# Web project: Open Data Initiative page

URL: http:// www.microsoft.com/open-data-initiative

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| **PROJECT DETAILS** | |
| Writer: Shari Kjerland | Review comments due: Date |
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| Facebook OG Tags: Deliver unparalleled business insight with the Open Data Initiative jointly developed by Adobe, Microsoft, and SAP. | |

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| **Hero** |

**Announcing the Open Data Initiative**

Deliver unparalleled business insight from your behavioral, transactional, financial, and operational data with the Open Data Initiative—a jointly-developed vision by Adobe, Microsoft, and SAP.

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| **Panel 2: Why did they partner** |

**A groundbreaking partnership with a new vision for data**

Discover a level of business understanding from your data that was never before possible, starting with Adobe, Microsoft, and SAP, and open to everyone to join.

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| **Uncover**  Unlock the full potential of your data and discover what it has to offer. | **Unify**  Reduce complexity and expense—get a single view of your customer data. | **Evolve**  Fundamentally change the way you gain business insight across all of your data. |

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| **Panel 3: Customer benefits** |

**Enable a new level of business insight**

**Built on a shared foundation**

A common data model that defines your data and its relationships works seamlessly with Microsoft and partner services that natively understand your data

**Remove silos and reclaim your data**

Say goodbye to disconnected data silos and the need to depend on intermediaries to extract value from your data--build your own unique solutions or buy from an independent software vendor (ISV).

**Enable intelligent engagement**

Turn your data into a renewable resource that flows freely between compliant apps and services and discover new insights into current and future customers.

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| **Panel 4: Partners** |

**Meet the Open Data Initiative Founding partners**



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| **Panel 5: Sign up for the latest news** |

Get the latest updates on the Open Data Initiative

SIGN UP TO LEARN MORE >

INTERESTED IN JOINING THE OPEN DATA INITIATIVE? >