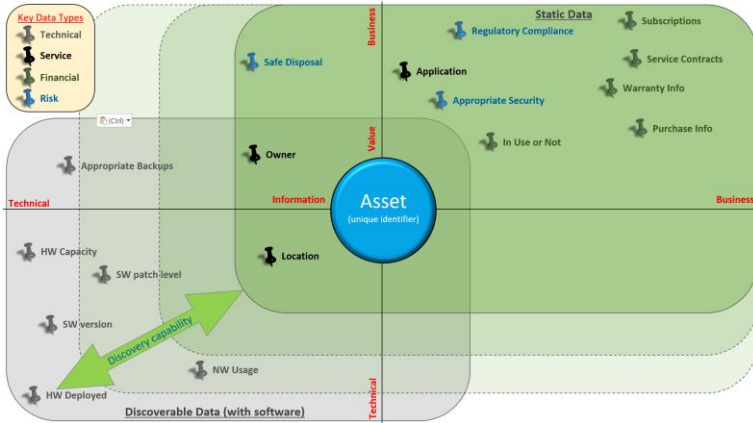


## Technology Asset Static Data



Static Data can be any type of data that is not readily accessible by a downstream process.

Data that is technical or highly variable, like usage metrics is usually Discoverable Data, although this often then just gets imported to a Static data report. To avoid becoming Static Data the discovery tool must provide consistent data to all integrated consumers.

Attributes that were expected to be fixed or have limited subsequent use are much more likely to be stored as Static Data. This valuable knowledge offers increasing value in organisations looking to improve their service experience or where this is a focus on optimisation, but only if you can access it effectively.

### Static Asset Data Challenges

Without consistent processes and tools for managing asset related data across diverse teams, they each develop their own approach, and will each have at least one asset inventory **containing Static Data**, which will have no local or inter team validation, and be developed for use only within each team.

As a result, more than **50% of Static Data is typically wrong**, either due to poor initial data entry or by being out of date.

Building an asset repository from Static Data traditionally relies on lookups in spreadsheets to create a superset of devices, often using the device serial to form the data join, ending up with :

- ❑ Reports linked to cumbersome embedded extra Static Data copies, with **limited input data sources** for manageability
- ❑ Multiple asset reports by type (personal, data centre, cloud, etc), with differing levels of quality dependent on author
- ❑ **Duplicate asset entries**, where source data has errors
- ❑ **Missed asset knowledge** due to some data sources being impossible to link to their respective asset
- ❑ Data that **cannot be easily refreshed** to maintain currency in line with change

### Our Approach

We acknowledge the ultimate need for an orchestrated workflow for managing technology assets through their lifecycle in order to reduce or eliminate static data, but accept that this is not in place or complete in many cases, and is neither trivial nor quick to do.

Our **Integrated Data & Info Analysis (IDIA)** service model uses our proprietary software framework to provide enhanced asset reconciliation, building a picture of metadata characteristics that enable us to find Name and Serial for each device automatically or through prompted questions where conflicts arise.

We read CSV data, but can convert non-CSV data, providing you :

- ❑ **No practical limit** on the number or type of data sources
- ❑ More **extensive service, risk, and optimisation information**, integrated from **weighted data sources**
- ❑ A single report of all in scope assets, created with a consistent process regardless of input data
- ❑ Identification of data defects to **fix existing static data repositories**
- ❑ A refreshable Current State knowledge report for each asset, providing **the foundation to make Intelligence Business decisions**, whilst teams **continue to operate during transition** to strategic processes & tools

### Data Scope

Our service can provide **insightful knowledge for all of your technology assets**, or a subset as required.

Our framework ingests **data from practically any source**, because in most cases, your most useful Static Data is probably stored in a number of spreadsheets. We can help extract data from solutions (e.g. Azure), if you don't already have a process to do that.

Whether the data relates to technical aspects, service aspects, financial aspects, risk aspects, or anything else, we are able to audit and integrate it in a consistent and transparent manner.

### Use Cases

**Accurate asset knowledge**, that can be maintained in line with change is the objective of any major programme or optimisation initiative, yet often impractical.

If you are looking to better understand your assets, seeking to **Optimise Service, Risk and Cost** factors, or embark on major activities like outsourcing, then our service is capable of providing a **highly cost effective foundation for success**



FIND YOUR DATA



KNOW YOUR DATA



MANAGE YOUR DATA

## Our Background / About Us

With decades of experience of working in large global organisations, managing complex infrastructures, we have significant experience of the challenges many organisations face with their data.

We founded Data MetaMorph on the basis of three principles:

- ❑ Different systems – people, reports, inventories, suppliers – often use a **different name to describe the same asset**. Often this is deliberate, sometimes it is a mistake, or the data changes without their knowledge. This is **Static Data**, and being able to establish the bigger picture requires an ability to see past these challenges, and **establish a sole identity for each asset**
- ❑ **Ignoring the unrelenting growth and complexity of assets is not practical**. When you are faced with service, risk, or cost initiatives, every asset you think you own will be treated as if it exists, even if it does not
- ❑ The **historic approach**, even when using external consultants, with complex spreadsheets, is **not sufficiently accurate, complete, maintainable, cost effective, or able to handle the scale of the problems faced**.

Our approach is to look at metadata describing an asset, using our proprietary software framework to provide enhanced reconciliation of assets, building a picture of metadata characteristics that **enable us to find Name and Serial for each device automatically** or through **prompted questions where conflicts arise**.

We apply the **same automated processes to all data**, regardless of data source or asset type being assessed, and maintain an **audit trail showing data provenance** and how we reached the conclusion, giving you full confidence in the findings. The findings can be **updated at any point** with new or updated data, using the same processes very **quickly and cost effectively** at agreed or ad-hoc points.

This is how we **enable** you to **Optimise your Service, Risk or Cost** aspects, and provide a **solid foundation for effective change**.

## Our USP ... IDIA™ & UDAM™

Central to our ability to provide the level of insight on your data are two key elements:

- ❑ **IDIA™ (Integrated Data & Information Analysis)**, which ensures that we obtain a **holistic view of the data**, from a **business and infrastructure** perspective, to the extent the client can provide
- ❑ **UDAM™ (Unstructured Data Asset Management)**, which is our proprietary software framework that **holds the metadata** in a way that **allows us to overcome different aliases** used to describe the **same asset**, before **integrating substantial diverse knowledge** from your data sources for each asset, **weighting conflicting information to be from the most reliable sources**

## Contact Us

To find out more about the services that we offer, or arrange for a demonstration, please contact us at:

- ❑ Phone: **+44 (0) 1252 279195**
- ❑ Email: **contact@datametamorph.com**
- ❑ Website: **www.datametamorph.com**

