

## A Complete and Accurate View of Your Entire IT Environment

IT organizations that are cost effective, agile, and minimize risk have a dramatic impact on business results. To meet or exceed business objectives, a complete and accurate view of the entire IT environment is required. It must be supported by actionable analytics focused on the business needs of IT and include both public and private IT infrastructure.

In order to achieve this vision there is one major obstacle to overcome: IT Complexity. Managing infrastructure complexity requires many disparate technologies, each which are designed to focus on very specific areas within IT. While these tools excel at their specific purpose, they lack integration, common terminology, metrics and data formats. Virtualization and cloud computing initiatives add to this complexity by further distributing the environment. The result is that even after spending millions on management tools, IT executives are still left without a single source of visibility across the IT landscape.

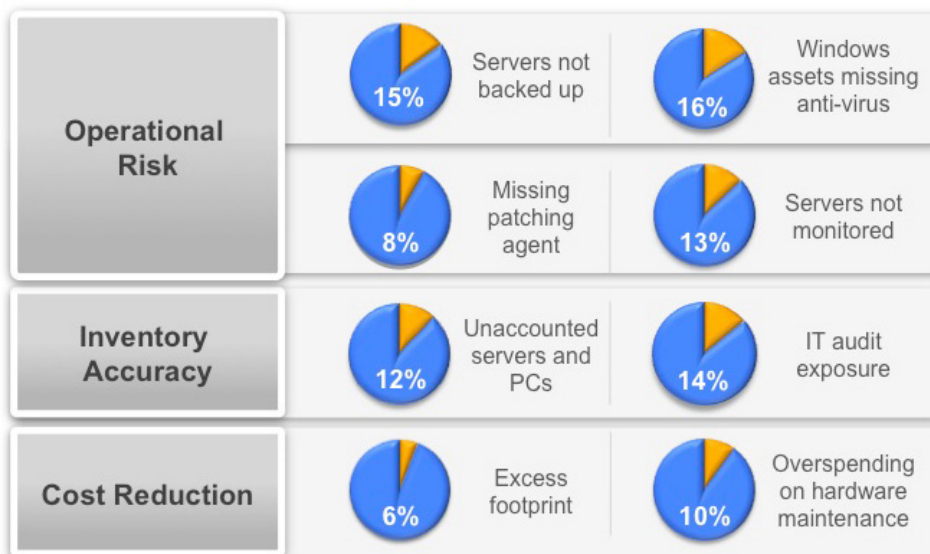
For the past 10 years, Blazent has provided the world's largest organizations the transparency to effectively manage and plan for all elements related to IT infrastructure and services. These areas include financial optimization, IT sourcing governance, operational compliance, security and risk assessment, planning for data center consolidation, migrations, cloud strategies and cost reduction measures.

### Know what you don't know.

Any IT executive knows that the things you don't know are the things to be most feared: the PC without antivirus that infects the entire population, the critical server that goes down without backup, the failed audit and other countless examples. At Blazent, we call this challenge "The 15% Problem". Across more than 70 customers in the Fortune 500, Blazent found on average, 15% of the PCs, servers, and network devices in the IT environment were virtually invisible to the operations and asset management teams.

"Up until we brought Blazent in, we didn't have a true end-to-end view of our infrastructure. We didn't know what we didn't know. Now Blazent is our day-to-day operational platform for audit, risk, compliance, operations, and - what's really important at the moment - taking costs out."

**Anthony Watson**  
*CIO Global Operations*  
*Barclays*



## Accurate Information Solves Problems and Reduces Costs

Critical IT initiatives rely on accurate and complete data to successfully budget, plan and execute. It should not be surprising that projects consistently come in late, over budget, or with low quality when the foundational information is 15% incorrect. To deliver increased IT business value, the 15% problem must be addressed.

