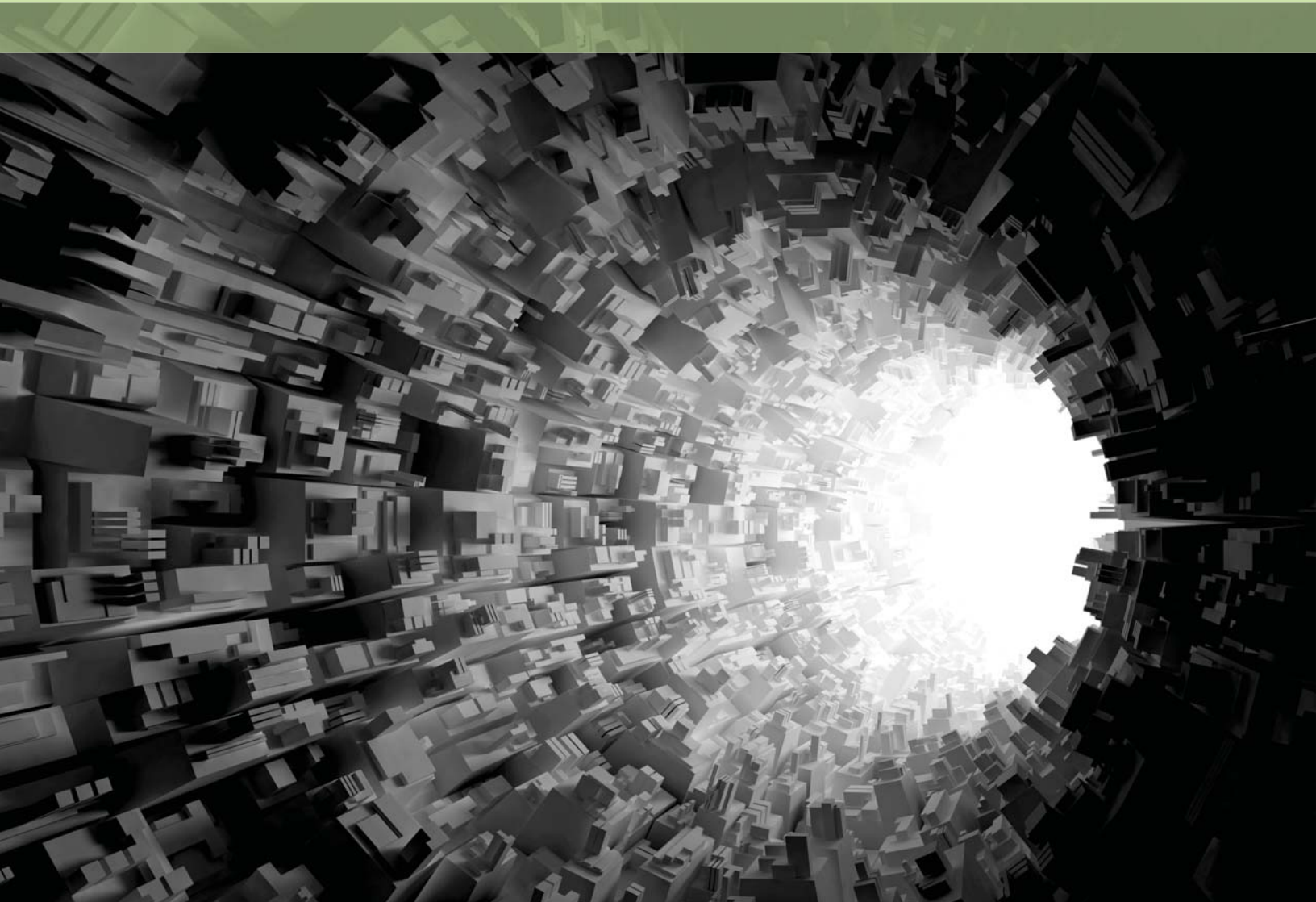


Application Discovery & Dependency Mapping Solution

Featuring BMC ADDM
(formerly Tideway Foundation)



Datatrend
TECHNOLOGIES INC.

Taking IT Beyond

Getting a handle on your IT infrastructure the way it really is ... Complex, interconnected, and changing.

