


One-minute video script for IBM InfoSphere Foundation Tools

Voice-over	Suggested on-screen visuals / text
<p>1. Chances are, your data is spread across heterogeneous systems...</p> <p>...and that leads to a lack of understanding of your information assets</p> <p>...and an inability to understand relationships between different pieces of data</p> <p>... and weak governance of information assets.</p> <p>What it all means is that you can't trust your data as a strategic asset to support key business initiatives.</p>	<p>Business Problem: Lack of understanding of existing information assets in the enterprise</p>
<p>2. IBM InfoSphere Foundation Tools can help you:</p> <ul style="list-style-type: none"> • <i>Discover</i> and understand the data you have across heterogeneous systems • <i>Design</i> trusted information structures for business optimization, and • <i>Govern</i> that information over time. 	<p>IBM InfoSphere™ Foundation Tools: Software to convert data into a trusted strategic asset</p>
<p>3. On a project basis, choose the InfoSphere components you need, such as:</p> <ul style="list-style-type: none"> • Business Glossary, to manage business terms • Discovery, to understand data relationships • Data Architect, to design enterprise models • Information Analyzer, to assess data quality • FastTrack, to capture design specifications • Metadata Workbench, to monitor data flows, and • IBM Industry Models, to 	<p>IBM InfoSphere Foundation Tools</p> 

leverage industry practices.	
Let IBM InfoSphere Foundation Tools help you : <ul style="list-style-type: none">• Improve collaboration between IT and business• Promote greater understanding of existing data assets• Establish data lineage, and• Implement data stewardship initiatives.	IBM InfoSphere Foundation Tools ...Converting data into trusted information

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