

BDNA Unveils IT Genome Strategy to UK Market

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BDNA announces presence in the UK, and its new vision and products for mapping out the DNA of IT assets within organisations

London, UK, 29th July 2010: BDNA, the IT Genome Company™, today announced its official presence in the UK market and a brand new strategy designed to solve the biggest problems facing Enterprise IT organisations – global asset visibility and management, effective asset utilisation, and overall cost reduction.

BDNA's IT Genome Strategy is based on the theory that every enterprise has an IT Genome - the complex of hardware, software, processes, and policies that define the contours of an IT infrastructure and the value it delivers. The IT Genome Strategy is the result of BDNA's decade of research mapping the DNA structure of modern IT organisations, and comprises the following elements:

- Technopedia™, the world's most comprehensive encyclopaedia of major software and hardware products, containing more than 9.5 million market data points on nearly 87,000 IT products
- The IT Genome Center, a suite of products and services taking advantage of Technopedia to discover, normalise and enrich IT data, and which can help CIOs to eliminate 75 percent of unnecessary costs and free budget for innovation

These new solutions enable organisations to map their IT Genome and bring clarity, confidence, and speed to IT decision-making. Questions such as which assets to retire or reallocate, where data center consolidation can occur, how assets are configured, and where to invest liberated budget to enhance an organisation's competitive position, are but a few of the many questions that can be answered by using BDNA's IT Genome Center products.

BDNA recently unveiled its new strategy in the U.S. market in April this year, and in France in June. Paul Winters, UK Country Manager for BDNA commented: "The IT Genome launch in the UK market responds to rising demand from organisations globally to have solutions that enable full visibility into their IT infrastructures."

Modern IT is becoming increasingly complex. As businesses grow, IT becomes more complicated, chaotic, and costly, and as businesses spend more and more money on their IT infrastructures, their environments are becoming increasingly complex and multi-faceted. Also, as businesses work on a broader and more global scale, IT assets are often purchased, operated and maintained by different departments in different locations.

Winters added: "This combined with the fact that IT infrastructures are constantly changing and evolving, makes it difficult to keep track of IT assets and their current status. Enriching asset data with content and context is essential for making informed business decisions. And, the ability to maximise the value of key IT initiatives such as virtualisation, software licence compliance, data center consolidation and green IT, and others depends on your ability to accurately see the state of your IT infrastructure. The IT Genome Strategy provides the content required for any strategic IT initiative –

discovering, normalising and enriching asset data to reduce IT cost.”

Winters is responsible for building BDNA’s presence in the UK, focusing on customer opportunities as well as expanding BDNA’s partner ecosystem.

Over the last decade, BDNA has built a global presence delivering innovative technology solutions. Today BDNA has more than 350 global enterprise customers including Pfizer, the State of California, U.S. Army and World Bank. BDNA has three R&D centers and four U.S. patents granted, with several patents pending.

“Mapping the IT Genome draws upon the groundbreaking impact of the original Human Genome project on genetic research,” said Constantin Delivanis, BDNA CEO and co-founder of Sand Hill Group. “BDNA’s bold new vision fundamentally upends IT management to address visibility – an issue at the heart of what’s plaguing our industry. BDNA stands alone in the ability to map the world’s technology DNA to show businesses what they are made of.”

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About BDNA: The IT Genome Company™

BDNA’s unique IT genome technology enables customers in all sectors of the global economy to achieve deep visibility into what their computing hardware, software, network infrastructure, and technology usage patterns are made of. Informed by Technopedia™, a constantly expanding body of knowledge currently covering 9,500,000 lifecycle history data points on 87,000 IT products, BDNA’s Discover™ asset inventory and Normalize™ data enrichment solutions help save money and speed time-to-decision for software license optimization, technical controls compliance, information security, green computing, infrastructure consolidation/virtualization, capacity planning, business continuity, and ROI maximization initiatives. To learn what BDNA is made of, visit www.bdna.com. Follow conversations at http://twitter.com/BDNA_ITGenome

For further information:

Bridgette Dewar
C8 Consulting Ltd for BDNA
+44 (0) 77 888 66 946 / +44 (0) 118 9001134
Bridgette@c8consulting.co.uk