

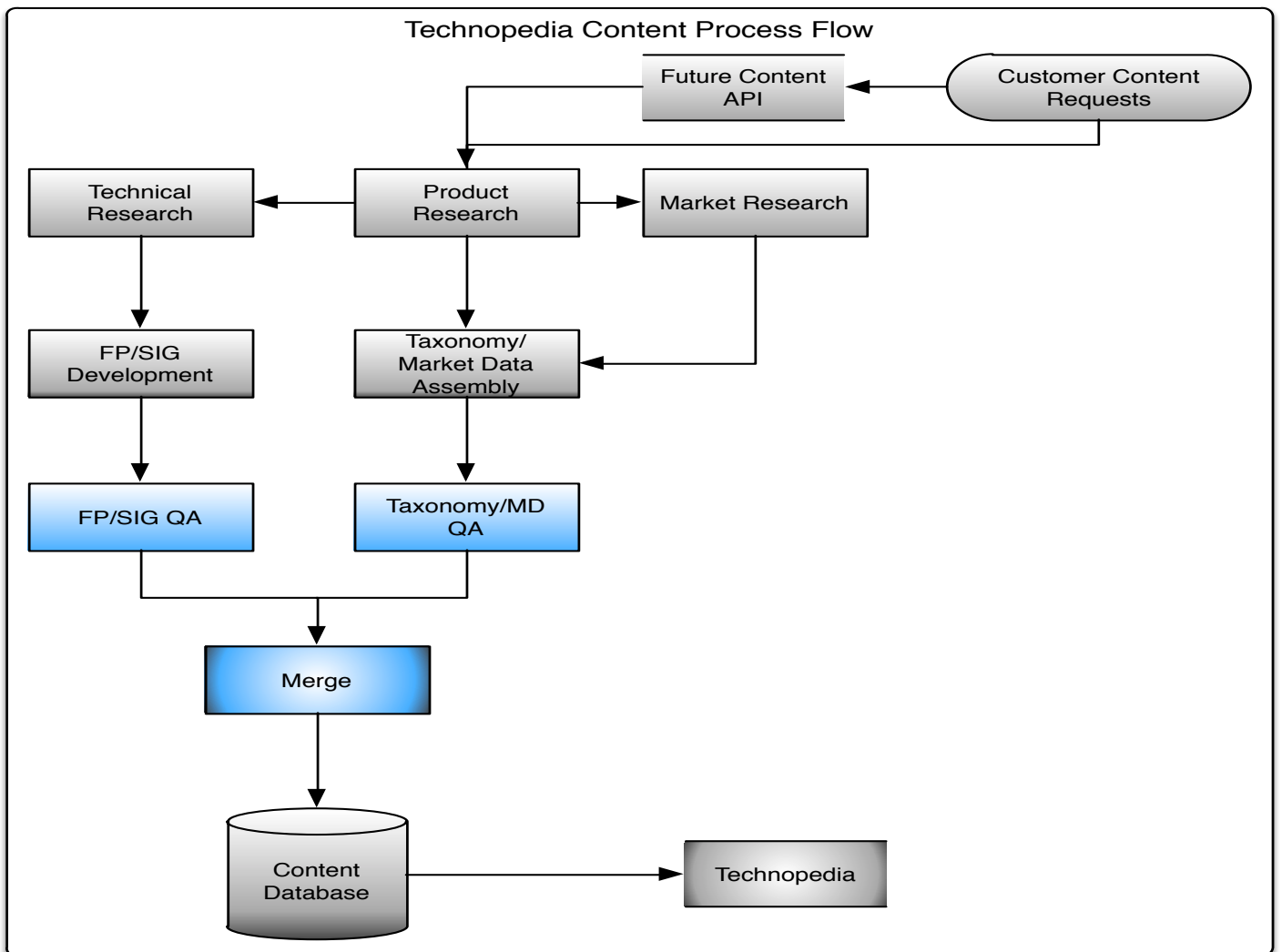


BDNA Content Curation Process

Overview

This document provides insight and understanding on the BDNA curation process, which is the cornerstone of BDNA's Technopedia IT Catalog and Content Packs. The curation process has been developed and improved over the last 10 years, and was designed solely for content. BDNA's curation processes and tools support any content. Emerging methods enable rapid scale across new domains, and many of the methods of this process happen in parallel. Technopedia has on average 2000 updates to the catalog on a daily basis.

Flow



Key Personnel

BDNA over the last 10 years has figured out how to find, research and publish content. Experience has allowed us to come up with the best methods and define the process around our content research team. This team has been hand picked and assigned one of the roles below based on their experience and capabilities. This unique process and team is why BDNA is chosen time and again, over customer built catalogs, because most people realize quickly how hard it is to try and develop and maintain this type of catalog. BDNA's content team has been doing this exclusively over the last 10 years and has the expertise to make Technopedia the largest and most diverse and trusted IT catalog ever created.

Market Researchers

- Operate automated collection tools
- Analyze manufacturers, products, versions, and Market Data (MD)
- Capture required attributes and baseline information when possible

Technical Researchers

- Downloads/installs software to be fingerprinted
- Investigates unmatched data and signatures
- Provides information for content developers about key attributes

Content Developer

- Develops the fingerprints and signatures with information from Technical Researchers

Content Collection Process

New Products

New Products are entries into Technopedia that are not currently there. These can come from various sources including customer requests, partners, and new products or versions from existing manufactures, etc.

