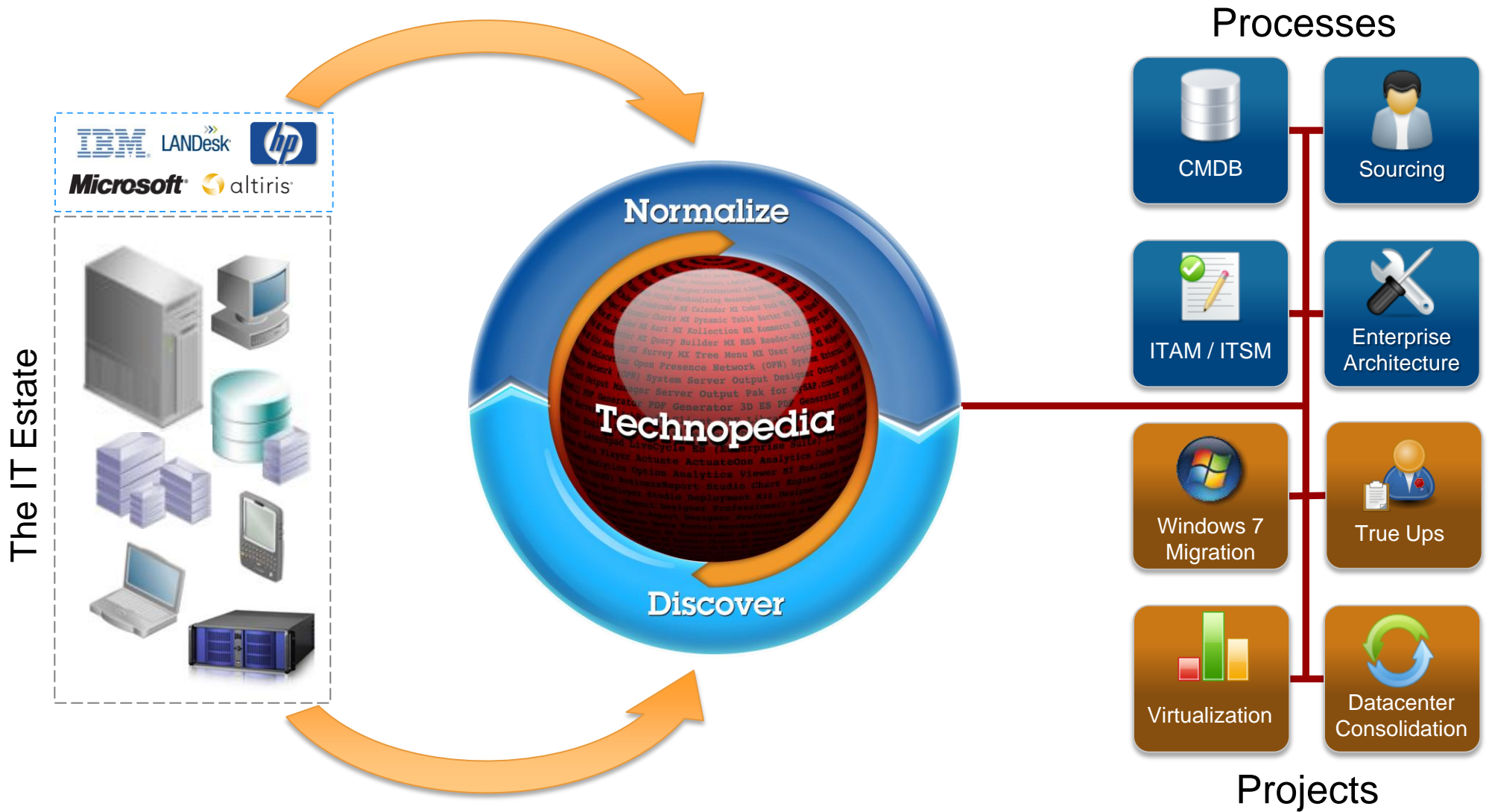
## Too Many Products and Versions

- Variability of installations, upgrades and de-installs
- Time-consuming to reconcile to external Win7 information