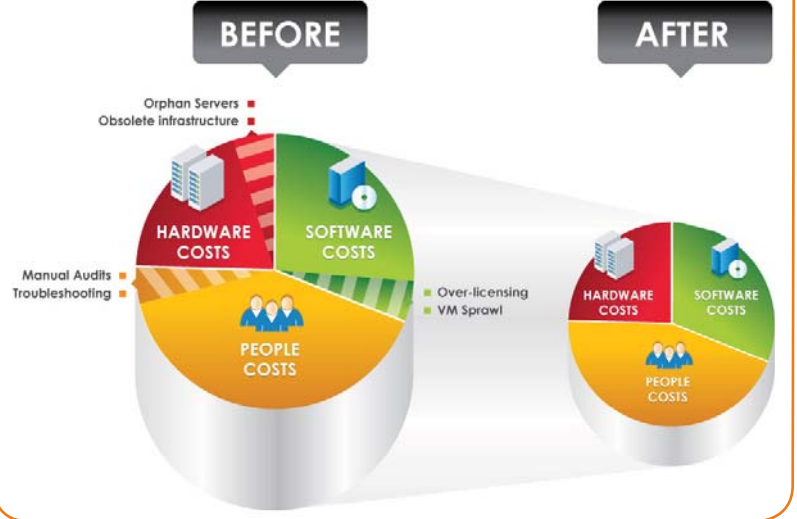
Your IT infrastructure is a complicated web, and the old methods of tracking IT infrastructure dependencies, like spreadsheets and tribal knowledge, are increasingly insufficient on a day-to-day basis. And when the time comes for upgrades, mergers or migrations, the risk of not understanding these dependencies becomes far too risky.

BMC Atrium Discovery and Dependency Mapping (ADDM) services from Datatrend untangle the complicated web of IT dependencies - giving you a live, current, granular and deep insight (“360-degree view”) into your IT infrastructure. You’ll have a clear understanding of the dependencies between every server, application, network device, software, operating system and configuration file and log.

Features include:

- Easy-to-read, out-of-the-box **dashboards** provide an instant summary of the IT estate on a single screen using graphs, charts and diagrams
- Powerful **automated audits** reach the parts that humans can’t, providing **automated intelligence** on systems and applications and how they’ve changed
- **Dependency graphs** visually show the relationships between each IT infrastructure component, enabling more effective **change impact analysis**
- Detailed **reports can be generated at any time**, instantly answering your pressing IT infrastructure questions and aiding decision making
- **Drill down** to see the details of any object in your IT infrastructure including where it is, who maintains it and even how much energy it uses
- **Transparency, customizability, and provenance capabilities** unlike any other solution
- A **trusted view** of all business systems to support **virtualization** initiatives and develop a sound **consolidation** strategy
- Simplification of **software license management** to save you money and protect you in vendor audits

30% of infrastructure is wasted - We can tell you which 30%

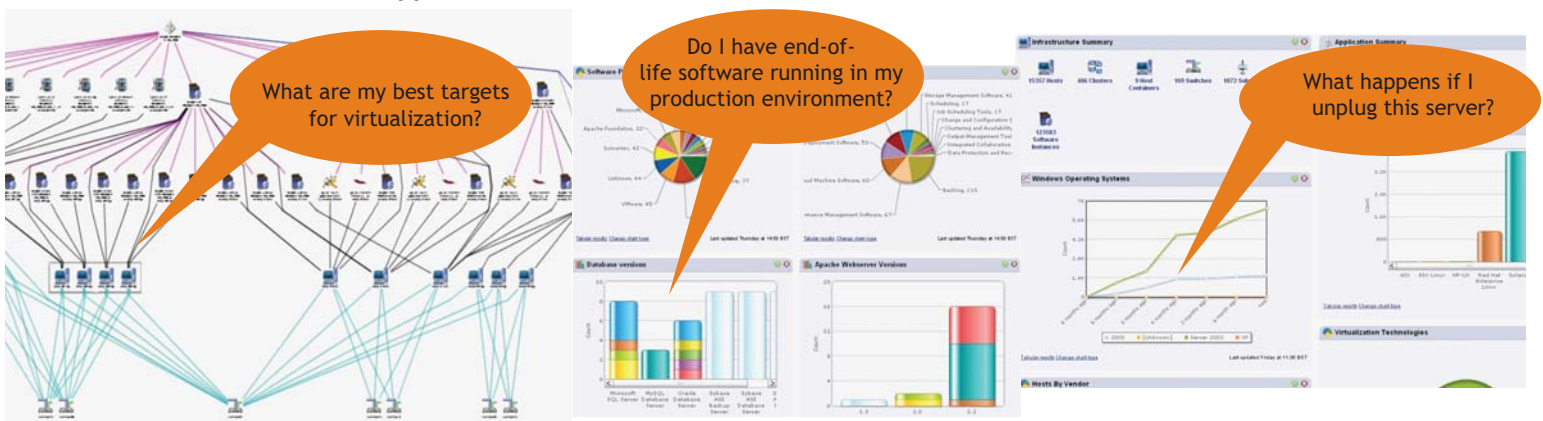


Measurable value:

