IBM Start Now Content Management Solution

Demonstration Script English

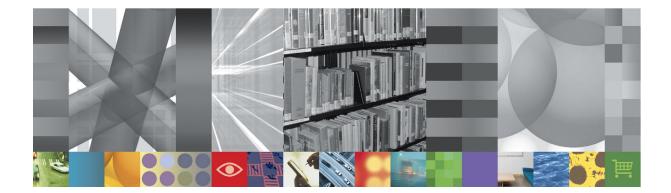




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This document provides you with information on the demo provided with this offering. For details on how to recreate the demo for a customer engagement or in another language, go to the Demonstration Creation Document (CM_DemoCreation.doc).

How to use the automated Demo			
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Introduction to the Demo

This demo provides an overview of content management and illustrates the business value that can be obtained through the IBM Start Now Content Management Solutions.

To summarize, content management solutions provide easy, but controlled access to the wide variety of documents and files that a business requires to operate. This demonstration, illustrates how personnel from marketing, service and support departments in a small business can be more productive by using content management solutions.

Various content types such as product fact sheets, sales promotions, and customer warranty cards, are centrally stored in a searchable repository. Warranty cards will be stored as scanned images while fact sheets and sales promotions may be created (and edited) through productivity applications such as word processors or publishing tools. Though not specifically shown in this demonstration, other content types such as audio, video, web content and more could be managed using the same tools and solutions.

The business process for this small or medium sized company starts with the warranty and service department scanning a product registration card received from a customer after purchasing some luggage. The image of this registration card is stored in a central repository along with key information that will allow it be easily located when needed.

Meanwhile, product management and marketing teams are responsible for creating product fact sheets and sales promotion collateral. These documents may change periodically and require collaboration between multiple departments as they are created and reviewed.

Finally, a customer service representative receives a call about a defective product. By easily accessing and referencing the warranty registration card, product fact sheet and available sales promotions, the customer service representative not only provides timely resolution of the problem but also makes a sale by bringing a relevant promotion to the attention of the customer.

IBM Start Now Content Management Solutions have a broad base of capabilities that can help business of all sizes and types to become more efficient and productive in their handling of content. This demonstration provides one simple business scenario, but the number of ways in which content management can help your customers is only limited by your imagination!



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Play the Demo

The demo is provided through an **.avi** file that includes an audio track that accompanies the visual content. A second **.avi** file is included that does not include an audio track. You can follow these instructions to play the demo:

- An AVI player is required to play the IBM Start Now Content Management 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 CM Demo. Run the "tscc.exe" file to install the codec.
- 3. Play the **CM_Demo.avi** file. Double-click on the **.avi** file to begin playing using your default **.avi** player or open the **CM_Demo.avi** in the player of your choice.

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. A textual version of the script used in the audio track is included in the following pages. You may want to use this script as a basis for your own description of the demo or to recreate the demo in a different language.

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Demo Speaker Notes

This demonstration illustrates the Content Management offering concepts. It will introduce you to the solution, the scenarios, the products and some of the functionality they provide. This visual demonstration will provide a means to help you quickly understand the solution area and scenarios as well as provide a mechanism to show your customer what the Content Management offering can do for his business.

Advance the slide when you see the \supseteq symbol.

Slide 1 "Start Now Content Management Welcome Page":

Welcome to the IBM Start Now Content Management Solutions demonstration.

This demonstration illustrates content management concepts and will help you quickly understand what content management is all about. It will also provide a means to help you understand the value that IBM Start Now Content Management Solutions can bring to your business.

Let's get started!

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Slide 2 "Content Management Overview":

Content may be data such as correspondence, spreadsheets, web pages, forms, manuals, graphics, images, audio and video. It may come in the form of paper documents received by mail, facsimile or as the printed output of an application.

▷ Businesses today must deal with both hardcopy and softcopy content and therefore it is stored, and sometimes lost, in a variety of locations such as file cabinets, desk drawers, personal computers, file servers and removable media.

▶ However, regardless of the form it takes, all of this content must be controlled, tracked, located, shared among multiple users in a secure way, and in a word "Managed"! By managing the content, you can ensure its intention and value is realized.

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Slide 3 "Demonstration Environment":

Let's take a look at how a business might benefit from a content management solution.

E The business that we will discuss is a product reseller that also provides support and warranty service for the products it sells.

 \triangleright For the purposes of this demonstration there are several key departments involved.

▷ First, the marketing department consists of two groups. Product management is responsible for managing the product portfolio. Part of their responsibility is to create and maintain product specification sheets.

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The marketing communications group is responsible for the creation of promotional materials and other collateral to help drive sales. The marketing department uses a variety of tools such as word processors to generate this material.

▷ The warranty and service department, among other things, is responsible for maintaining customer service records. One aspect of this is the receiving and filing of product registration cards returned by customers.