### Problems overcome through the use of Blazent at Fortune 500 enterprises:

- 30% exposure in antivirus coverage identified and remediated in less than 2 weeks
- Identified missing backup for 10% of mid-range servers supporting Tier 1 services
- Provided the detailed reporting to pass regulatory audits at a Global 50 Financial Services Institution
- Identified \$1.5M in overbilling from IT Outsourcing Vendors
- Reduced 5,000 hours of labor by automating one IT asset management audit

By proactively identifying exposures in the environment, Blazent minimizes financial risks, enhances network protection, and eliminates the productivity losses associated with the downtime that can be caused by vulnerabilities.

Aside from mitigating the obvious risk the 15% problem poses, Blazent allows IT professionals to better identify redundant or underutilized technology systems and solutions. This reduces the cost and time IT staff spends supporting retired or disposed assets, eliminates waste (i.e. unnecessary software and hardware licenses and maintenance), and ensures that companies achieve rapid return on all other infrastructure investments.

### Actual cost reduction examples at Fortune 500 enterprises:

- Reduced end user footprint by 15% by identifying unused or underutilized devices
- \$7M decrease in annual hardware maintenance spend for servers with wrong support level
- Avoided a \$500K lease return penalty
- \$1.2M annual labor reduction through automation of audit reporting
- Eliminated the need for a \$1M manual wall-to-wall inventory

## The Power of Knowledge

Trusted visibility in the end-to-end IT landscape increases the value of a wide range of IT processes:

### Business and Operational Audits

- Asset management and CMDB data accuracy auditing, cleanup and population
- Electronic wall-to-wall inventory
- Lifecycle management including end-of-life
- Software inventory
- Hardware maintenance analysis
- Lease contract analysis
- End point security
- Operational compliance audits including antivirus, backup, monitoring, discovery, patch and more
- Allocated vs. used storage analysis
- Analysis of assets by IT service
- Infrastructure outsourcing contract governance
- Continual service improvement
- Chargeback and billing

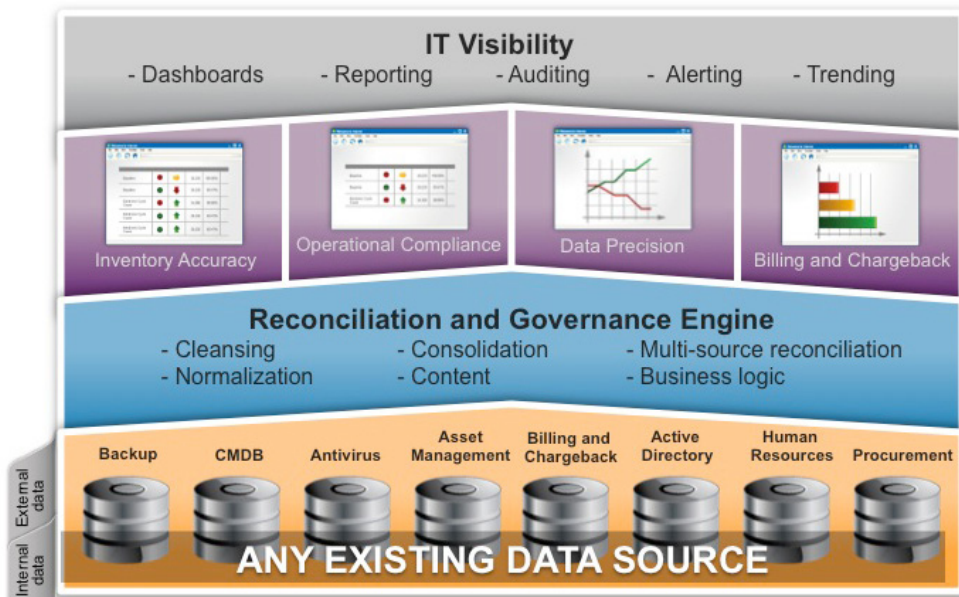
### Planning and Execution of Transformation Initiatives

- Server virtualization
- Data center consolidation
- Technology refresh and migration
- Cloud migration planning and execution
- Tool deployment, migration and sunseting

## The Solution: Blazent for Enterprise IT

Blazent for Enterprise IT leverages your current IT investments by extracting data from all relevant systems and sources in the environment. There is no need to deploy any new technology to the environment. Blazent for Enterprise IT is built on a powerful, flexible, and scalable SaaS platform that has been proven successful in some of the world's largest organizations. By correlating, comparing, and analyzing data from any manual or electronic source, Blazent uncovers the true state of your IT infrastructure, as well as identifies process gaps that result in higher costs and greater risk.

