

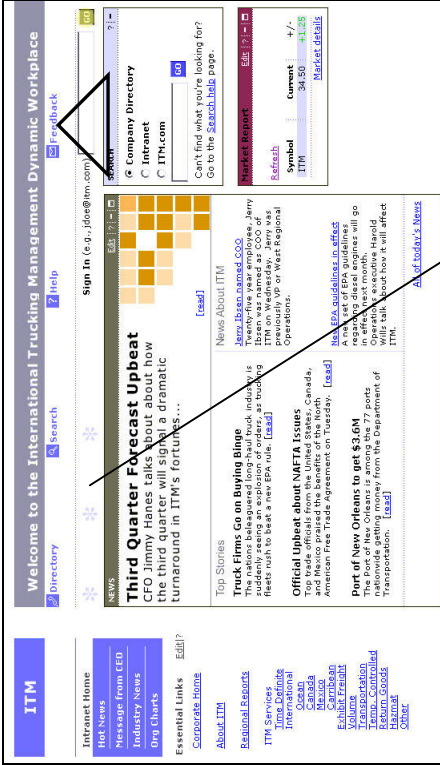
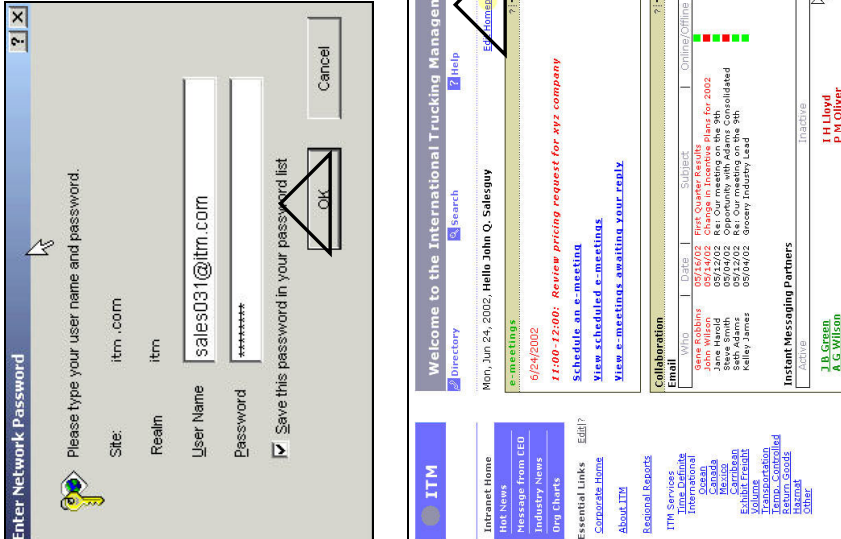


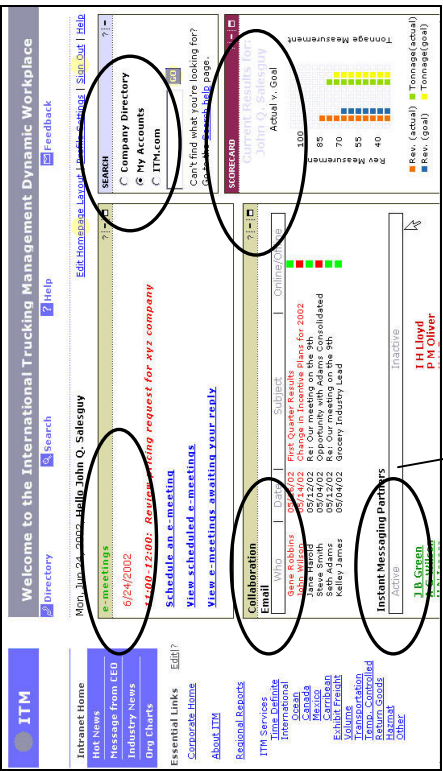
International Trucking Management (ITM) Dynamic Workplaces™ Demo Sales Script

