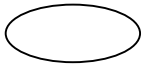
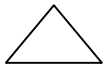
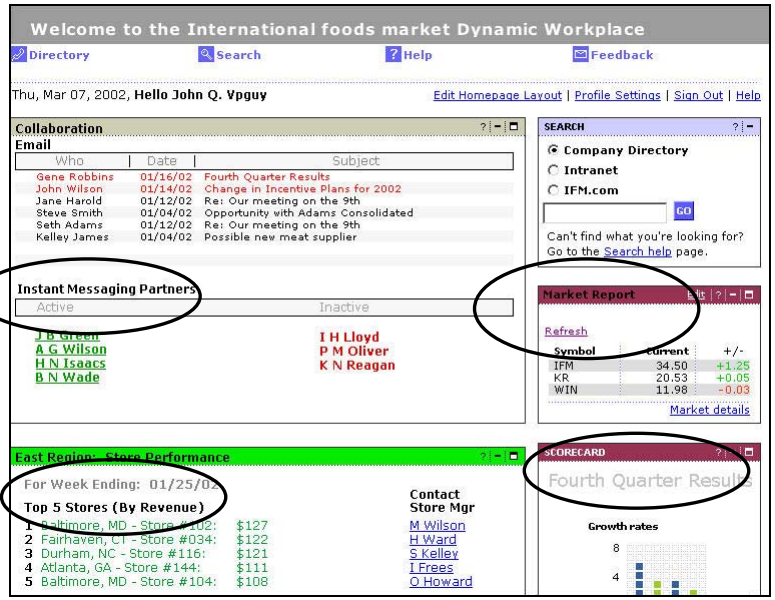
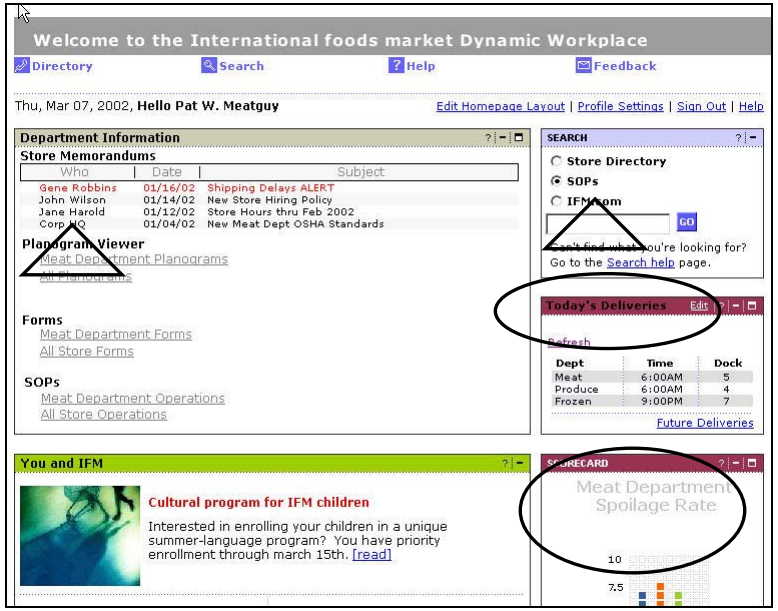
International Foods Market (IFM) Dynamic Workplace Demo Sales Script

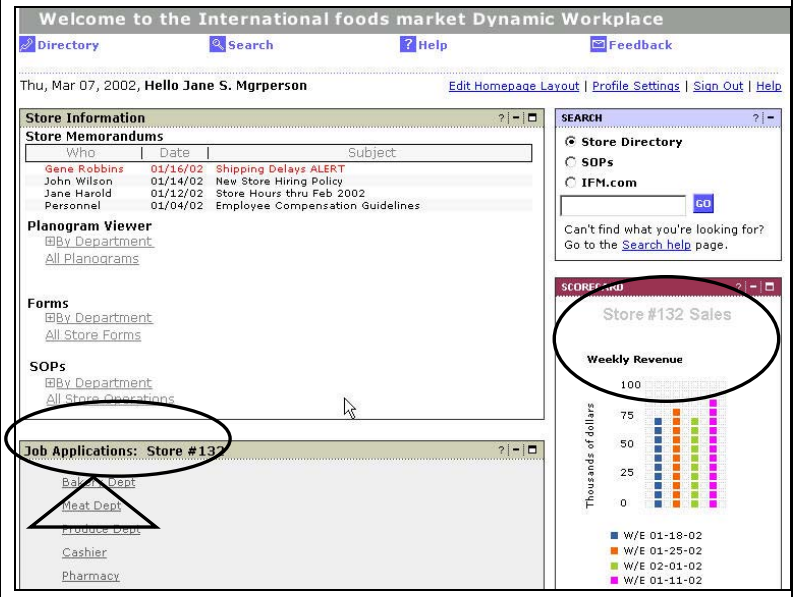
Description:	This demo shows the vision of how a WebSphere Portal could be used to create a dynamic workplace for a company. The demo begins with a main page (generic home page) that contains the core left-hand navigation, some generic portal content, such as the main company and industry news portlet, 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 International Foods Market Dynamic Workplace demo. It was created to help guide sales personnel through the demo while highlighting the key benefits and features of the IFM 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 workplace for individuals based on their positions and interests. – Personalized, configurable pages for each user – Browser-based – Mobile communication is another possibility
Install	Unzip the file into one folder. Dashboard.html and dashboard.dcm files (273K) 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.html.