Blazent for Enterprise IT gives enterprises greater visibility into all IT assets — both in-house managed assets and those outsourced to service providers. With Blazent's automated controls and shared measurements, you'll always know how many assets exist, who is using them, how they are managed, whether they are secure, and more. Blazent provides a flexible reporting and analytics framework which applies rich content to deliver hundreds of useful out-of-the-box analytics. For additional custom queries, Blazent provides an easy to use "audit anything" graphical user interface.



Blazent's powerful, flexible, and scalable SaaS platform delivers quick time-to-value.

## Delivering Fast Time to Value with Cloud-based Service

Because Blazent for Enterprise IT is a cloud-based service, enterprises do not purchase hardware or software upfront or spend time training internal IT staff members to install, configure, and maintain the product. The result is extremely fast time to value that doesn't require additional infrastructure or time from project teams who are already stretched thin. Typically even the largest enterprises will begin viewing comprehensive and actionable reports within 30 days.

### Blazent Benefits

Only Blazent gives the transparency needed to:

- Gain trusted visibility
- Mitigate risk
- Reduce costs
- Increase IT agility

## The Blazent Difference: Golden Record

Blazent is uniquely different in the ability to take multiple sources of IT and financial data to deliver a single, reliable, and trustworthy inventory of IT information. There is no need to start with clean data.

Blazent leverages data from existing IT, financial, HR and other systems and then applies direct and indirect association to automatically analyze similar data fields from across sources to understand which data is the best. Blazent has built-in algorithms that apply logic and prioritize data that is from the most reliable sources. When there is a disagreement between sources, Blazent flags those conflicts for follow-up and creates an audit trail of the conflict and steps taken to resolve.

Blazent has experience with every possible type of hardware and operating system, and has built-in libraries that automatically interpret and normalize formats in use. Blazent is able to look at all records and report on what data is missing. For example, if an asset does not have a record of antivirus being installed, Blazent will flag that as indicating a severe operational issue.

## About Blazent

Only Blazent provides a true end-to-end view of IT infrastructure. With Blazent, enterprise IT and service providers can:

- Save millions of dollars wasted on IT spend
- Dramatically improve the risk profile
- Align IT investments to top business priorities

To date, our solutions are deployed at over 70 customers worldwide with over 1,500,000 desktop computers and more than 125,000 servers.

Blazent's cloud-based service delivers incredibly fast time-to-value. Contact us to find out how we can provide visibility and cost savings in less than 30 days.

	MULTI-SOURCE RECONCILIATION		IDENTIFY CRITICAL CONFLICTS	SELECT 'BEST DATA'	APPLY LOGIC	NORMALIZE DATA
Source	Asset Name	Serial Number	Machine Type	Last Activity Date	Asset Status	OS Name
SAP		KCC8H1	Server		Leased	Unknown
CMDB	FDC200	KCC8H1	Physical Server	6/28/2011	Active	Microsoft Windows 2000
AD	FDC200		Virtual Server	6/25/2011	Discovered	Microsoft Windows 2000 SP2
Tivoli	FDC200	KCC3H1	Virtual Server	6/29/2011	Up	Microsoft Windows 2003 Server Standard
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McAfee	FDC200	KCC3H1	Server	6/27/2011		Microsoft Win2K3
<b>Gold</b>	<b>FDC200</b>	<b>KCC3H1</b>	<b>Virtual Server</b>	<b>6/29/2011</b>	<b>Active</b>	<b>Microsoft Windows 2003 Server Standard</b>

The Blazent Golden Record – A Single, Trustworthy Inventory of IT Information