

InfoSphere Data Architect

Voice-over	Suggested on-screen visuals / text
<p>1. Enterprises today need to better understand the relationships between their data objects and to automate data discovery and design tasks.</p> <p>They need to align data management with their business requirements.</p> <p>And they need to integrate their data modeling environment with other software design and development tools.</p>	<p>Understand relationships between data objects</p> <p>Align data management with business requirements</p> <p>Integrate data modeling environment</p>
<p>2. IBM InfoSphere Data Architect, or IDA, provides collaborative data modeling and integration design to enable you to discover, model, relate and standardize your heterogeneous data assets.</p> <p>These capabilities help you increase productivity, improve data governance and ensure smarter decision making through organizational alignment.</p>	<p>IBM InfoSphere™ Data Architect</p> <ul style="list-style-type: none"> • Discover • Model • Relate • Standardize <p>New intelligence for smarter business</p>
<p>3. For optimal productivity, alignment and data governance the robust IDA data modeling solution:</p> <ul style="list-style-type: none"> • Increases efficiency and reduces time-to-market • Increases data quality, enterprise consistency, and governance, and • Maximizes the value of the data model across the data lifecycle. 	<ul style="list-style-type: none"> • Increase efficiency • Reduce time to market • Increase data quality • Increase enterprise consistency • Increase governance • Maximize value of data model
<p>4. IBM InfoSphere Data Architect sets the new standard for data modeling by enhancing productivity, governance, and alignment.</p>	<p>IBM InfoSphere™ Data Architect</p>

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