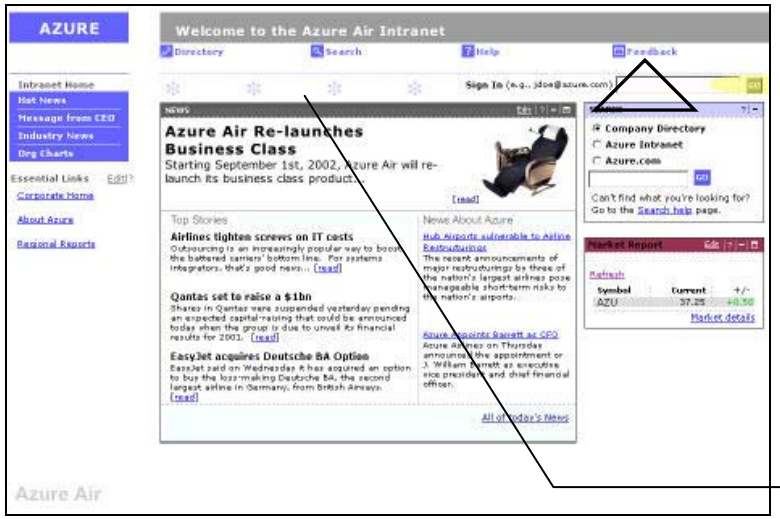
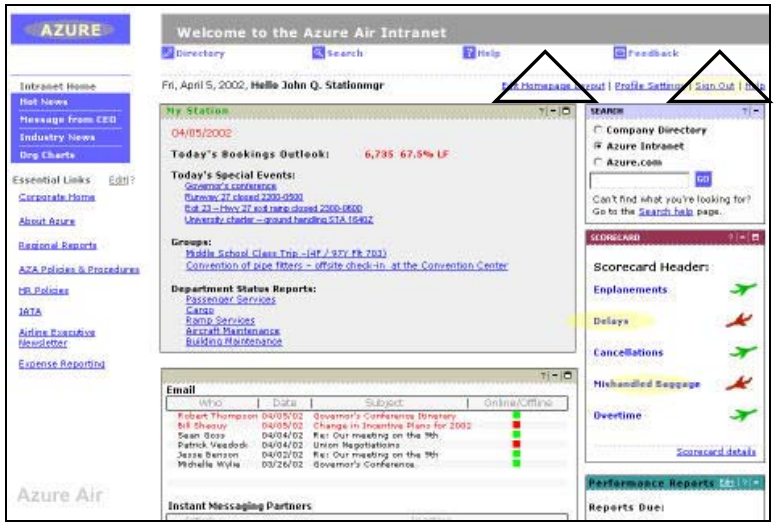
Azure Airlines Dynamic Workplaces™ Demo Sales Script

