

IM-04

Create an Information Agenda for Your Organization

The explosion of information today is creating challenges for business and technology leaders. The demand for trusted information -- information that is accurate, timely and relevant -- is on the minds of CEOs around the world. The cost and complexity of managing increasing volumes of data and content, combined with the need to provide trusted information to every user, are driving CIOs to rethink their approach to information delivery. In this session, you'll learn about the IBM Information Agenda -- a proven method for transforming your data into a trusted, strategic asset.

Presented by: IBM