

IBM Start Now Infrastructure Solutions

Demonstration Script
English

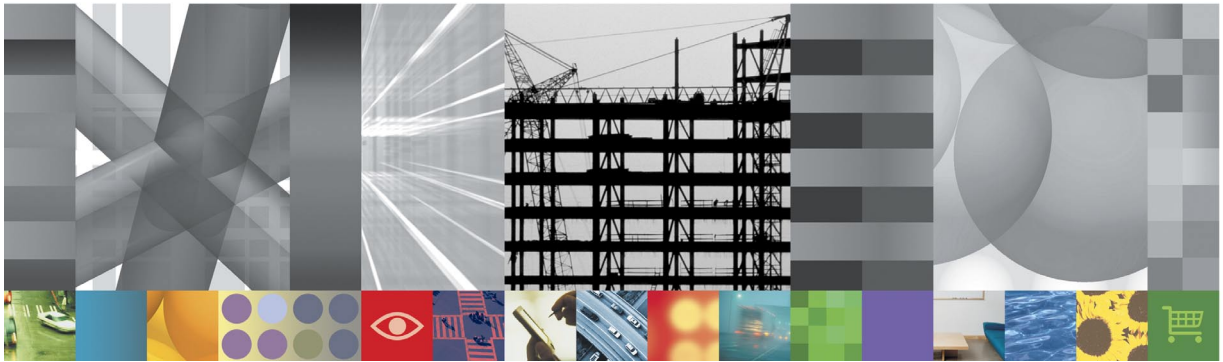




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This Document provides you with information on the demo provided with this offering. For details on how to recreate the demo for a customer engagement or in another language, go to the Demonstration Creation Document (IF_DemoCreation.doc).

How to use the automated Demo			
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Introduction to the Demo

Home Abroad is a successful retailer of a wide range of gift products including flowers, gourmet foods, gift baskets and other unique items. We will see how a customer uses the e-business infrastructure of Home Abroad to learn about Home Abroad and the goods and services the company offers. The customer will use the contact information provided by Home Abroad's customer website to contact Home Abroad and place a special order.

This demonstration shows how Home Abroad leverages its e-business infrastructure to earn the business of a new customer. Home Abroad demonstrates speed in execution with the help of e-mail and instant messaging. Their Internet presence allows them to capture business beyond their geographic boundary. Home Abroad improves productivity and reduces overhead expense by depending on their employee website to access common information such as key people in other departments. Finally, we will see how a customer service manager uses his personalized workplace to help him quickly make a sale.

The business partner provides a broad overview of infrastructure solutions through a demonstration.

For a small and medium business, the demo provides a sampling of the business questions that need to be answered. Having this knowledge keeps a business ahead of the competition and keeps profitability high. But, how does a business prepare to meet the challenge of growing? This is what infrastructure is all about and what the IBM Start Now Infrastructure Solutions scenarios can do for you.





Play the Demo

The automated demo included in the Start Now Infrastructure Enablement Kit is an AVI file. This document provides a script that you may use to describe what is happening in the demo or recreate the demo in a different language. The demo instructions focus on the TechSmith Camtasia Player and Recorder, but it is your choice to decide what tool to use to recreate your demo on.

These instructions describe the events to begin playing the demo:

1. Install the Camtasia Codec from the Start Now Infrastructure Enablement Kit CD in the \Demo directory. Run the tsc.exe file to install the codec.
2. Download the Camtasia Player zip file from the TechSmith Website and unzip it to a new folder. In addition to the program, the license and product documentation is included in the zip file.
NOTE: Windows Media Player and RealNetworks' RealPlayer can play your Camtasia screen cam movies, but TechSmith Codec is still required. The latest versions of both TechSmith Camtasia and Codec are free downloads from the TechSmith Website: <http://www.techsmith.com/>.
3. Launch the Camtasia Player by executing the CamPlay.exe file.
NOTE: When you launch the Camtasia Player, by default it has a title bar, a menu bar, a tool bar, a status bar. You may customize and personalize those elements by following the instructions in the CamPlay.txt file.
4. From the Camtasia Player, open the **Infr_Demo.avi** file. The IBM Start Now Infrastructure Solutions demonstration plays. The control bar in the Camtasia Player controls the player's actions.





English Demo Speaker Notes

This demo illustrates the IBM Start Now Infrastructure Solutions concepts. This visual demonstration provides a means to help you quickly understand Infrastructure and also provides a mechanism to show your customers what infrastructure can do for their business. Every number below represents a slide in the demo presentation.

- 1) **Slide 1 “IBM Start Now Infrastructure Solutions”:** Welcome to the Start Now Infrastructure Solutions demonstration.

What does growing your business mean? Simply put, when you win new customers and continue to retain your old ones, that is called growing your business. Ask yourself, as your product gains market share, and as your customer base grows, is your business ready to meet the demand? If not, IBM Start Now Solutions can establish a framework that will enable your business to meet the challenges of growth.