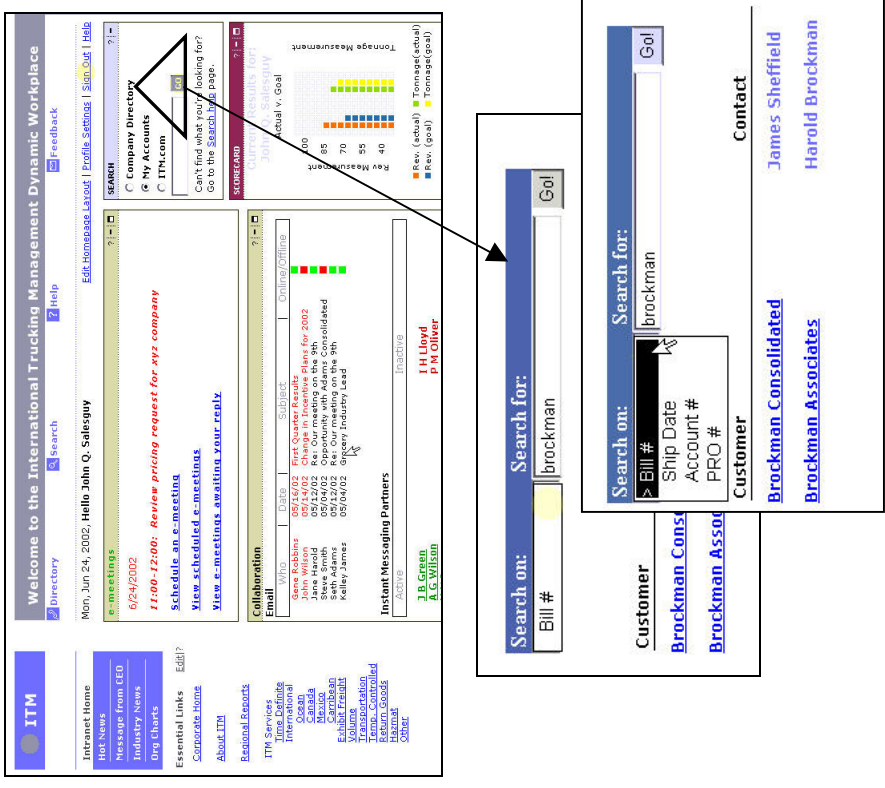
Description:	<p>This demo shows the vision of how a WebSphere Portal could be used to create a Dynamic Workplaces for a company. The demo begins with a main page (generic home page) that contains the core left-hand navigation, some generic portal content, such as the main company and industry news portlet, 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.</p> <p>This script is a sales presentation tool for the International Trucking Management Dynamic Workplaces demo. It was created to help guide sales personnel through the demo while highlighting the key benefits and features of the ITM 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.</p>	
Length:	~15 minutes	
Objective	<p>The purpose of this demonstration is to illustrate how WebSphere Portal can provide a Dynamic Workplaces for individuals based on their positions and interests.</p> <ul style="list-style-type: none"> - Personalized, configurable pages for each user, by role - Browser-based - Remote access is another possibility 	
Install	<p>Unzip the file into one folder. Trucking_Dashboard.html and dashboard_T.dcm files (273K) must be together in the same directory. You will need Shockwave This demo runs best in Internet Explorer.</p> <p>Free Shockwave plug-in at http://sdc.shockwave.com/shockwave/download/frameset.fhtml?.</p>	
Instructions for this script	<p>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.</p> <p><u>Symbol Key:</u></p> <div style="display: flex; align-items: center; justify-content: center;">  = Key Capabilities and Messages  = Click Here to Continue (or Take Action) </div>	

