

# Normalize

## BENEFITS TO YOUR ORGANIZATION

### Using Normalize, organizations can:

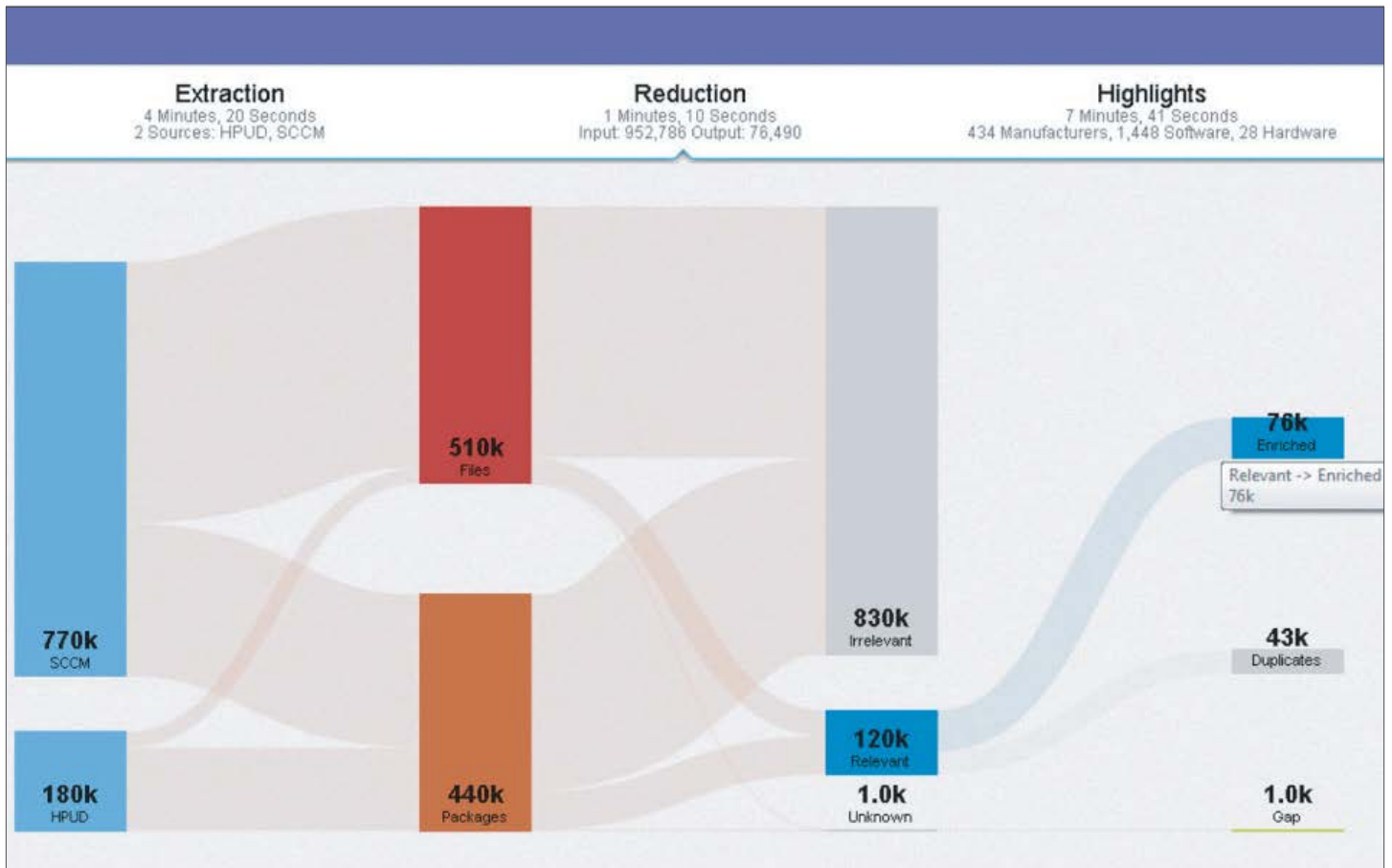
- Achieve data alignment across various parts of the organization
- Gain accurate visibility into their deployments
- Understand their purchased entitlements
- Eliminate the manual effort of reconciling purchased records to installed products
- Gain comprehensive product details for better decision-making

To be successful, technology initiatives such as asset management, service management, enterprise architecture, and data center transformation need to start with high-quality data about assets.

