IBM Start Now Collaboration Solutions

Demonstration Script

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This Document provides you with information on the demo provided with this offering. For details on how to recreate the demo for a customer engagement or in another language, go to the Demonstration Creation Document (CO_DemoCreation.doc).

Introduction to the Demo

The collaboration demonstration included with the IBM Start Now Solutions Guide is an **AVI** file. This demo illustrates the benefits to a business of using collaborative solutions such as those defined in the IBM Start Now Collaboration Solutions. The demo provides a brief overview of what collaboration means, and shows some business problems that can occur if employees do not collaborate with each other and with their extended partners. The demo then depicts the positive impact of three specific collaborative solutions on a fictional business: real-time customer support; electronic meetings; and centralized Web-based team workspaces.

Play the Demo

Follow these instructions to play the demo:

1. An **AVI player** is required to play the IBM Start Now Collaboration Solutions Demo. A player such as Windows Media Player, RealNetworks RealPlayer, TechSmith Camtasia Player or any AVI player of your choice can be used.

2. The TechSmith Camtasia Codec file is required and included with the IBM Start Now Collaboration demonstration. Run the "**tscc.exe**" file to install the codec.

3. Play the **CollabDemo**.**avi** file. Double-click on the **.avi** file to begin playing.

   Note: If you choose the Camtasia Player software, it can be downloaded for free from the following TechSmith web site:

   http://www.techsmith.com/

4. Read the Demo Speaker Notes as an accompaniment to the automated demo.

Demo Speaker Notes

This demonstration illustrates the collaboration offering concepts. It will introduce you to the offering, the scenarios, and some of the functionality the products provide. This visual demonstration will provide a means to help you quickly understand the scenarios and also provide a mechanism to show your customer what collaborative solutions can do for his business.

Let's start!

Slide 1   **"Start Now Collaboration Solutions Welcome Page":** Welcome to the Start Now Collaboration demo.

Slide 2   **"Communication"** For any company, communication and collaboration are of paramount importance.
Communication can take many forms - mail, phone calls, e-mail, large meetings, conversations over lunch, reports, marketing collateral, specification documents, and project plans - just to name a few.

Communication modes and materials by themselves, however, don't cause a team or a business to be effective and productive.

Slide 3   **"Collaboration"** It's the working together, the sharing of information and ideas to meet common goals, which allows a team to do their best and produce the best results. Whether it's a small team within a company, or an extended group of people from multiple companies in various locations - all benefit from having quick access to the information and people they need in order to make good business decisions.

Slide 4   **"Collaboration"** That's exactly what collaborative solutions do - they provide people a way to easily share information; work together on projects, issues and documents; re-use knowledge and information that already exists; and cost-effectively stay in constant contact with each other even if they work in different locations.
Let's take a quick look at some business problems that might result from lack of collaboration in the workplace.

Slide 5   **"Inventory Problem"** What if communication with suppliers and buyers is so cumbersome or error prone that a business can't effectively plan manufacturing inventory for an upcoming sales promotion? The business might end up with lots of customers and very little merchandise where they need it. That means, of course, loss of sales and very unhappy - maybe even lost - customers.

Slide 6   **"Customer Support Problem"** And just imagine what happens when customers don't receive quick and satisfactory answers to their issues and questions. Unhappy with the level of service and the ease of doing business with the company, customers are more likely to **not** return - especially to an e-commerce website.

Slide 7 **"Employee Inefficiency"** And what happens when employees find it hard to share information or even contact each other? They might spend hours leaving phone messages, trying to find out from experts how to do something.
Some might be overwhelmed by irrelevant information, but not be able to quickly determine what **is** relevant.
Projects could be hurt by lack of important information, or simply by the right people not being able to meet at the right time.

Slide 8 **"Collaboration Summary"** These were just a few examples of the importance of collaboration to a business - teams working closely together towards a common goal, able to access each other, share information quickly, and work collectively on projects. Better decisions and collaborative planning mean more effective initiatives, more profitable relationships, more efficient employees and a more successful business.
In this demo, we'll look at the effect of incorporating collaborative solutions on various business functions of a fictitious company, to see what some real-world benefits of collaboration might be.

Slide 9 **"Demonstration Scenario"** The fictional business that we will discuss is called Home Abroad. Home Abroad buys, sells, and manufactures unique accessories for the home. They have a team of buyers who travel the world to find items, a large sales team, and a manufacturing plant. Home Abroad also has an electronic commerce site that has become very popular. Finally, Home Abroad expanded their business about a year ago, adding 5 new locations --- and a communications headache.

Home Abroad has faced a number of problems recently, and hired consultants to help them get back on track. The three main problem areas they wanted to solve were:
- inefficiency in some of their departments
- a steady decline in loyal customers
- and the communication problems and rising expenses resulting from the recent expansion.

Let's take a look at three of the departments within this business to see how collaborative solutions helped them become more effective, efficient, and productive.

Slide 10 **"Procurement"** First, let's visit Emma in the procurement department. This small team is responsible for purchasing all supplies for Home Abroad's manufacturing plant. Prior to implementing a collaboration solution, Emma and her co-workers had to manually issue a request for proposal to each competing vendor, keep track of the progress of each proposal, manage communications with them and with product engineers, and track the approval flow to make sure things didn't get lost. This manual process was very prone to errors, and Emma spent most of her time trying to contact people on the phone. Little time was left to better manage purchases of ready-made goods from abroad.