## Too Little Context

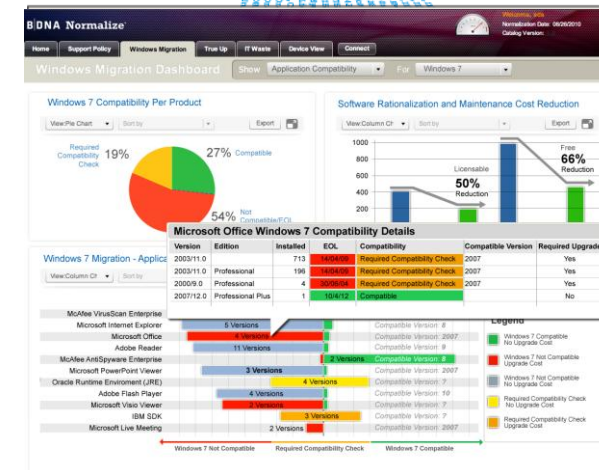
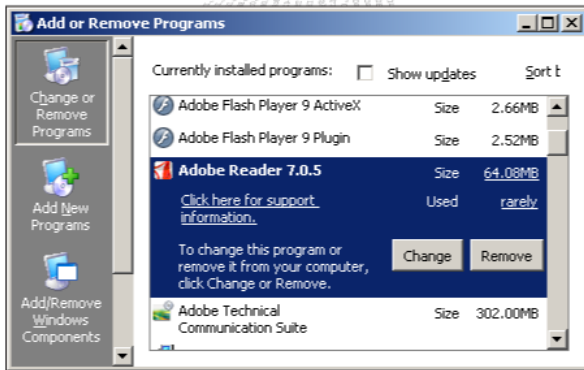
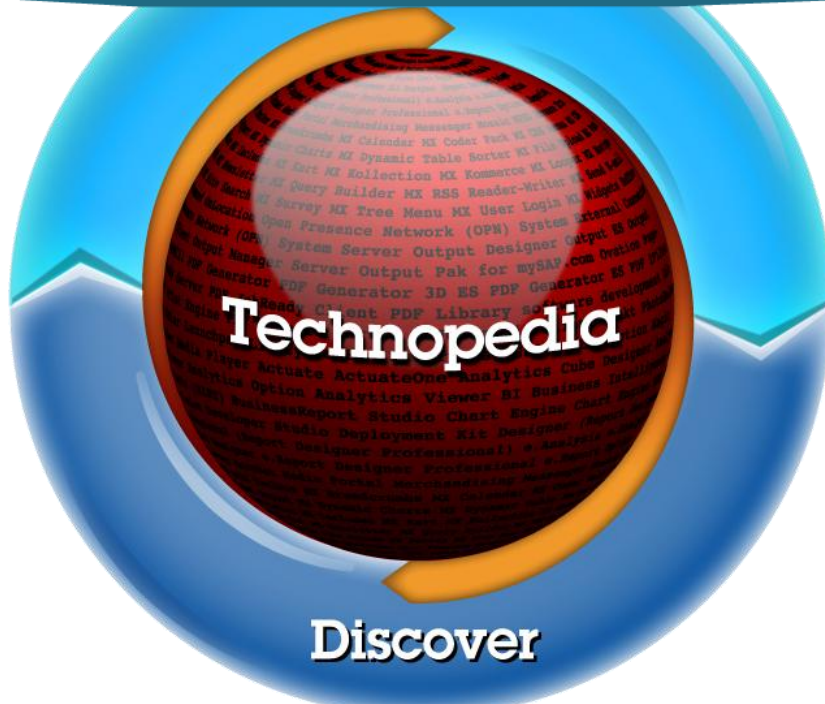
- Market velocity and M&A activity complicate picture
- Business decisions require market context and information

# The BDNA Solution Set



# Normalize – Transformation

## Normalize





## The World's Largest IT Reference Catalog, containing:

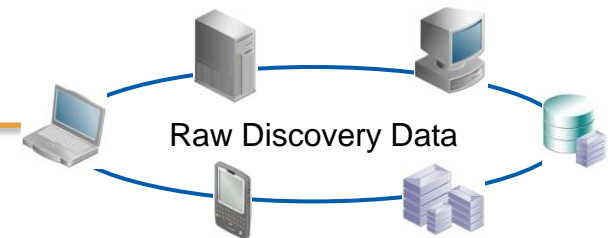
- Over 10,000 manufacturers
- Over 150,000 software releases
- Over 170,000 hardware models
- Over 14,000,000 market data points
- Attributes such as Win7 compatibility, license-ability, support end-of-life, power consumption, and dimensions
- Updated daily to capture continuous changes in industry and IT landscape

# BDNA and Technopedia

Source data	AcroRead32.exe	MSWord11.000.123	D610e
Manufacturer	Adobe	Microsoft	Dell
Product	Acrobat	Word	Latitude D610
Version	8.1	2007	--
Edition	Standard	Professional	--
Category	Apps > Productivity	Apps > Productivity	Hardware > Laptop
Power	--	--	75W
Support	Extended	Premier	Current
Is Suite?	No	Yes	--
Win7 Compatibility?	Yes	Yes	--
Licensable?	Yes	Yes	Yes