However, this data often comes from multiple sources, such as discovery solutions such as BMC ADDM, HPE DDMi/UD or ServiceNow® Discovery; configuration management tools such as Microsoft System Center Configuration Manager; and procurement systems such as SAP, Oracle or Ariba, each with its own nomenclature.

The resulting inconsistencies and variations in vendor and product names mean a single product might be represented three ways in three different systems. In addition, every new release, merger, or acquisition makes the available data more outdated. Further complicating matters, technology data often lacks the additional market and product information necessary for fully informed decision-making.

Normalize® solves the data quality challenge by aggregating and reconciling data from multiple sources, including discovery solutions, client management solutions, and procurement systems. It maps raw data from various sources to a common identity using Technopedia®, the most trusted and comprehensive hardware and software asset information source. It further enriches this normalized data with additional market intelligence, providing clean, accurate, and complete data for various technology initiatives.



Data normalization process

## How It Works

Normalize ensures that product, technical, and financial data about assets from a wide array of sources conforms to a common identity to give organizations a clean, complete, and reliable enterprise-wide picture of their IT environment.

- Normalize includes standard extractors for eight popular data sources out of the box, including Microsoft SCCM, ServiceNow Discovery, SolarWinds Orion, JAMF Casper, HPE Universal Discovery (HPE UD), IBM Tivoli Endpoint Manager (formerly known as BigFix), BMC ADDM and Tanium. Additionally, Normalize can be configured to ingest data from virtually any other data source and has been integrated with more than 40 other data sources.
- Leveraging Technopedia, it uses patented rule-based mapping to deterministically map data to a common identity and categorize it based on vendor name, product name, product version, and other relevant criteria.
- It aggregates and de-duplicates this normalized data to resolve conflicts and other data quality issues.
- It eliminates the manual effort of reconciling PO titles to installed products.

### AT A GLANCE

Normalize helps customers resolve data quality issues in their technology data. Leveraging Technopedia, the most trusted and comprehensive hardware and software asset information source, raw data from different data sources is aggregated and normalized to create a single version of accurate and reliable information. Data is enriched with market intelligence to provide clean, accurate, and relevant data to drive effective initiatives.

- It enriches the data with additional market information, including end-of-life dates, license options, hardware dimensions, temperature ratings, and much more.
- It keeps the data current with daily updates, dimensions, temperature ratings, and much more.
- Keeps the data current with daily updates.

## How Is Normalize Used in an Enterprise?

### Data Alignment Across the Enterprise

Normalize provides clean, accurate, relevant data about the IT environment that aligns across the organization to support effective decision-making, control risk, and manage costs. Data from Normalize provides the foundation for a wide variety of initiatives that span multiple teams, including data center transformation, application rationalization, vendor contract management, license management, IT finance management, vendor audits, and more.

### Consistent IT Data Across the Organization

- IT Asset Management
- IT Service Management
- CMDB
- Enterprise Architecture
- IT Procurement
- Governance, Risk and Compliance

## Why Normalize Is Unique

- Extracts and normalizes data from multiple data sources
- Allows source prioritization based on user-defined policy
- De-duplicates installation data using an “ordering version” to avoid double counting
- Deterministically categorizes data as either “known” or “irrelevant” using patented rule-based mapping and Technopedia
- More than 2,500 daily updates
- Categorizes any “unknowns” within pre-defined SLAs using a unique and comprehensive “Gap Fill” process
- Differentiates between suite and standalone installations
- Makes data readily available and consumable via the Publish interface
- Allows creation of a private catalog for internal applications

### NEXT STEPS

Ready to see a demonstration?

Contact Us

### ABOUT FLEXERA

Flexera is reimagining the way software is bought, sold, managed and secured. We make the business of buying and selling software more transparent, secure, and effective.

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