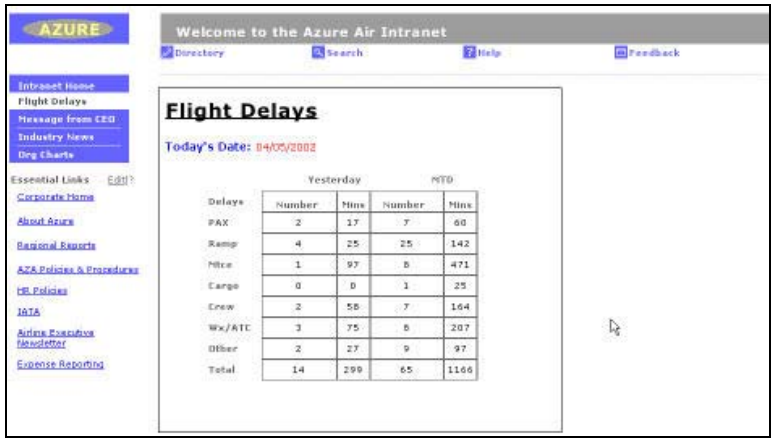
Description:	This demo shows the vision of how a WebSphere Portal could be used to create a Dynamic Workplaces for a company. The demo begins with a main page (generic home page) that contains the core left-hand navigation, some generic portal content, such as the main company and industry news portlet, along with standard site search and corporate stock quotes info. There are three scenarios you can run in sequence, or you can run each scenario individually. Each scenario has 1-2 screens of content that demonstrate potential functionality. To run sequentially, you must login and logout of each persons role by clicking once in the sign in window (the demo automatically populates the name and password) and press OK. Once you've proceeded through the role specific content (described below) click Sign Out. Sequentially repeat the Sign in and Sign Out process for each of the three roles. This script is a sales presentation tool for the **Azure Airlines** Dynamic Workplaces demo. It was created to help guide sales personnel through the demo while highlighting the key benefits and features of the Azure Airline demo. As you learn the demo and the script, you may find that you rely heavily on the "Demonstration Storyline" as you deliver the demo. However as you become comfortable with the story, the most useful section of this script will likely become the "Key Messages/Benefits" section.
Length:	~15 minutes
Objective	The purpose of this demonstration is to illustrate how WebSphere Portal can provide a Dynamic Workplaces for individuals based on their positions and interests. – Personalized, configurable pages for each user, by role – Browser-based – Remote access is another possibility
Install	Unzip the file into one folder. Dashboard_Airline.html and dashboard_a.dcm files (404 K) must be together in the same directory. You will need Shockwave This demo runs best in Internet Explorer. Free Shockwave plug-in at http://sdc.shockwave.com/shockwave/download/frameset.fhtml?.
Instructions for this script	This script has been designed as a sales presentation tool. You will find each screen of the demo and the corresponding script and key messages on each page of this script. Notice that the center column on each page contains the instructions for navigating through the demo storyline for that screen. In the far right column you will find the key messages, benefits and selling points for each screen. <u>Symbol Key:</u> = Key Capabilities and Messages = Click Here to Continue (or Take Action)

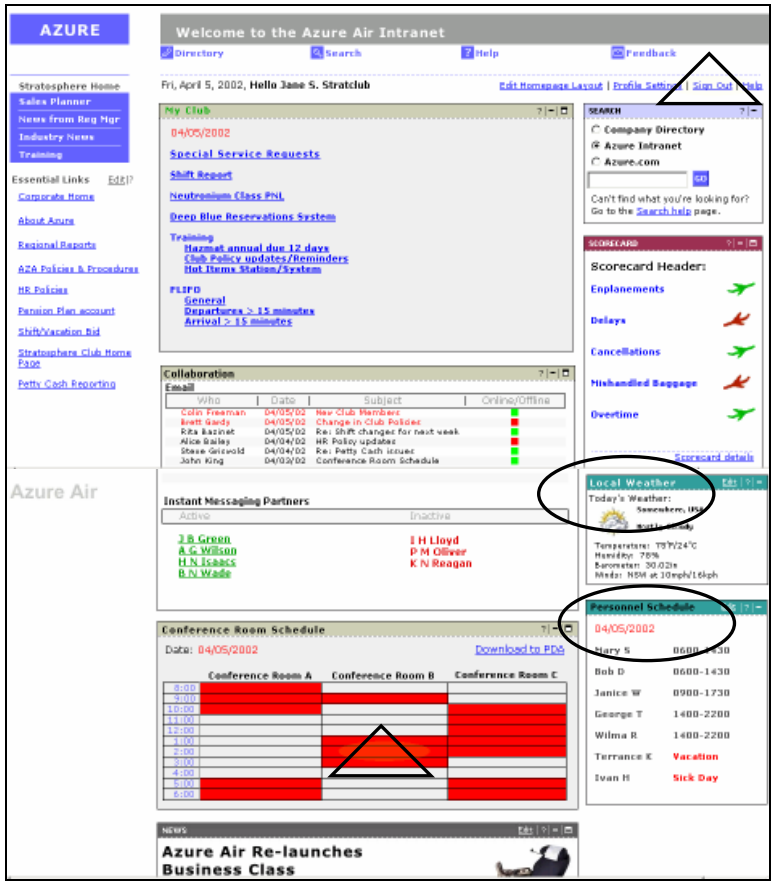
To start the demo: Click on Dashboard_airline.htm.