BDNA Normalize  
BDNA Discover

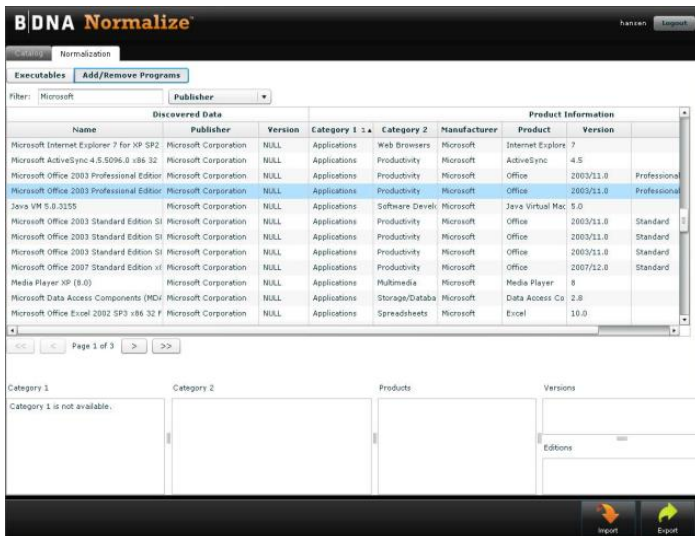


**BDNA**



# BDNA Normalize

## Get More From What You Have



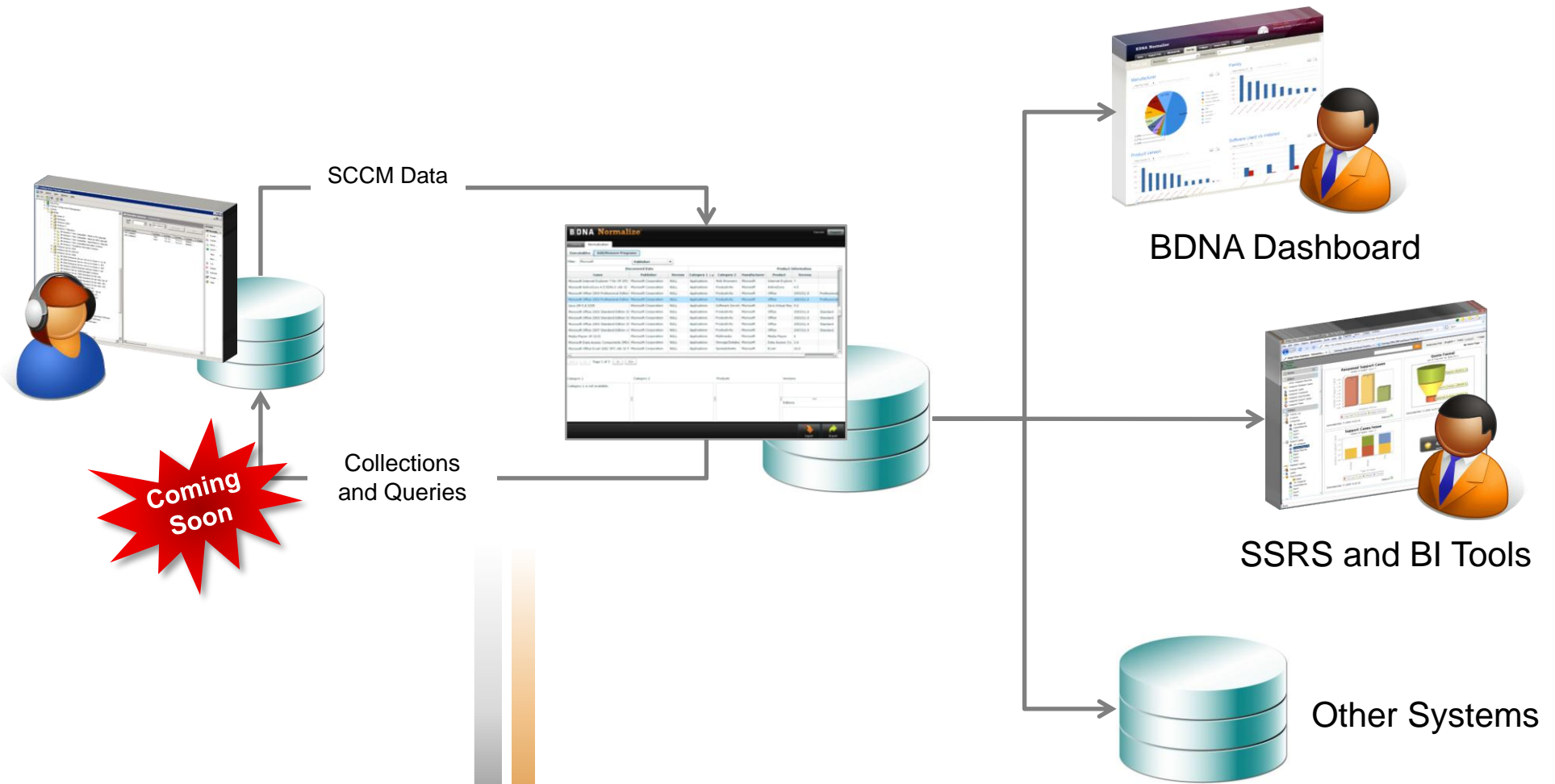
The screenshot shows the BDNA Normalize web application interface. At the top, there is a navigation bar with 'BDNA Normalize' and a user profile 'hansen' with a 'Logout' button. Below the navigation bar, there are tabs for 'Executables' and 'Add/Remove Programs'. A filter dropdown is set to 'Microsoft' and a 'Publisher' dropdown is also visible. The main content area displays a table of discovered data with columns for Name, Publisher, Version, Category 1, Category 2, Manufacturer, Product, and Version. The table lists various Microsoft products such as Internet Explorer, ActiveSync, Office 2003 Professional Edition, Java VM, Office 2003 Standard Edition, Media Player, and Excel. Below the table, there are navigation controls for 'Page 1 of 3' and a 'Report' button. At the bottom, there are sections for 'Category 1', 'Category 2', 'Products', and 'Versions', with a note that 'Category 1 is not available'.

