


One-minute video for IBM InfoSphere Overview

Voice-over	On-screen visuals / text
<p>1. Need MORE information? Hardly! What’s in short supply is trusted information.</p> <p>That’s why IBM InfoSphere software offers a full set of capabilities for data integration and management.</p>	
<p>2. To unlock value, you need a unified, <i>trusted</i> view of your organization’s information.</p>	
<p>3. Trusted information is accurate, complete, in context and insightful. IBM InfoSphere can extend the power of trusted information across your enterprise.</p>	<p>Trusted information</p> <ul style="list-style-type: none"> • Accurate • Complete • In context • Insightful
<p>4. InfoSphere software enables you to spend your time <i>using</i> the right information rather than looking for it.</p> <ul style="list-style-type: none"> • Data discovery and modeling determines what data you have and what you need. • Data integration enables you to fill the gaps with information that can be trusted. • The data warehouse analyzes and aggregates information for reporting. • Master data management maintains core information, such as product codes and customer data that is common across applications. 	
<p>5. With an infrastructure that enables you to access, augment, analyze and share critical information, you can focus on using information for real innovation.</p> <p><i>Trusted information. Yours... with IBM InfoSphere software.</i></p> <p>© Copyright IBM Corporation, 2009.</p>	<p>IBM InfoSphere™</p>