This demonstration will introduce a company called Home Abroad and illustrate how they leverage their e-business infrastructure to meet the needs of a new customer named Karl Startnow. We will see how Karl contacts Home Abroad to buy a unique anniversary gift for his wife Krista. We will also demonstrate how Home Abroad quickly responds to Karl's urgent request and wins a customer for life.

Note: This page may be edited or deleted, or your logo can be added.

- 2) **Slide 2 “Karl and Krista Startnow”:** Karl and Krista Startnow have been married for almost a year. They live in the San Francisco Bay Area. Karl travels frequently and is currently out of town for business meetings in Miami. Since he is busy at work, he will miss their anniversary, which is quickly approaching in three days. Karl's wife will be upset since he is missing their anniversary, so Karl needs to send a very special gift to his wife.

Krista loves antique Chinese pottery. Karl knows that a Ming Dynasty flower vase is an expensive and very special gift. If he buys one for Krista, it will make this an extra special anniversary.

- 3) **Slide 3 “Karl searches the Internet”:** Karl searches the Internet for a Ming Dynasty flower vase. The search yields plenty of information about Chinese pottery; however, since this item he wants is unique, he is unsuccessful in finding a vendor. He consults his friend Rick who is an antique collector. Rick recommends Home Abroad to Karl and mentions that he has had a great experience special ordering unique pieces from them.
- 4) **Slide 4 “Home”:** Karl visits Home Abroad's home page. He reads that Home Abroad offers a wide range of thoughtful gift products including flowers, gourmet foods, gift baskets and other unique items. They maintain an in-house group to monitor product quality and service. Karl wants to learn more about the company.
- 5) **Slide 5 “About Us”:** He clicks on the “About Us” link and reads that Home Abroad is based in Denver. From what he reads, he is interested in contacting the company.





- 6) **Slide 6 “Karl Contacts Home Abroad”**: Karl clicks on “Contact Us” to look up their e-mail address. Home Abroad has a mailing address, e-mail address, and telephone number listed on this page. Karl decides to send a note by e-mail to Home Abroad to find out if they can fulfill his urgent request.
- 7) **Slide 7 “Karl Sends an e-mail to HA”**: In his note, Karl explains why he needs this unique gift quickly. Karl knows that if Home Abroad cannot guarantee delivery of a Ming Dynasty flower vase in time for his anniversary, he'll have to think of something else to buy for Krista.
- 8) **Slide 8 “Home Abroad receives the request”**: John Geyer, the manager of Customer Support Services at Home Abroad, receives Karl's email. He knows that he does not have a Ming Dynasty flower vase listed in the catalog, and will need to special order the vase from one of his suppliers. Home Abroad has several possible suppliers for this item; however, given the time constraints, he needs to locate a supplier who will guarantee to make the delivery on time.
- 9) **Slide 9 “John Geyer looks up operations”**: John goes to the Employee website and looks up a contact in the Operations Division. He finds Eileen Henderson, the Operations Manager. John knows she has a long list of business contacts. He calls her but connects to her voice-mail. For John, every minute counts if he wants to win Karl Startnow's business. He needs to talk to Eileen immediately. John notices that she is logged on with Sametime Connect.
- 10) **Slide 10 “John uses Sametime to contact Eileen”**: John sends an instant message to Eileen. She tells John that she is attending a conference call but can help him if he has a quick question. John asks her to recommend a supplier who can guarantee delivery of a Ming Dynasty flower vase within 24 hours. Eileen tells John that Home Abroad has a supplier in New York City that can do this. She offers to send the suppliers contact information after the meeting.
- 11) **Slide 11 “John checks portal site”**: Eileen sends John the suppliers telephone number after her meeting. He wonders what time it is in Brussels, so views his workplace that displays the local time in any time zone. John sees that it is after business hours in Brussels. Nevertheless, he calls the supplier and makes his request. The supplier has a unique Ming Dynasty flower vase in stock and offers to set it aside for John. The supplier also guarantees shipment within 24 hours.
- 12) **Slide 12 “John Replies to Karl”**: John replies to Karl informing him that he located a unique Ming Dynasty flower vase.
- 13) **Slide 13 “Home Abroad wins a customer”**: Karl is relieved and sends John the necessary billing and mailing information. The supplier in New York City puts the Ming Dynasty flower vase on the next flight to San Francisco.

Home Abroad handled the client request efficiently and effectively. Karl is impressed and plans to use Home Abroad again in the future.

- 14) **Slide 14 “Closing”**: This demonstration showed how Home Abroad leveraged its e-business infrastructure to earn the business of a new customer. Home Abroad demonstrated speed in execution with the help of e-mail and instant messaging. Their Internet presence allowed them to capture business beyond their geographic boundary. Home Abroad improved productivity and reduced overhead expense by depending on their employee website to access common information such as key people in other departments. Finally, we





saw how the resourceful customer service manager used his personalized workplace to help him quickly make a sale.