Onscreen	Instructions	Key Messages/Benefits
Home Page:  	1. Click on dashboard_airline.htm to launch the demo. **Note:** Azure Airline's Portal was built to resemble the IBM internal site. IBM does use IBM software. You can share that information with customers, but remember the IBM internal web site contains IBM Confidential information and therefore not to be shown to customers. **Continue ⇩** **Navigation Tip:** • Clicking Sign In will automatically sign in the three users in rotation: stationmgr(Station Manager), stratosphere01 (Stratosphere Club), flightAtt022 (Flight Attendant), and schedvp (Scheduling VP). • You can also click on one of the asterisks above the News Portlet (Azure Air Re-launches Business Class, etc.) on the default Welcome page to jump to any of the scenarios.	Welcome to the Azure Airlines Dynamic Workplaces demonstration. What we're going to see over the next few minutes is a demonstration of how WebSphere Portal can be used to build a Dynamic Workplaces where you and your co-workers can group your pertinent information – giving you a personalized workspace where you can become more productive and aware of important changes and events. Here's Azure Airline's default Welcome Page, where we can view Azure Airline's basic portal. Notice that this default view contains information that is of interest to everyone at Azure Airline: Today's news (Azure Air Re-launches Business Class, etc.), Market report, site searching and a basic navigation in the left and a toolbar tucked in under the Title banner. Sign In function is in the upper right corner. Once we log in, you'll begin to see how an individual user can have a customized view of his or her links to the internet and to the company's internal systems and applications. But even before you log onto the Portal, some basic capabilities are available: basic search, employee lookup, limited access to intranet (no security), and information that the company wants every employee to see. The left navigation panel is available with access to general employee info.