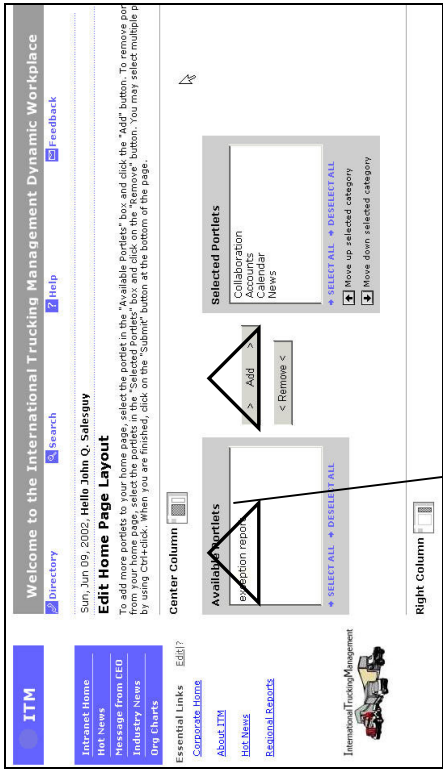
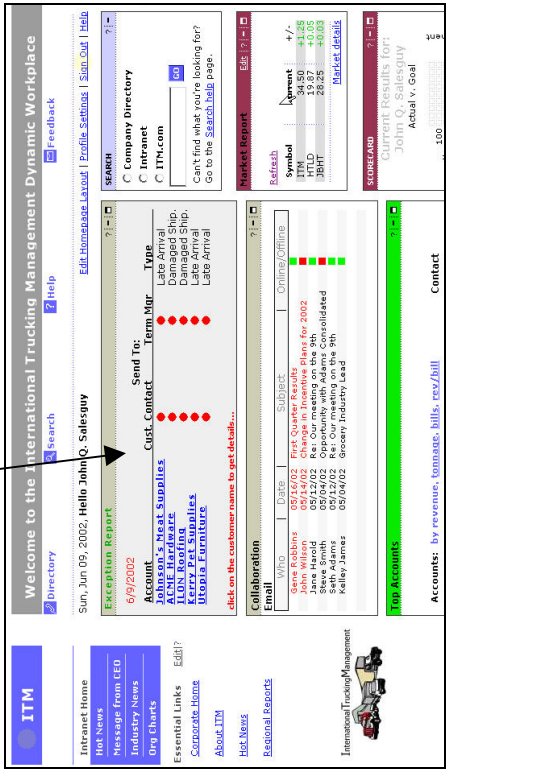
To start the demo: Click on [Trucking_dashboard.htm](#).

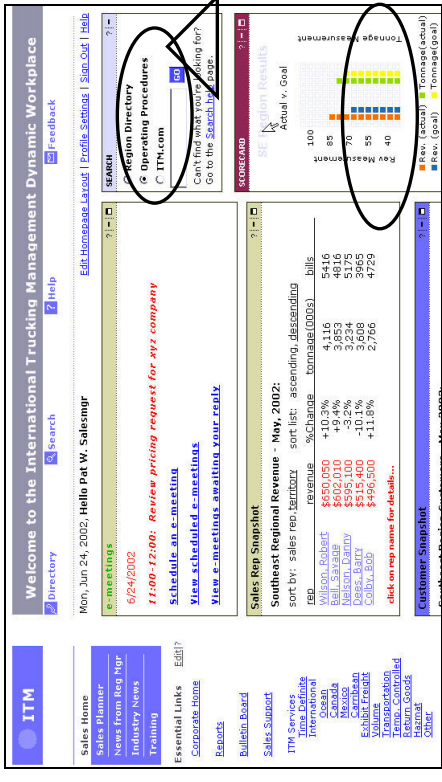
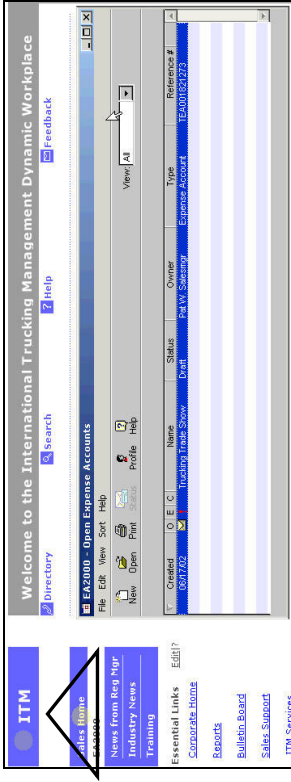
Onscreen	Instructions	Key Messages/Benefits
<p>Home Page:</p> 	<p>Note: ITM's Portal was built to resemble the IBM internal site. IBM does use IBM software. You can share that information with customers, but remember the IBM internal web site contains IBM Confidential information and therefore not to be shown to customers.</p> <p>Continue ⇓</p> <div style="background-color: yellow; padding: 10px; border: 1px solid black;"> <p>Navigation Tip:</p> <ul style="list-style-type: none"> Clicking Sign In will automatically sign in the three users in rotation: sales031(Sales Rep), regsales01 (Regional Sales Manager), and term022 (Terminal Manager). You can also click on one of the asterisks above the News Portlet (Third Quarter Forecast, etc.) on the default Welcome page to jump to any of the scenarios. </div>	<p>Welcome to the International Trucking Management Dynamic Workplace. 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.</p> <p>Here's ITM's default Welcome Page, where we can view ITM's basic portal. Notice that this default view contains information that is of interest to everyone at ITM: Today's news (Third Quarter Forecast, 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.</p> <p>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.</p> <p>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.</p>