- Improve IT inventory accuracy by 40%
- Cut Mean Time To Recovery in half
- ROI in as little as 30 days
- 5X ROI within 90 days not atypical

ADDM is the “stack” of IT that supports a business application

Automated application views of the infrastructure - accurate, fast, and cost-effective



ADDM solutions from Datatrend allow for a controlled and surgically accurate data center assessment and optimization to help you reduce risk and make managing your IT infrastructure simple - and save your business time and money:

- Remove decommissioned and excess servers; identify and replace old, inefficient servers
- Reduce energy usage as you remove/replace servers - save on space and power
- Fast track consolidation, virtualization, and cloud computing initiatives
- Right-size the software estate - save on license and maintenance fees
- Optimize staff productivity; decrease troubleshooting and fixing time
- Automate inventory and eliminate costly manual audits

Ridiculously Fast Time to Value

A BMC ADDM solution pays for itself ... in as little as 30 days. Customers regularly achieve a 5x ROI within 90 days. Rapidly identify opportunities for cost savings and avoid the cost of downtime by uncovering potential risks.

One Day: Server Inventory - The discovery tool is a virtual appliance - no database to install and configure, no drivers to choose, no operating systems to patch, no servers to set up. After one day, you'll have a good understanding of your server and network inventory, including a list of which machines (by DNS name or IP) are running which operating systems.

One Week: Infrastructure Baseline - After one week you'll have an accurate server and network count, understand all definitive and alias host names, and know which operating systems are on each host, including patch level information. Software inventory will be clear, including instances and versions, helping you manage software licenses better and mitigate risks of un-patched or non-compliant versions.

One Month: Application Dependency Maps - Within 30 days, you'll have a map of your business applications and how IT components - switches, routers, servers, hardware, and software - correlate to them. Your automated view of hardware-software dependencies will also help you with change and problem management processes and regulatory compliance.

Best Practices to Consider

1. Account for what you have. Achieve full visibility into the discovery and hierarchy of your networking, server and application environment (mapping to business services).
2. Optimize the footprint of the environment before you migrate or consolidate the data centers. This is often referred to as Capacity Management.
3. Set up operational policies to standardize Configuration Management in order to reduce the risk of bad changes.
4. Implement and enforce security, regulatory and industry specific compliance policies into Provisioning and Configuration Management to consistently enforce compliance.
5. Standardize and accelerate application packaging, release and promotion activities to reduce the cycle time and defect rates of application deployments.
6. Extend Run Books by automating change across the data center eco systems; CMDB, Ticketing/Service Desk, Change Management, Capacity Management, etc.
7. Lastly, remove boundaries and virtualize the environment without losing visibility or control.

More Than Technology ... Common-Sense Expertise

A best-of-breed technology product like BMC ADDM is a vital element of IT management strategy, but you also need to know how to apply the technology for maximum benefit. Datatrend supplements the intelligence provided by ADDM with years of experience in optimizing many IT environments, from small organizations to Fortune 100 enterprises. Our approach to assessment, analysis, deployment, and test validation is tailored to your specific environment through consideration of your corporate standards, preferences, constraints, and application ownership. Datatrend is one of BMC Software's top strategic partners, and we focus on meeting your business objectives with the utmost in service, support, and customer satisfaction. Ask us to conduct a free demo any time, or ask us about our many satisfied customers who are reaping the benefits of an ADDM solution from Datatrend.

How it Works



Discover:
The IT environment is continuously discovered using low-impact, agent-free discovery techniques



Analyze:
Hardware, operating systems, software, business applications and dependencies are recognized and mapped for actionable intelligence



Visualize:
Simple search, visualizations, charts, and reports on business applications and the IT environment are available on-demand



Integrate:
Up-to-date, trusted configuration data and service maps can feed key management systems such as CMDBs and Business Service Management



To consult with a Datatrend representative regarding our ADDM solutions, call us now at 800.367.7472 or visit www.datatrend.com

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About Datatrend

Founded in 1987, Datatrend Technologies is a national IT solutions provider dedicated to helping companies optimize their IT environments and enhance their business. Datatrend specializes in best-in-class data center consulting; server and storage solutions; and network infrastructure services. By providing exceptional thought leadership and a customer-intimate approach, Datatrend has earned the respect of customers everywhere as a trusted advisor on business and technology issues. Visit Datatrend online at www.datatrend.com.

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