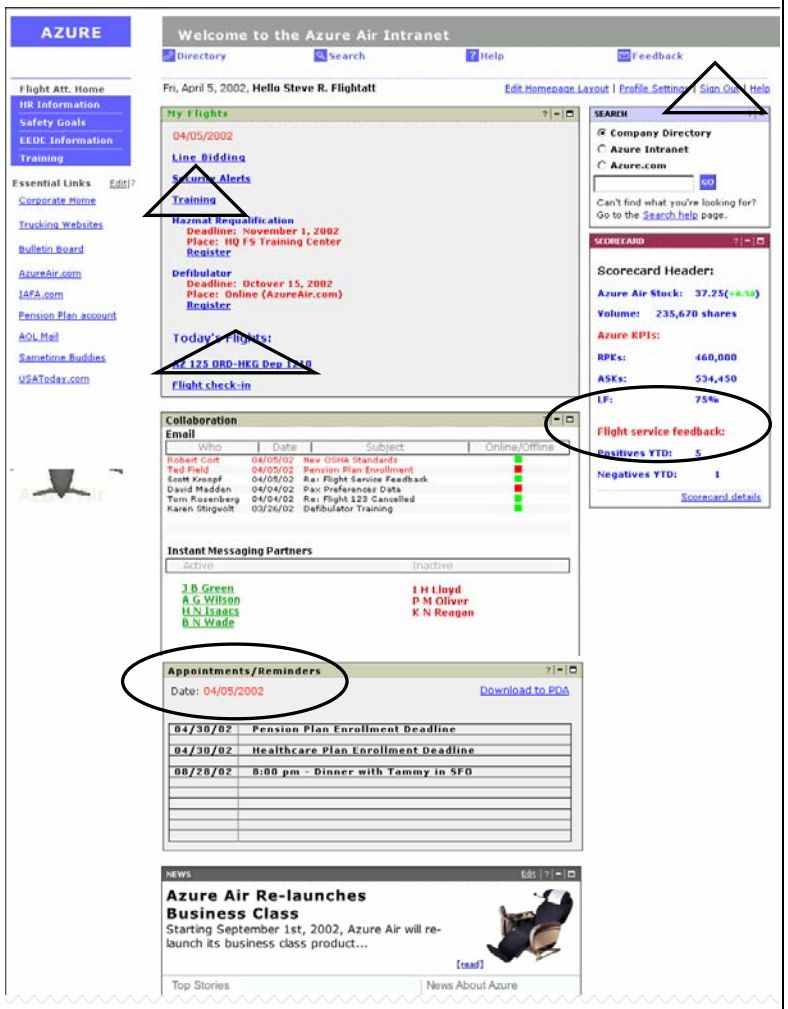
Onscreen	Instructions	Key Messages/Benefits
Home Page:  	1. Review the standard Portal home page. 2. Click in the **Sign text box**. The Logon will open and stationmgr@azure.com and password text will automatically appear. 3. Click **OK** in the logon box. **Note:** Azure Airline's Portal was built to resemble the IBM internal site. IBM does use IBM software. You can share that information with customers, but remember the IBM internal web site contains IBM Confidential information and therefore not to be shown to customers. **Continue ⇩**	Before logging into the Portal, take a minute to point out how the Portal is arranged. The screen is designed for maximum user functionality and divided into three main areas with a basic tool across the top of the page. The left navigation panel is available to all users; basic navigation through the site will be accomplished through this standard navigation panel giving the portal a consistent interface for all users. This consistency cuts training time and allows users to concentrate on the information on the site, instead of how the site works. The left navigation bar provides essential links (even to information over the internet) that can vary depending upon the user's role. The center of the page contains timely information that is applicable to all users. Once a user logs in, this information will be tailored to the user's role, for example the Station Manager and Flight Attendent users will see different information based on their needs and roles. The right side of the screen displays a search function where users can find contact information for other Azure Airline employees. This search function can also be tailored to the user's role, for example, the Sales Rep can search for My Accounts.