Slide 11 **"e-business Procurement Workplace"** With a new collaborative solution in place, the picture is quite different. Home Abroad's technical Business Partner created an easy-to-use website for the procurement personnel, with a single access point to everything they need to do their work efficiently.

Recorded Video 1   **"e-business Procurement Website:** <video starts>
Emma can now create on-the-fly project websites for each proposal, issue the request only once, communicate with each vendor either privately or all together, and keep track of issues and discussions with each vendor. And the approval process is now automated, which means much easier tracking of the progress and no more proposals getting lost in the process!

Access to other things has made Emma's work much easier, as well. She can access help from the procurement helpdesk if she has a question on the policies or procedures, and chat with other team members easily. Her department even created a discussion database where they can track and discuss items.

She has access to the latest information and education with a simple click of the mouse.
Finally, Emma's department can schedule electronic meetings and invite vendors, engineers, or anyone else that is involved in the proposal. They can talk, write, and share a whiteboard to collectively create reports or describe detailed requirements, all from their home locations.

Slide 12 "Customer Service" Another of Home Abroad's problems stems from their rising number of customers. Their website is attracting lots of potential customers. However, customer satisfaction and loyalty were decreasing rapidly mainly because of the unacceptable level of customer support they were receiving. Turnaround on e-mail questions was over three days, and phone support was frequently unable to answer questions because product experts were out of reach.

Slide 13 "Customer Support Scenario" To solve this problem, Home Abroad requested that a new, instant messaging customer support system be installed.

Recorded Video 2   **"Customer Service"** Customers can browse their website, and if they have a question about a product, or about how to complete a purchase, they can simply start exchanging instant messages with a customer support agent. In the same way, the agents can immediately contact product experts or accounting personnel, and give quick answers to the customers. They can even invite the customer and the product experts to an electronic meeting.

Slide 14 "Sales Team - Before Collaboration" Finally, let's take a look at how the sales team has benefited from tools that allow them to collaborate much more effectively. Before introducing collaborative solutions into their work processes, the sales team suffered in several ways:

- Information about prospects and leads were not communicated well, resulting in lost opportunities and more than a few embarrassing experiences with customers
- Travel costs were rising each quarter because of the extensive need to travel to meetings and mandatory education sessions
- Finally, the sales team had a hard time planning their announcement and sales events. It was hard to reach the people that needed to be involved, and almost impossible to coordinate with suppliers and the manufacturing teams.**Slide 15   "Sales Team - With Collaboration # 1"** With the adoption of collaborative solutions, the sales team runs much more efficiently and has increased their sales revenue dramatically. Let's take a look at some of the impacts of using collaboration in their work.

Slide 16 **"Sales Team - With Collaboration # 2"** First, their use of instant messaging and e-meetings has allowed the team to reduce their travel expenses dramatically. For instance, now, instead of traveling to meet together to come up with the new sales strategy and create summary reports for the last quarter, the team gets together virtually on the web.

Slide 17 **"e-meeting"** They now use the same type of solution the procurement team uses.
Recorded Video 3 **"e-meeting Scenario"** <video starts> For example, in a recent meeting to learn about the new website being launched, the team saw a presentation, updated documents together in real time, and were even directed to the same website for clarification of questions that were asked during the session.
Slide 18 **"Sales Team - With Collaboration # 3"** Another benefit of the new collaboration solution is the new information delivery system, which allows sales team members to access all sorts of information they need to get - sales education, product announcement videos, policy and process information - and allows the sales managers to track their progress.
Slide 19 **"Sales Team - With Collaboration # 4"** Finally, the team is able to create team and project websites - with no more than a click of a mouse - that allow them to share information with each other, track tasks, coordinate a team calendar, and work together on documents.

Slide 20 **"Sales Team Workspace"** Let's look in on one of the sales team members to see how she uses one of the team workspaces.

Recorded Video 4 **"Sales Team Workspace"** <video starts>
Jean and her team are working on a large potential sale of furnishings to the ABC Company, and have created a teamroom to keep up with each other and with the progress of the proposal. Jean looks at the message board to find out the latest news and see if anyone needs help. Then she views the team calendar to see what's coming up this week, so she can plan her work accordingly. The document workspace is where the team stores and shares information about the customer, the sales process itself, and the products that are involved in this sale. Jean can view product information immediately if she needs it, instead of trying to find it on another website or from another person. With this information available to her, she can answer questions and build proposals quickly. The team also keeps track of the project on this website, and Jean can easily look up the project timeline, the tasks she needs to work on, and the due date. This virtual teamroom lets the whole team plan, coordinate and communicate effectively.

Slide 21 **"Collaboration: Holds your business together"** You can see from these examples, then, a few ways that using collaborative technology within a business can improve working relationships within the company and between partners; make decisions more effective since they're based on better information, and collective planning; increase the productivity of employees by making communication and processes easier and more relevant; and, in all aspects, support and advance a company's business goals.