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IBM Information Management Software: Leveraging Information for Smarter Business Outcomes

Organizations are under more pressure than ever to make sense of the wealth of information available and to leverage that information to drive more intelligent decisions. But without a single, cross-organizational strategy to align information with business objectives, it's hard to achieve that goal. The IBM Information Agenda is designed to help you establish just such a strategy. It delivers software and best-practice methodologies based upon expert industry knowledge and successful client implementations. This session will focus on the key requirements that can help you use information more effectively, and explain how you can establish an information agenda of your own to address your particular business optimization needs and discover a new kind of intelligence along the way.

Presented by: IBM