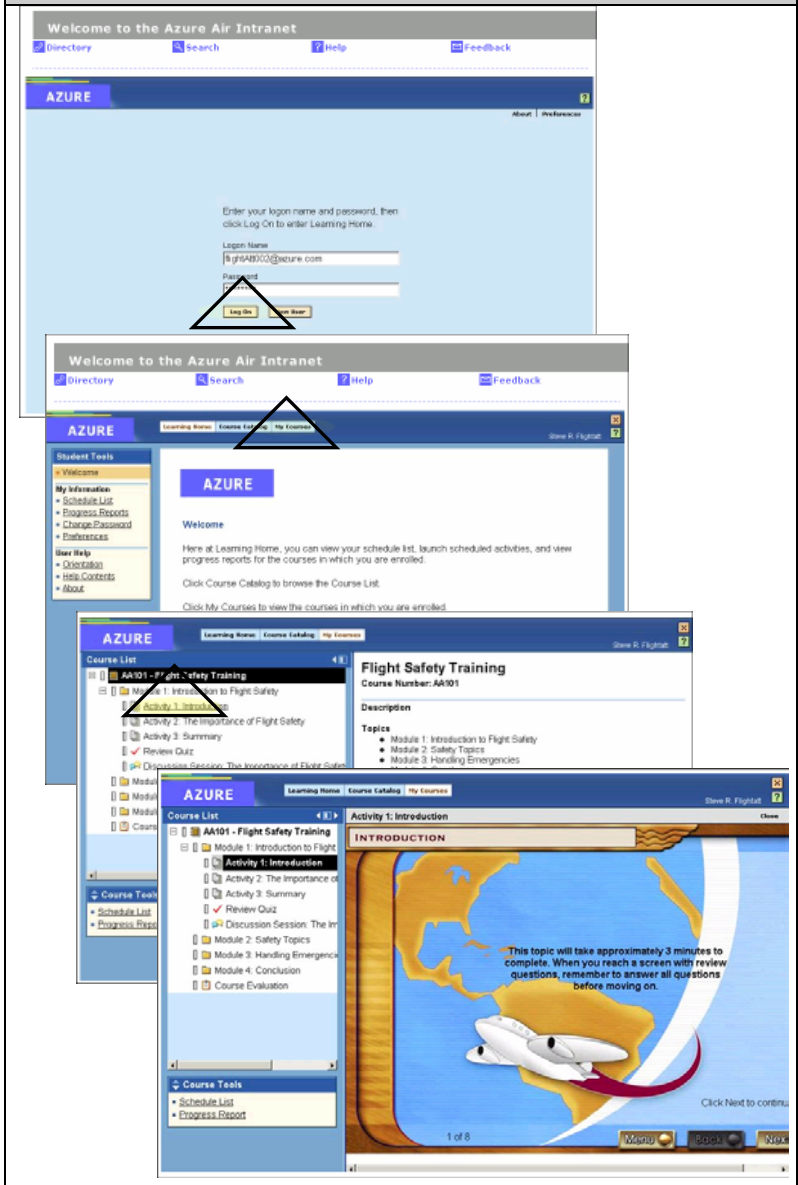
Onscreen	Instructions	Key Messages/Benefits
Station Manager: Home Page varies by user role, but can also be customized by users to their personal preferences.	1. View the Station Manager's Dynamic Workplaces. 2. Note the real-time information, today's events calendar, collaboration, inbox, and other items of interest to a station manager rep are displayed. 3. Scroll through the page and notice that the company news that was available before the station manager logged in is still available. 4. The Station Manager's Scorecard offers links to information important to the smooth operation of the station: Enplanements, Delays, Cancellations, Mishandled Baggage, and Departures. 5. Notice that the scorecard indicates that Delays and Mishandled Baggage are in the red zone. **Continue ⇩** Azure Airline uses Single-sign on; once a user logs in he/she has access to all of the systems and information appropriate to his role and position. Updates to a user's rights are quick and easy and done from one single location.	The first of the four scenarios is a Station Manager. The Station Manager has responsibility for the airline's airport site. Making sure everything runs smoothly is the Station Manager's responsibility and to help him with his role, he needs easy access to people and to information – information on Azure Airline and their competitors. Therefore the Station Manger's portal highlights • My Station – information about what's happening today: bookings, events, groups, and even the status of various departments. • The collaboration window, which displays current emails and the Station Manager's Sametime buddy list. • The Station Manager's calendar is provided – with an option to download to his PDA. • The Search portlet is customized by user role and includes a link the Azure Intranet as well as the public Azure.com pages. • The scorecard is customized and provides information on Enplanements, Delays, Cancellations, Mishandled Baggage and Overtime. Scorecards are based on roles and will change as different users login). • Even a portlet with Performance Report info so that the Station Manager can keep on top of the reports that are due. **Key points:** • Station Manager's dashboard, personalized for the Station Manager, but also able to be personalized explicitly by him for the information he wants • He is able to access several systems with a single, secure sign-on • He can quickly electronically communicate with people to get things done with the online awareness and instant messaging features.

