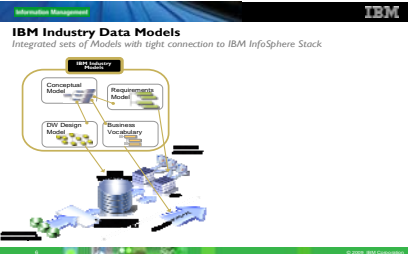


InfoSphere Industry Models

Voice-over	Suggested on-screen visuals / text
<p>1. What if IT could understand data from a <i>corporate perspective</i>?</p> <p>... and view key metrics <i>holistically</i>?</p> <p>What if there were <i>common</i> data definitions</p> <p>...and a better way to meet requirements for compliance reporting</p> <p>... and blend data from mergers and acquisitions</p> <p>...and truly optimize your business.</p> <p>For successful operation of your data warehouse, those “what-ifs” must occur.</p>	<p>show “data” morphing into recognizable, usable <u>information</u> for the corporation....and various data forms morphing into a common field (or definition) and data blending from various sources (M&As) into the corporate db..... ending with \$\$\$ >></p>
<p>2.</p> <p>Because data definitions and models differ across industries, the IBM InfoSphere Industry Models solution puts a vertical lens on distinct industry models.</p> <p>Industry models provide integrated, interlinked and customized designs, or blueprints, for the banking, financial markets, health plan, insurance, retail and telco industries.</p>	<p>IBM InfoSphere™ Industry Models</p> <ul style="list-style-type: none"> • Banking • Financial market • Health plan • Insurance • Retail • Telco
<p>3.</p> <p>Each model is industry proven, addressing the key business issues with established terms and approaches to create information-led solutions.</p>	<p>IBM Industry Models</p>  <p>The screenshot shows a slide titled "IBM Industry Data Models" with the subtitle "Integrated sets of Models with tight connection to IBM InfoSphere Stack". The slide features a diagram with a central "IBM Industry Model" box. This box is connected to four other boxes: "Conceptual Model", "Requirements Model", "DW Design Model", and "Business Vocabulary". Below this diagram is a 3D visualization of the IBM InfoSphere Stack, which includes a central data warehouse icon and several surrounding server and storage icons. The IBM logo is visible in the top right corner of the slide.</p>
<p>4. Your company can elect to focus on one business issue at a time, each complementing the prior solution, thus</p>	

eliminating redundancy while capitalizing on an enterprise perspective of the issue.	
5. More than just data models, today, IBM InfoSphere Industry Models offer key industry-specific designs for breakthrough productivity throughout the data warehouse life cycle.	IBM InfoSphere™ Industry Models ...Providing key industry-specific designs to InfoSphere components ... and the way to breakthrough productivity