

InfoSphere Warehouse

Voice-over	Suggested on-screen visuals / text
<p>1. Today's smarter businesses are making information pervasive across the value chain. Trusted information — information that's accurate, complete, in context and insightful — provides the kind of new intelligence that supports business optimization.</p>	<p>Smarter businesses rely on</p> <p>Trusted information</p> <ul style="list-style-type: none"> → Accurate → Complete → In context → Insightful
<p>2. As part of the IBM InfoSphere portfolio, the IBM InfoSphere Warehouse integrated software components include, for example, tools for database and multidimensional analysis, data transformation, data mining and unstructured data....</p>	<p>IBM InfoSphere™ Warehouse</p> <p>Tools for</p> <ul style="list-style-type: none"> ▪ Database and multidimensional analysis ▪ Data transformation ▪ Data mining ▪ Unstructured data
<p>3. ...all targeted at helping you glean trusted information from your daily business transactions data.</p>	<p><<illustrate data becoming trusted information>></p>
<p>4. As a result, InfoSphere Warehouse can help your organization become information-led by:</p> <ul style="list-style-type: none"> • Integrating data from a wide variety of resources • Getting more current information to enable better decisions... • Gaining deeper understanding of customers and their buying habits... • Reducing operational costs through a broader view of key performance indicators, and... • Mitigating risks and achieving compliance by having accurate, timely information. 	<ul style="list-style-type: none"> ▪ Integration ▪ Better decision-making ▪ Up-selling opportunities ▪ Reduced costs ▪ Risk mitigation ▪ Compliance
<p>5. Leverage IBM InfoSphere Warehouse for significant business value and ROI. Use <i>trusted information</i> to help you make smarter business decisions.</p>	<p>IBM InfoSphere™</p> <p>...For trusted information and smarter business decisions</p>

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