Lastly, the customer support department provides phone-based support. Not only do they need access to warranty and service information, but they also require access to product data sheets. In addition, they need to be aware of sales promotions that could be of interest to customers who call the support line.

⊵ Let's take a closer look at how content management helps this business.

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Slide 4 "Handling Service Documents":

Prior to implementing a content management solution, the warranty and service department had to manually file all product registration cards that were received. This manual process was not only time consuming, but it required a large amount of storage space and these file cabinets needed to be readily accessible to the customer support representatives. This manual filing process was very error prone and cards were often misfiled, either initially or after having been accessed by a customer support representative handling a call.

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Slide 5 "Creating a Document Image":

However,

⊵ with a solution that provides digital information management,

≥ the hardcopy product registration card is scanned ...

└ ...and its image is made accessible to those who need to refer to it. We will see how customer support accesses the document image a little later in the demonstration.

▷ Once a document is scanned, the resulting file containing the document image is stored in a central repository. To make it easy to search for and retrieve this image, information about the document must be captured.

Let's take a look at how an administrator handling a document, such as the product registration, enters the document information that allows this image to be cataloged making it simple to search for and retrieve when it is needed.

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CAMTASIA: Storing a scanned document:

Here, a clerk can use an application to either import an existing image or file, or scan a document. The user is prompted for information such as the document type. Based on the document type, a set of fields will be displayed where the user can enter key information. This information is associated with the file containing the document image and can be used later to

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help search for and retrieve the documents. Once the image is scanned, the image and the associated information are saved in a central repository.

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Slide 7 "Centralized Document Management":

Now let's look at the marketing department. They use productivity applications such as word processors to generate content.

▷ For instance, the Marketing Communications group generates sales promotions and other marketing collateral.

⊵ One of the many jobs of the Product Management group is to maintain

≥ product specification sheets. All of this information must be kept up-to-date and made available to others within the business. Typically, there is a lot of collaboration required in the generation of these documents.

▷ They use a Content Management solution that provides a central repository to help keep their documents organized, provide a flexible security model, and enable collaboration through document sharing and version control. Whenever a document is saved, the user has the option of entering additional key information that can be used to retrieve the document later. Let's take a look at how this works....

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CAMTASIA: Saving a document to a repository:

After creating a sales promotion document, the document can be saved in the appropriate folder within the document repository. Before the document is actually saved, the user is prompted for key fields that will enable this document to be searched for and retrieved. This document will now be available to other employees that have the appropriate permissions.

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Slide 9 "Accessing the Content":

We have seen how different types of data can be stored in central repositories. Now let's see how having this content available helps the company we've been describing.

 \geq First, let's meet our customer, John Jones.

 \geq John purchased a garment bag from the company and has had a problem with the shoulder strap connector.

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≥ Betty Startnow is the Customer Support Representative who receives John's call.

≥ John mentions that he has had a problem and Betty requests his phone number. Let's look in on Betty's computer to see what she's up to....

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▷ CAMTASIA: Accessing content from different repositories:



Betty Startnow uses a browser-based search application to enter the customer's phone number and begins a search. This search will bring up all service records associated with this phone number.

The results of this search show that there are two product registration cards on file for John Jones. Based on the description, Betty can ask John if his problem is with his rolling bag or his garment bag. He informs her the problem is with the shoulder strap connector on his garment bag.

By selecting the Garment bag, Betty can view the product registration card and verify information such as the Product ID and Date of Purchase.

The content management solution also allows Betty to access other documents such as those produced by the marketing department.

Betty views the product fact sheet and sees that the shoulder strap connectors are a replaceable item and offers to send them via overnight delivery to John Jones.

She also views the Sales Promotion and makes John Jones aware that Deluxe Shoulder Straps are currently being offered at 50% off along with free monogramming.

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Slide 11 "Scenario Summary":

With all of this information available at her fingertips,

⊵ Betty has had another successful support call...not only resolving John's problem,

but making an additional sale as well. John is happy and certainly will do business with this company again.

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Slide 12 "Other Content Management Solutions":

What you have seen in this short demo are a few examples of how Content Management can make a business more efficient.

 \ge In this demo we showed you how a customer might scan paper documents and make their images available to users.

▷ However, we could also use the same technology to store other content such as audio or video files.

 \geq You might also want to capture images of data generated by your current business applications, such as reports, invoices and so on.

▷ Automating your document-based business processes can be achieved to ensure they are followed and completed in an efficient manner.

 \ge By integrating Content Management products with other business applications, solutions can be deployed for a wide variety of business needs.



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Slide 13 Final Slide:

In summary, you can see that Content Management is the answer, and IBM Start Now Content Management Solutions can provide you with the RIGHT solution.

Thank you for viewing the content management solution demonstration.