Name	Publisher	Version	Category 1	Category 2	Manufacturer	Product	Version
Microsoft Internet Explorer 7 for XP SP2	Microsoft Corporation	NULL	Applications	Web Browsers	Microsoft	Internet Explor 7	
Microsoft ActiveSync 4.5.5094.0 x86 32	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	ActiveSync	4.5
Microsoft Office 2003 Professional Edition	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	Office	2003/11.0 Professional
Microsoft Office 2003 Professional Edition	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	Office	2003/11.0 Professional
Java VM 5.0.3355	Microsoft Corporation	NULL	Applications	Software Devel	Microsoft	Java Virtual Mac	5.0
Microsoft Office 2003 Standard Edition SI	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	Office	2003/11.0 Standard
Microsoft Office 2003 Standard Edition SI	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	Office	2003/11.0 Standard
Microsoft Office 2003 Standard Edition SI	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	Office	2003/11.0 Standard
Microsoft Office 2007 Standard Edition xl	Microsoft Corporation	NULL	Applications	Productivity	Microsoft	Office	2007/12.0 Standard
Media Player XP (8.0)	Microsoft Corporation	NULL	Applications	Multimedia	Microsoft	Media Player	8
Microsoft Data Access Components (MDAC)	Microsoft Corporation	NULL	Applications	Storage/Databa	Microsoft	Data Access Co	2.8
Microsoft Office Excel 2002 SP3 x86 32 F	Microsoft Corporation	NULL	Applications	Spreadsheets	Microsoft	Excel	10.0

BDNA Normalize increases the value of deployed discovery tools by transforming data into actionable information

- Leverages SCCM and other solutions
- Resolves differences across naming, installations and versions
- Web dashboard for quick reporting
- Easy integration with custom reporting solutions
- Tight integration back into ConfigMgr

# BDNA Normalize



SCCM Environment

Operational Focus

BDNA Normalize

Initiative Focus

**BDNA**



# Demonstration



# BDNA Normalize Case Study

## Situation

- F50 financial services firm evaluating desktop application usage
- Suspected over licensing
- Broad SCCM deployment

## Process

- BDNA Normalize across 346K desktops
- 7 hours from installation to answer

## Outcome

- Detailed install vs. usage reporting
- Immediate **\$1.6M savings** identified on just 2 products of 80 targeted
- Yearly savings of **\$320K** from reduced maintenance

Product	Installed	In Use	Savings
Project 2000	7	1	\$ 3,180
Project 2002	24	3	\$ 11,130
Project 2003	2518	404	\$ 1,120,420
Project 2007	445	59	\$ 204,580
Project 2010	10	2	\$ 4,240
Visio 2000	4	1	\$ 600
Visio 2002	46	7	\$ 7,800
Visio 2003	1483	414	\$ 213,800
Visio 2007	589	134	\$ 91,000
Visio 2010	40	23	\$ 3,400
	<b>5166</b>	<b>1048</b>	<b>\$ 1,660,150</b>

**Questions. Answers.**