Onscreen	Instructions	Key Messages/Benefits
 	1. Click **Delays** in the **Scorecard**. 2. Review the Flight Delay information. 3. Click **Intranet Home** (in the left navi panel) to return to the Station Manager's home page. 4. Click on **Mishandled Baggage** to view the list of lost baggage and the status. 5. Click **Intranet Home** (in the left navi panel) to return to the Station Manager's home page. 6. Click **Sign-out**. **Continue ⇩**	Searching for relevant information is quick and easy using the preset filters. With single sign-on, the Station Manager logs on once and has access to all of his systems (applications and information for which he has been granted user rights). **Key points:** • Quick, easy access to real-time info. • Ability to modify info in real-time.

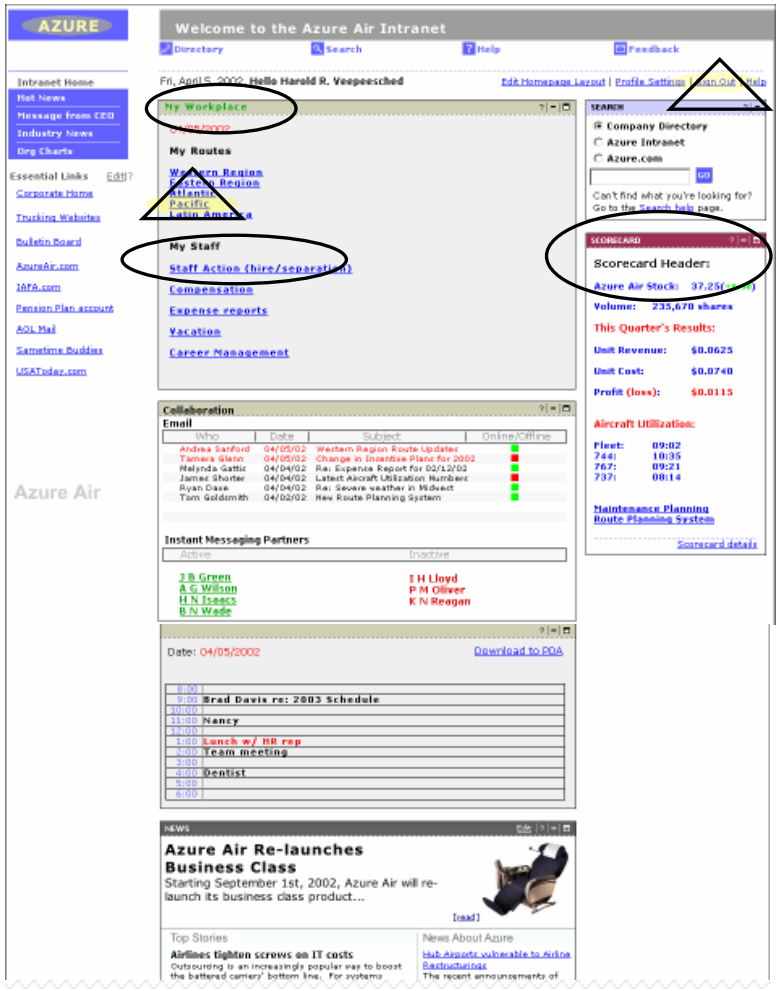
Onscreen	Instructions	Key Messages/Benefits
Stratosphere Club Rep:  	1. Click **Sign-in**. 2. Click **OK** to log on as the Stratosphere Club Representative. 3. Notice that like the Station Manager, the Stratosphere Club Rep has access to the Scorecard, Company News, Search, Inbox and Instant Messaging Partners. 4. Take note that the Stratosphere Club Rep also has item customized for the club rep's role: My Club events and notes, Personnel Schedule, Conference Room Schedule and even Local Weather. **Continue ⇩**	WebSphere Portal provides a user-friendly portal that users can be customized to meet their own preferences. By quickly selecting the available portlets and arranging them on the portal page, users are empowered to customize their own Dynamic Workplaces. **Key points:** • Azure Airline can provide portlets for many functions and connections to data. • Each user can select from the available portlets (availability is controlled by user rights) to tailor his/her Workplaces to meet their own needs and preferences. • Real time information is available so that Azure Airline employees can make intelligent decisions regarding resource allocations • With information at their fingertips, employees are also empowered to take pro-active steps to reduce or eliminate problems such as flight cancellations or delays.

