

Smarter technology for a Smarter Planet:

Is your information withholding information?

Most businesses have a data management strategy. And another data management strategy. And another data management strategy. One for every application: ERP, CRM, SCM, HRM, etc. The result is a proliferation of siloed data that isn't moving the overall business forward. So how do you manage this massive amount of disjointed information in a smarter way? How do you make it useful to the entire organization rather than just pieces of it?

You do it by evolving from this application-centric approach toward a broader information agenda, creating a complete, holistic view of your business's information. Aligning all your information with your industry requirements and business goals. Turning your information into a true strategic asset that is accessible across the entire enterprise. Giving you the right infrastructure at a reasonable cost.

An Information Agenda from IBM gives companies an overarching strategy to get real value from all of their information systems. So companies can make use of their data to make decisions faster and with greater confidence. This insight allows companies to optimize their processes, predict market changes and act on new opportunities. Banks can better manage their financial risk. Retail companies can crystallize trends. Manufacturing companies can identify better production techniques. It's a way to make information work for us, instead of vice versa.

A smarter business needs smarter software, systems and services. Let's build a smarter planet. ibm.com/infoagenda