Onscreen	Instructions	Key Messages/Benefits
Home Page: 	1. Click in the **Sign text box**. The Logon will open and vpguy and password text will automatically appear. 2. Click **OK** in the logon box. **Continue ⇩** **Navigation Tip:** • Click Sign In will automatically sign in the three users in rotation: VPguy, MeatMngr, and Store Manager. • You can also click on one of the asterisks on the default Welcome page to jump to any of the scenarios.	Welcome to the International Foods Market Dynamic Workplace 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 workplace 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 IFM's default Welcome Page, where we can view IFM's basic portal. Notice that this default view contains information that is of interest to everyone at IFM: Webcast today from the IFM CEO, 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.

Onscreen	Instructions	Key Messages/Benefits
VP Dashboard: 	1. Click **Sign In**; the VP will automatically log in. 2. Click **OK**. 3. View the VP's dynamic workplace. 4. Note the weekly stats, job applications and other items of interest to a meat manager. Be sure to scroll down to HR window. 5. Click **Search text box** and a search for Brockman in the Company Directory will appear. 6. Click **Intranet Home** in the left navigation panel to return to the VP's home page. 7. Click **Sign Out** to complete the second scenario and return to the start page. **Continue ⇩**	The first of the three scenarios is VPguy. The VP has responsibility across a region that includes a number of stores or properties. The first portlet highlights the collaboration window, which displays current emails and the VP's Sametime buddy list. The window also links to the corporate ERP system and provides near real-time data on store performance, including the top and bottom five performing stores. The scorecard is customized and provides a performance view across three regions (and changes for each scenario). The VP has customized the stock performance window to include key competitors. Paging down also displays the standard news window and the HR window which operate exactly like w3.ibm.com. **Key points:** • VPguy has a dashboard, personalized for Operations VP's, 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 • If he needs to contact someone by phone or look up location, management chain, or anything else on an individual, it is at his fingertips

Onscreen	Script	Key Messages/Benefits
Meat Dept Manager Dashboard: 	1. Click **Sign In**; the Meat Dept Manager will automatically log in. 2. Click **OK**. 3. View the Meat Department Manager's dynamic workplace. 4. Note the weekly stats, job applications and other items of interest to a meat manager. Be sure to scroll down to HR window. 5. Click **Meat Department Planograms** in the Planogram Viewer. 6. Click **Meat Dept. Home** in the left navigation panel to return to the Meat Dept. Manager's home page. 7. Click the **Search** text box. Trimming Guidelines will automatically appear in the Search text box and the search results will contain three SOPs. 8. Click **Meat Dept. Home** in the left navigation panel to return to the Meat Dept. Manager's home page. 9. Click **Sign Out** to complete the second scenario and return to the start page. **Continue ⇩**	**Scenario:** The Department Manager screed displays some of the knowledge and content management options the portal solution can provide. The Meat Mgr Main screen, which highlights the Department Information screen. In addition to key emails, the Department Information window displays Planograms, Forms, and SOP's (standard operating procedures). The scorecard is once again customized; in this case it displays spoilage rates from month to month. Also, a delivery schedule notification window replaces the stock quote window. Speak to database access and/or subscription information source provider access capabilities. You can also click on Planogram Viewer and you are presented with choices for Beef, Poultry, Ethnic, and Specialty options. Although no planograms exist beneath, you can speak to searching on varying types and sources of information/content and having the results aggregated into a single window display **Key points:** • MeatMgr's dashboard is much different that VPguy's, This is automatically configured after recognizing him. • There is rich search functionality for narrow searches to quickly locate information pertinent to getting meat dept work done, as well as an ability to search for other information beneficial to the employee both a business to employee perspective and to meet personal needs • The portal can aggregate information and present it on one unified, simplified interface to make it easy to get the job done - i.e., Planogram viewer.

Onscreen	Instructions	Key Messages/Benefits
Store Manager: 	1. Click **Sign In**; the Store Manager will automatically log in. 2. Click **OK**. 3. View the Store Manager dynamic workplace. 4. Note the weekly stats, job applications and other items of interest to a store manager. Be sure to scroll down to HR window. 5. Click **Meat Dept**. in the Job Applications portlet to display the status of recent applications. 6. Click **Sign Out** to complete the three scenarios and return to the start page.	**Scenario:** Click Sign In to access the Store Manager page. The Store Manager window has a different scorecard, this time weekly performance stats. There is also a Job Applications workflow section. By clicking on this section, you will see the status of job applications. When you scroll down from the main screen, you will also note that the HR window displays Manage Your Employees, signifying the managers ability to manage personnel records, etc. **Key points:** • StoreMgr has yet another personalized dashboard for his particular role. He can customize the dashboard for himself to some degree • StoreMgr, through directory and his user sign-on, has a different level of access control to allow him to work with employees' job apps and give him access to HR functions for his employees. This is all done securely and managed centrally through the directory.