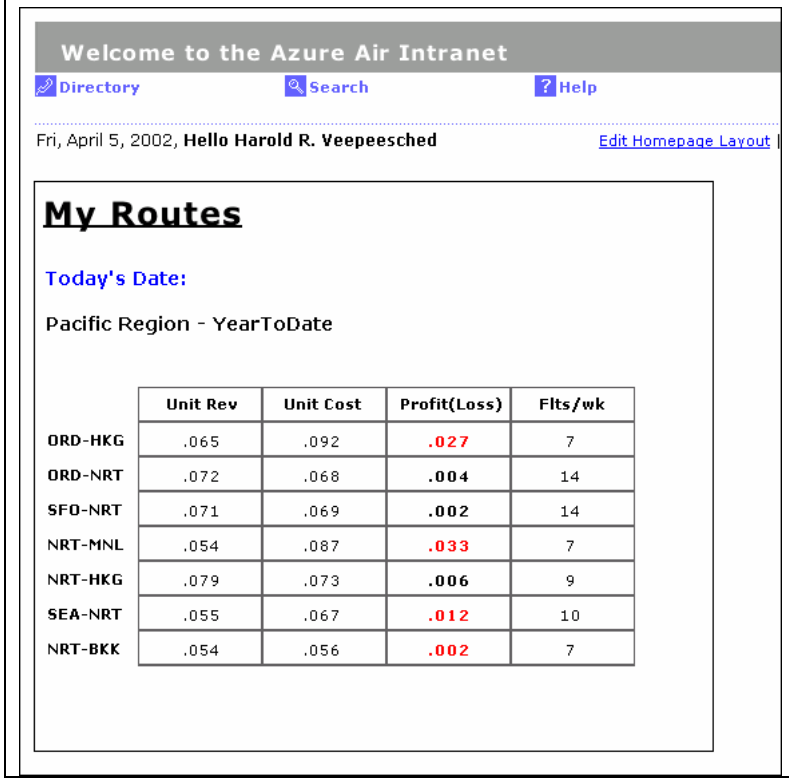
Onscreen	Instructions	Key Messages/Benefits
Status: Approved Conference Room: B Date: 04/05/2002 Start Time: 13:00 End Time: 16:00 Title/Description of Meeting: Governor's Conference Press Conference Requested By: Miller, James M. Contact phone: (123)456-7890 Contact email: jmiller@thegov.gov Account: 31150-251 Request Date: 02/12/2002 Other contacts: Airport Catering Azure Air Station Manager	5. Click the **Conference Room B: 1:00 to 3:00 PM block** to check the details on this reservation. 6. Click **Stratosphere Home** in the left navigation panel to return to the Stratosphere Club Rep's home page. 7. Click **Sign-out**. **Continue ⇩**	

Onscreen	Script	Key Messages/Benefits
Flight Attendant:  	1. Click **Sign In**; the flightAtt022@azure.com will automatically log in. 2. Click **OK**. 3. Like the Station Manager and Stratosphere Club Rep, the Flight Attendant has Collaboration (Inbox and Instant Messaging is displayed) and Search capabilities. 4. Notice the Scorecard has now changed and contains Azure's stock price, KPIs, and Flight ServiceFeedback info. 5. Scroll down to the HR portlet and notice the Flight Attendant's Upcoming Appointments and access to the Azure Employee News. 6. Scroll back up and notice the My Flights portlet. Here's where the Flight Attendant can get easy access to info affecting any of his/her flights. **Continue ⇩**	The Flight Attendant's screen displays information important to the Flight Attendant: real-time Information on flights and flight service feedback. The Flight Attendant also need access to people, so her/his Inbox and Instant Messaging buddy list are displayed. Although flight information is essential to for today's tasks, the Flight Attendant also needs to track some personal appointments (healthcare signups, etc.) and training schedules. Therefore, the Personal Appointment/Reminder calendar is displayed and the Training module is included in the My Flights area. The Flight Attendant also has access to a snapshot to stock info, and Key Performance Indicators. **Key points:** • The Flight Attendant's dashboard is different that the Station Manager's or the Stratosphere Rep's ; her/his Dynamic Workplaces is automatically configured after she/he's logged in. • Notice how the My Flights portlet groups the specific flight information for this flight attendant. No wasted time or actions searching though lists of all flights to find the one flight that is important to this flight attendant. . • The portal can aggregate information and present it on one unified, simplified interface to make it easy to get the job done - i.e., Training module, Personal Appointments/Reminders and Flight Service Feedback.