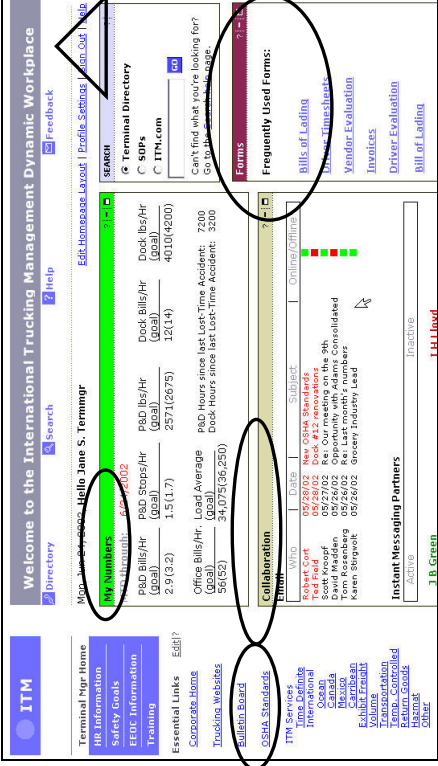
Onscreen	Instructions	Key Messages/Benefits
<p>Home Page:</p> 	<ol style="list-style-type: none"> 1. Review the standard Portal home page. 2. Click in the Sign text box. The Logon will open and sales031@ITM.com and password text will automatically appear. 3. Click OK in the logon box. <p>Note: ITM's 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.</p> <p style="text-align: center;">Continue ↓</p>	<p>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.</p> <p>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 users role.</p> <p>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 Sales Rep and Terminal Manager users will see different information based on their needs and roles.</p> <p>The right side of the screen displays a search function where users can find contact information for other ITM employees. This search function can also be tailored to the user's role, for example, the Sales Rep can search for My Accounts.</p> <p>Notice that the Edit Homepage Layout and Sign Out function is available in the upper right corner.</p>

Onscreen	Instructions	Key Messages/Benefits
<p>Sales Rep:</p>  <p>Home Page varies by user role, but can also be customized by users to their personal preferences.</p>	<ol style="list-style-type: none"> 1. View the Sales Rep's Dynamic Workplaces. 2. Note the real-time information, calendar, collaboration and other items of interest to a sales rep are displayed. 3. The Sales Rep's Account Profile displays up-to-date info on the rep's accounts – giving him instant feedback on his customers. 4. Notice that the sales rep has access to Forms and Manifests in the lower right column. 5. Be sure to scroll down to News window. <p>Continue ↓</p>	<p>The first of the three scenarios is a Sales Rep. The Sales Rep has responsibility across a region that includes a number of accounts; he also has the need to communicate with people both inside and outside ITM. Making Sales is the Sales Rep's responsibility and to help him with his role, he needs easy access to people and to information – information on ITM and their competitors. Therefore the Sales Rep's portlet highlights</p> <ul style="list-style-type: none"> • The collaboration window, which displays current emails and the GM's Sametime buddy list. • The Sales Rep's accounts are his top priority; therefore, the Top Accounts portlet is displayed in a prominent place. • The Sales Rep's calendar is provided – with an option to download to his PDA. • The Search portlet is customized by user role to include My Accounts. • The scorecard is customized and provides My Accounts vs. Goals – scorecards are based on roles and will change as different users login). • Customized the stock performance window to include key competitors. • Access to Forms: Invoices, Proposals, etc.
<p>ITM 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.</p>		<p>Key points:</p> <ul style="list-style-type: none"> • Sales Rep's dashboard, personalized for the Sales Rep, 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 My Accounts information on an individual, it is at his fingertips

Onscreen	Instructions	Key Messages/Benefits
<p>Sales Rep Dashboard:</p> 	<ol style="list-style-type: none"> 1. Click Go in the Search. 2. Watch as Brockman is typed into the Search textbox. 3. View the search results for Brockman. 4. Click on Bill # to view search options. 5. Click Intranet Home (in the left navi panel) to return to the Sales Rep's home page. <p>Continue ↓</p>	<p>Searching for relevant information is quick and easy using the "preset filters."</p> <p>With single sign-on, the Sales Rep logs on once and has access to all of his systems (applications and information for which he has been granted user rights).</p> <p>Key points:</p> <ul style="list-style-type: none"> • Quick, easy access to real-time info. • Ability to modify info in real-time.

