

**One-minute video for IBM InfoSphere Information Server  
(approx. one minute)**

Voice-over	On-screen text
<p><b>1.</b> Is your organization data rich, but information poor?</p> <p>Wish you could deliver <i>trusted</i> information in a timely and useful manner?</p>	<p><b>Data rich, information poor?</b></p>
<p><b>2.</b> Now you can.</p> <p>IBM InfoSphere™ Information Server — the platform for delivery of trusted information — integrates and aligns disparate data ... to drive innovation, increase operational efficiency, and lower risk.</p>	<p><b>IBM InfoSphere™ Information Server Platform for delivery of trusted information</b></p> <ul style="list-style-type: none"> <li>• <b>Drive innovation</b></li> <li>• <b>Increase efficiency</b></li> <li>• <b>Lower risk</b></li> </ul>
<p><b>3.</b> How? By helping you understand and analyze information...cleansing data for quality and consistency...transforming it for new uses ...and delivering it where, when and how you need it.</p>	<ul style="list-style-type: none"> <li>• <b>Understand</b></li> <li>• <b>Cleanse</b></li> <li>• <b>Transform</b></li> <li>• <b>Deliver</b></li> </ul>
<p><b>4.</b> IBM Information Server supports integration of all data types and multiple architectures. Along with an accurate, unified view of your data, it provides a solid basis for expediting transactions, streamlining operations, supporting customers and partners, and making smarter decisions.</p>	<p><b>Unified view with shared metadata</b></p> <ul style="list-style-type: none"> <li>• <b>Expedite transactions</b></li> <li>• <b>Streamline operations</b></li> <li>• <b>Support customers and partners</b></li> <li>• <b>Make smarter decisions</b></li> </ul>
<p><b>5.</b> Get out from under scattered accumulations of data... and into a new world of innovation and opportunities with IBM InfoSphere Information Server.</p>	<p><b>IBM InfoSphere Information Server</b></p>