Onscreen	Script	Key Messages/Benefits
	7. Click **Training.** 8. Click **LogOn**. 9. Drill down into the Flight Attendant's training courses by clicking **My Courses**. 10. Click **Activity One Introduction**. **Continue ⇩**	

Onscreen	Script	Key Messages/Benefits
Flight Information Today's Date: 04/05/2002 AZ 125 - 5 Apr - ORD - HKG AC: 744 Tail: 191 Load: F10 C35 Y125 ---------- VIP: 1Jahn, Mr H - architect - Platinum SSRs: 1Smith, Mr A VGML 1Chan, Mr L VGML Ms. Lee, B Wheelchair UM: 5Dione, A/B/H/K/N Special: 2Park, A/B - elite FF delayed on inbound connect, lost baggage - special hanling. ---------- Pax Preferences: First Business Economy ---------- Security: None Remarks: HKG: airport construction, possible gate delay or remote stand parking Download to PDA: Synchronize	11. Click **Flight Attendant Home** to return to the Flight Attendant's home page. 12. Click on Flight **AZ 125 ORD-HKG Dep 1210** to check the details today's flight. 13. Notice that Synchronizing with a PDA is available. 14. Click **Flight Attendant Home** to return to the Flight Attendant's home page. 15. Click **Sign Out** to complete the second scenario and return to the start page. **Continue ⇩**	

Onscreen	Instructions	Key Messages/Benefits
Scheduling VP:  	1. Click **Sign In**; schedvp@azure.com will automatically log in. 2. Click **OK**. 3. View the Scheduling VP's Dynamic Workplaces. 4. Note the My Workplace portlet contains many of the items that this VP will need to monitor on a continuing basis: his routes and his staff. 5. Like the other Dynamic Workplaces at Azure, the VP has access to e-mail and Instant Messaging – and both are online aware – making it easy for the VP to communicate with people in a timely manner. **Continue ⇩**	The Scheduling VP;s Dynamic Workplaces has access to real-time Route Information. This provides quick access and subsequent quick action when required. The Scheduling VP is also concerned with his staff and through the My Workplace portlet he has quick access to Vacations, Compensation, Expense Reports, Career Management reports and even Hiring and Separation Information. **Key points:** • The Scheduling VP has yet another personalized dashboard for his particular role. He can customize the dashboard for himself to some degree • The Scheduling VP, through user sign-on, has a different level of access control to allow him to work with the applications and information required by his role in the Airline. This is all done securely and managed centrally through the network directory.

Onscreen	Instructions	Key Messages/Benefits
	6. Click on **Pacific** to view the Profit/Loss on the Pacific routes handled by this VP. 7. Notice how easy it is for the VP to get real-time information so that he'll know immediately which flights are profitable and which are not. 8. Click **Intranet Home** in the left navigation panel to return the VP's home page. 9. Click **Sign Out** to complete the three scenarios and return to the start page.	

Welcome to the Azure Air Intranet

Directory Search Help

Fri, April 5, 2002, **Hello Harold R. Veepeesched** Edit Homepage Layout |

My Routes

Today's Date:

Pacific Region - YearToDate

	Unit Rev	Unit Cost	Profit(Loss)	Flts/wk
ORD-HKG	.065	.092	.027	7
ORD-NRT	.072	.068	.004	14
SFO-NRT	.071	.069	.002	14
NRT-MNL	.054	.087	.033	7
NRT-HKG	.079	.073	.006	9
SEA-NRT	.055	.067	.012	10
NRT-BKK	.054	.056	.002	7

So what we've shown you here today is a Dynamic Workplaces customized for each user based upon his or her role in the Azure Airline organization. Dynamic Workplaces make it easy for the company to get information to their employee's. And with the single-sign-on feature, each user's rights to that information can be controlled from one location taking the pains and headaches out of user rights maintenance. When an employee is promoted, his/her rights can be adjusted quickly from just one location. If a new employee is hired, or an employee leaves the company, all of the user rights can be configured from this same user rights location. Dynamic Workplaces make easy to give employees access to Personnel information (benefits, promotions, up-coming reviews, etc.) along with keeping managers up to date by helping them track items and responses—all in their portal.