Onscreen	Instructions	Key Messages/Benefits
<div data-bbox="289 1226 794 2003"><h3>Sales Rep Dashboard:</h3></div> <div data-bbox="859 1226 1395 2003"></div>	<ol style="list-style-type: none">1. Click Edit Home Page.2. Click exception report in the Available Portlets list box.3. Click Add to move the portlet to the Selected Portlets list box.4. Scroll down and click the Submit button.5. Notice that the Exception Report has been added to the Sales Rep's home page.6. Click Sign-out. <p>Continue ↓</p>	<p>WebSphere Portal provides a user-friendly portal that users can customize 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.</p> <p>Key points:</p> <ul style="list-style-type: none">• ITM 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.

Onscreen	Script	Key Messages/Benefits
<p>Regional Sales Dashboard:</p>  <p>Changes to note on the screen:</p> <ul style="list-style-type: none"> Sales Rep Snapshot portlet added. Search capabilities have changed to suit this role. (Regional Directory (instead of Company Directory), Operating Procedures (instead of My Accounts), and ITM.com are now available). Stock prices are no longer displayed Scorecard changes for role, now displays Regional Sales. Employee Performance Review status is displayed at bottom of the page. 	<ol style="list-style-type: none"> 1. Click Sign In; the regsales01@ITM.com will automatically log in. 2. Click OK. 3. View the Regional Sales Manager's Dynamic Workplaces. 4. Note the Revenue Snapshots, the Customer Snapshots. 5. Like the Sales Rep, Collaboration (Inbox and Instant Messaging is displayed). 6. Notice the Scorecard is now SE Region Info. 7. Scroll down to the HR portlet and view the Regional Sales Mgr's Employee Performance Review list. 8. Click on View Open Expense Accounts (bottom of right column). 9. View the Expense Detail. 10. Click Intranet Home to return to the Regional Manager's home page. 11. Click Sign Out to complete the second scenario and return to the start page. <p>Continue ⇅</p>	<p>The Regional Sales Manager's screen displays some of the knowledge and content management options the portal solution can provide. Real-time Information on Revenue and Customers.</p> <p>The Regional Sales Manager also need access to people – both internal and external, so his Inbox and Instant Messaging buddy list are displayed.</p> <p>As a manager, the Regional Sales Manager has Employee Performance Reviews to complete and track. The HR portlet in the lower portion of the screen displays the current status of employee reviews.</p> <p>The Regional Manager also has access to a snapshot of Sales Reps and Customers and to Expense Accounts.</p> <p>Key points:</p> <ul style="list-style-type: none"> The Regional Sales Manager dashboard is different that the Regional Sales Manager's; his Dynamic Workplaces is automatically configured after he's logged in. There is rich search functionality for narrow searches to quickly locate information pertinent to getting Regional Sales Manager's 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., Revenue and Sales Rep Snapshots.
		

Onscreen	Instructions	Key Messages/Benefits
<p>Terminal Manager Dashboard:</p>  <p>Changes to note on the screen</p> <ul style="list-style-type: none"> Left Navi panel now shows Terminal Mgr Home, HR Information, Safety Goals, EEOC Information, and Training. And a link to OSHA Standards has been added. Terminal Manager Stats (My Numbers) are displayed. Employee training info is also displayed. 	<ol style="list-style-type: none"> Click Sign In; term022@itm.com will automatically log in. Click OK. View the Terminal Manager's Dynamic Workplaces. Note the My Numbers portlet is included to give the Terminal Manager realtime online status of Trucking Terminal. Be sure to scroll down to the HR window. Click Sign Out to complete the three scenarios and return to the start page. 	<p>The Terminal Manager's Dynamic Workplaces has access to Realtime Terminal Operational Information. The Terminal Manager can also access the appropriate Forms. Thus providing quick access and when action is required quickly.</p> <p>The Terminal Manager is concerned with employee training and through Dynamic Workplaces, training information can be displayed in each employee's portal.</p> <p>Key points:</p> <ul style="list-style-type: none"> The Terminal Manager has yet another personalized dashboard for his particular role. She can customize the dashboard for himself to some degree The Terminal Manager, through directory and her 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 Trucking Company. This is all done securely and managed centrally through the network directory.