



Introduction

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.

When the information you have about your hardware and software is inconsistent, incomplete, inaccurate, and outdated, your company’s efficiency and performance suffers. Poor quality data leads to poor decisions, especially when your systems lack the product and market intelligence necessary to answer even simple questions like “Which of my products will be at end-of-life in the next six months?”

Technopedia is the world’s largest and most comprehensive repository of market intelligence on enterprise software and hardware. Drawing on a constantly updated and curated content repository, Technopedia currently includes more than 1.2 million products and more than 87 million data points of timely and relevant product and market intelligence. It provides the foundation for making the best, most effective decisions for enterprise technology by delivering a complete, categorized listing of all your hardware and software, eliminating confusion and ensuring that all your systems speak a common language.

At a Glance

BDNA Technopedia, the world’s largest repository of market intelligence on enterprise software and hardware, drives the common language of IT. It categorizes and aligns hardware and software products to deliver consistent, accurate, and business-relevant information. With more than 1.2 million products and 87 million data points of timely, relevant product and market intelligence about those products, Technopedia powers many IT projects within the enterprise, unifies siloed IT processes, and provides alignment with business goals.

Product Release	Edition	General Availability	End of Life	Obsolete
12.1	Standard	2013-06-01	2016-08-31	Not Available ?
12.1	Standard One	2013-06-01	2016-08-31	Not Available ?
12.1		2013-06-01	2018-07-31	2021-07-31
12.1	Express	2013-06-01	2018-07-31	2021-07-31
12.1	Enterprise	2013-06-01	2018-07-31	2021-07-31
12.1.0.1	Express	2013-06-25	2016-08-31	2016-08-31
12.1.0.1	Standard	2013-06-25	2016-08-31	2016-08-31
12.1.0.1	Standard One	2013-06-25	2016-08-31	2016-08-31
12.1.0.1	Enterprise	2013-06-25	2016-08-31	2016-08-31

Key lifecycle dates for Oracle database 12.1.

Key Benefits

- ✓ Make timely, data-driven decisions
- ✓ Drive strong IT-business alignment
- ✓ Unify data silos and improve efficiencies across the enterprise
- ✓ Provide accurate product information and real-time market intelligence for IT Asset Management, IT Service Management, CMDB, Enterprise Architecture, IT Procurement, Governance/Risk/Compliance, and more
- ✓ Reduce compliance risk and drive corporate standards
- ✓ Gather strategic insights for the CXO suite
- ✓ Enable organizations to tether private enterprise content to consistent Technopedia product IDs

How It Works

Technopedia is the core of the BDNA Solution suite providing consistent and categorized product data and market intelligence to align and enrich your IT assets and purchases with.

Technopedia categorizes and aligns a constantly growing number of hardware and software products to deliver consistent, accurate and business-relevant information for strategic decision-making as well as tactical functions. It receives more than 2,000 updates daily, ensuring that the data is always current.

Technopedia comprises three components:

- **Technopedia Catalog** is a structured catalog of hardware and software product releases that provides clean, consistent baseline information about products and manufacturers. This data creates the common language of IT necessary to drive alignment across all business units.
- **Technopedia Content Packs** extend Technopedia Catalog with immediately actionable information for specific use cases such as product lifecycle, hardware specifications, product pricing, Windows migrations, virtualization compatibility, and much more—often with no need for incremental massaging. Visit www.bdna.com for a complete list of available Content Packs.
- **Technopedia API** is a powerful RESTful API that accesses the latest information from Technopedia for integration into processes and projects that need the power of clean, comprehensive, accurate data about IT assets.

How Is Technopedia used in an Enterprise?

Driving the best, most effective decisions

- **CIOs:** Align IT with business objectives by creating a single version of the truth that improves efficiencies and enables data-sharing across the enterprise.
- **Enterprise architects:** Establish appropriate enterprise-wide standards with an easy-to-use, easy-to-understand taxonomy that is also detailed and comprehensive.
- **Governance, risk management, and compliance:** Create a common, consistent language that unifies siloes, improves efficiencies, and facilitates data-sharing across business units (and fully enriched with NIST CPE identifiers).
- **Procurement and vendor management:** Provide up-to-date information on contracts, mergers and acquisitions, spinoffs, and other market activities that companies can leverage to negotiate more favorable licenses and discounts.

- **Vendor audits:** Simplify the audit process and reduce the costs of true-ups by eliminating inconsistencies between procurement data and deployment data.
- **Configuration management:** Improve the accuracy of ITIL processes including service management, asset management, governance, planning, and security by updating the Configuration Management Database (CMDB) with regularly refreshed market intelligence.
- **ITSM:** Reduce IT costs, increase service levels, boost customer satisfaction, and resolve issues quickly by populating ITSM systems with clean, high-quality data enriched with product intelligence such as product lifecycle dates, latest version and patches, and supportability information.
- **ITAM:** Achieve complete visibility into IT assets to support management ITAM initiatives that drive licensing, planning, governance, and procurement decisions.
- **Technology Business Management (TBM):** Bring clear, consistent, comprehensive data to TBM solutions to align costs with actual spend and aggregate them accurately.
- **Enterprise architecture:** optimize and align goals and strategy, business architecture, technology, information, and investments for more effective enterprise architecture.

Features of Technopedia

- **Structured:** Technopedia™ provides comprehensive coverage of hardware and software products, all classified into easily understood and usable taxonomy
- **Comprehensive:** Technopedia provides detailed information on over 1.2 million* hardware and software releases including manufacturer, hardware, software, model, edition, platform, etc.
- **Contextual:** The Technopedia Content Packs provide key product information and intelligence for several initiatives including IT lifecycle management, asset management, audits, IT planning, pricing, Windows migrations, virtualization, and much more
- **Relevant:** Technopedia™ contains more than 87 million* data points of market intelligence, providing the relevant market content to enable data-driven decisions
- **Timely:** Technopedia™ evolves in lockstep with the velocity of IT, with over 2,000 updates daily to ensure data fidelity

Find out more

For more information, call **650-625-9530** or visit www.bdna.com to learn more about how BDNA can transform your enterprise technology data.