Requirements to collect new products come from various front:

- Newly released products to the market
- Older products that have not been previously captured
- Product mapping from BDNA Normalize and BDNA Discover
- Direct customer request
- Content Partner request

Before adding new products into Technopedia, eligibility requirements must be reviewed. Not all products can be added (miscellaneous, negligible products for example will not be added). This is a key and valuable part of the curation process. The Content team is making intelligent decisions on which content to add, keeping Technopedia in line with its overall goal.

New products will be categorized properly into the BDNA Taxonomy system. BDNA has chosen a 2 level taxonomy to keep the right balance of categorization and functionality. In our research of Taxonomy's, we found that there are generally two ways most organizations organize their taxonomy systems: fixed-level taxonomy system or flexible-level taxonomy system. Weighing the benefits and drawbacks for each alternative, BDNA decided to continue with the fixed-level taxonomy system, specifically 2-level system. This taxonomy provides several benefits:

- It is simple: 2-level system is easy to remember, easy to organize.
- Categories will be comparable: easy to compare between same-level categories.
- Reduced effort for future re-categorization.

Collecting All Related Information

Newly added products will go through detailed research, where various detailed information will be collected. This includes completing (or adding) new versions and/or releases. This type of content is consumed in the Technopedia catalog itself. Additional market intelligence information such as GA dates, end of life, support dates, licensable flag, Windows-7/8 compatibility, suite assignment, is collected and bundled into content packs. These content packs are available as premium content additions to the Technopedia catalog.

All information that has been collected will bear a reference (i.e. URL-stored in the BDNA Content DB) as one way to prove the accuracy of the data

Refresh Process

Creating a Catalog of hardware and software items one time is challenging, as seen above. However, maintaining data currency in that catalog is a far more challenging task, especially given the market velocity of IT. This process details the methods of updating/adding new and existing content.

Event-Driven Refresh

Event Driven Refresh is the process of detecting a specific event from our monitored sources that new or changing content has been announced. This can come from mergers and acquisition announcements, (Oracle buys Sun) or a new press release by a vendor announcing a new product or release.

Methods:

- Subscribing to various vendors' newsletters, RSS feeds, websites, etc. New releases will be captured as soon as they're announced.
- Regularly checking several technology and software/hardware reviews, trackers, blogs, and capture new releases as soon as they're announced.
- Capturing merger and acquisition events that involve Tier 1/2 vendors (as well as other high-profile non- Tier 1/2 merger and acquisition events) and performing product integration from the old to the new owner.

Regular Refresh

Regular refresh is BDNA's scheduled update process that happens on a quarterly basis. This updates focuses on Tier 1 and 2 manufactures products. This process updates existing products information as well as following the new product process above to add new products from these tier 1/2 manufactures.

Methods:

- Scheduling regular quarterly refresh for Tier 1/2 manufacturers.
- Regular refresh involves collecting newly available information on existing products as well as collecting new products that have not existed in Technopedia.

Refresh During Various QA and Gap-Filling Processes

During the QA and or gap fill process the content team may find missing or outdated information and updates the content. This gap fill contains customer's content that currently does not exist in the catalog. This new content is researched and added to the catalog.

Methods:

- Collecting new products as well as refreshing information on existing products that comes from customer requests for gap filling.
- Identifying missing/outdated information during QA process on those customer requests.

Priority Refresh on Mapped Products

This refresh happens on existing mapped products brought in by BDNA's Gap fill process from Normalize or Discover products to be added to the catalog.

Methods:

- Collecting new products/releases that are needed during mapping exercise (Discover or Normalize).
- Refreshing all market data as soon as a product/release gets mapped.

QA Process

General QA

- General QA includes checking for obvious mistakes (typos, grammatical errors, duplicates, inconsistencies, missing data, wrong dates, etc.)
- General QA will be performed based on priority (e.g. mapped entries, customer requests, etc.)

Detailed QA

- Detailed QA includes checking for less obvious issues (accuracy, making sense of the data, newness of the data, etc.)
- Detailed QA will generally be performed on entries that have gone through General QA.

SLA for Content Requests

Definitions

Gap Fill: Process by which customer submits request for vendor, product or market data to be researched and added or corrected to Technopedia Catalog or associated Content Packs

Service Level Agreement

- BDNA will provide Gap Fill for requested products from Tier 1 and Tier 2 vendors as specified in Technopedia Catalog within 30 days provided publically available sources enable research and verification of such products
- BDNA will provide Gap Fill for requested market data for Content Packs from Tier 1 and Tier 2 vendors as specified in Technopedia Catalog within 30 days provided publically available sources enable research and verification of such market data

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- BDNA will provide Gap Fill for requested products from Tier 3 vendors as specified in Technopedia Catalog within 60 days provided publically available sources enable research and verification of such products
- BDNA will provide Gap Fill for requested market data for Content Packs from Tier 3 vendors as specified in Technopedia Catalog within 90 days provided publically available sources enable research and verification of such market data
- For requested vendors not currently in Technopedia Catalog, BDNA will identify the appropriate Tier, then provide Gap Fill in accordance with the appropriate Tier
- For large submissions of products or vendors, BDNA will provide an estimate for Gap Fill within 3 business days

Catalog Extension (Content Packs)

The complete content process from above is followed to add/update additional content packs to Technopedia.

List of Current Content Packs

- Lifecycle and Support
- Common Platform Enumeration with CVE
- IBM PVU Licensing
- Hardware Specifications
- Procurement
- Windows 7 Compatibility
- Windows 8 Compatibility
- Windows 2003-2012 Server Compatibility
- Virtualization Technology Compatibility
- Hardware/Software Pricing
- DejaCode Open Source

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