

IBM The Innovators, part II demo voice over script

<Intro>

Fletcher here again ...(static). An urgent mission has come up. We need your immediate assistance. Stand by for details.

This time your subject is Hypnosis, a young, streetwise North American clothing company that sees a big opportunity in the Asian marketplace.

But they're not alone in the new market. Their competition is only a step or two behind them. First-mover advantage is key; so time is of the essence.

Entering this new market is going to be a challenge ... on many fronts.

Hypnosis teams will be on the move constantly. And they'll need to collaborate on the fly, from wherever they are. However they need to connect.

They're going mobile, and that means they'll need a collaboration solution that includes unified communications — we're talking voice, video, texting, Web conferencing.

From trains, planes and out on the street

They'll need to collaborate on the move and make better decisions faster.

And that also means finding a partner that can tailor a strategy, develop a roadmap for success and implement just the right solution.

Hypnosis is also committed to "green" IT. They've pledged to make responsible decisions that respect the natural resources in countries where they do business. This can lower their energy bills and help them meet regulatory compliance requirements.

And they're going to need to combine pieces of information quickly in new ways, on their own—mashing them together to create new views and business processes. Without taxing IT application development resources.

And then they'll need to share these information mashups with their network of colleagues and partners to keep Hypnosis ahead of the competition.

As you can see, Hypnosis needs your help.
Yours, and the Innovator Agents'.

And just who are the Innovator Agents?

(pause)

The Innovator Agents are highly trained professionals, each with a set of unique capabilities. Each agent has specialized skills but is ready to work with the other agents to create an agile, mobile and flexible—yet tightly integrated—network of capabilities.

This way, the agents can be combined as needed ... when they're needed ... to ensure business success.

<Match the mission>

Your mission, should you choose to accept it, is critical to the success of Hypnosis in the new marketplace. Match the correct Innovator Agents with the correct challenge. Match all four agents ... and you've ensured the company's success.

If you need more information about an agent, click on that team's "Dossier."

(mobility)

The Mobility Agents. Fast on their feet.

They're here, a quick charge of the batteries, and then they're gone.

They're dedicated to helping you create a mobile work environment that will connect your teams to each other and to the information they need.

Their goal? Enabling you to make better, more informed decisions faster.

They've got a powerful set of tools, too. E-mail, calendaring, scheduling, IM, contact databases and Web conferencing to help you connect to others on the go. And, if you choose, services to help you implement them.

Their end game is increased productivity and a total transformation of the way you deal with your customers and partners.

They're always thinking ahead—they can show you how to create the desktop of the future, lower costs, improve customer satisfaction and jump-start sales.

(mashups)

The Mashup Agents.

They're all about combining information in new ways to meet the accelerating needs of the business.

Have a problem, challenge or question that requires looking at data differently than you have in the past? Want to mix and match information from your desktop, enterprise sources and the Web to explore potential solutions?

The Mashup Agents can help you get it done.

Let's say Hypnosis learns of a huge sporting event in their new market.

The Mashup Agents can help them take a map from Google, overlay a weather forecast, add a widget with store location and inventory, and plug in the store managers.

Store managers can then be contacted on the fly by regional managers to ensure that inventory meets developing demand.

Nontechnical users creating unique, good-enough applications to meet an immediate business opportunity ... that's a mashup!

Mashups allow you to understand and explore a market opportunity quickly and easily, but with security and governance in place to satisfy the requirements of IT.

And why keep your mashup under lock and key?

The important pieces of mashups can be shared in an enterprise catalog where people can find, reuse and rate them.

And if any of these shared mashup resources appeals to the broader community, IT can make it available via your WebSphere Portal to everyone's benefit.

(green)

Twenty-seven tons of carbon dioxide are released by each person in the U.S. every year.

And 44 percent is related to driving and flying.

Green Agents can help Hypnosis reduce energy costs in the data center ...

... and lower energy consumption in the organization with flexible and powerful collaboration tools.

Cut travel costs and energy use for meetings, working sessions, training and remote workers.

Hey, the Green Agents helped one company save \$70,000 in travel expenses for a single event!

Tap into experts through online communities and social networking. And reduce the energy it takes to keep your facilities up and running.

The Green Agents have a saying ... "If it's not open, it's not green."

And that's why, from IBM Power Systems servers to collaborative tools like Lotus Sametime and Lotus Notes, IBM hardware and software solutions are built on open industry standards like Java and Ajax so that everything works together seamlessly.

(Integrated services)

You know your company could be better at communicating and collaborating. But how? And who can help?

It's time to call in The Integrated Services Agents. These experts can help you create a roadmap for your entire organization.

From assessment to strategy. From design to implementation to management. The Integrated Services Agents can help you make the hard choices.

They not only can help you leverage your existing investments ...

... they also can bring new, end-to-end solutions to the table—solutions built on open standards that leverage next-generation technologies. Solutions that can really transform your business.

The Integrated Services Agents make it all happen.

Whenever you need them, they make sure everyone plays well together ... that hardware and software solutions are built on open standards and work with the applications, systems and devices you have in place.

There's strength in numbers. And The Integrated Services Agents bring that strength to bear on your challenges.

The world's largest technology services provider, working with a worldwide network of more than 400 leading audio, telephony and video partners, integrates it all to ensure that your business benefits are realized on time.

<Overview>

So, you've met the Innovator Agents and successfully completed your mission to help Hypnosis get up and running in the new market.

You've seen the agents' individual strengths and learned how they work together as an integrated whole ...

... to help create greener, more flexible and unified communication and collaboration solutions, connecting the best minds in the organization to meet business opportunities. Fast!

And if you need assistance getting started, IBM Global Technology Services can help.

We can assess your situation and help you develop a collaboration strategy and solution roadmap that is security-rich and built on open standards so it integrates with your environment.

Plus, we'll make sure that it can meet your business requirements and is implemented on time.

The IBM Mashup Agents can put "agility" back in your toolkit, enabling you to be fast on your feet and self-sufficient, able to meet any new opportunity with a new idea.

Mashup solutions from IBM can help business professionals with little or no technical skills quickly create their own dynamic and secure situational applications to address unique business challenges.

Mashups leave the organization's IT professionals to focus on the enterprise-wide application development and deployment needs.

Using Web 2.0 technologies and service-oriented architectures, mashup solutions from IBM and IBM Business Partners enable IT to continue to support their line-of-business colleagues no matter how unique the challenge.

Select mashup assets can even be deployed within the IBM WebSphere Portal environment. IT can take advantage of popular mashups by adding controls such as role-based security for the entire enterprise.

Employees, like the Hypnosis team hitting the new geography, are often moving at lightning speed. They need to connect to each other, to clients and to information from anywhere, at any time.

Mobility solutions from IBM Lotus and alliance partners like Motorola or RIM BlackBerry can improve customer satisfaction, lower operational costs and increase productivity.

Finally, a good collaboration strategy can be an important first step in growing marketshare while shrinking your carbon footprint.

The Green Team can help you deploy collaboration technologies that dramatically reduce travel, paper use, and storage and server footprint.

Furthermore, optimizing business processes through collaboration and consolidating your IT infrastructure through virtualization can reduce energy consumption and support regulatory compliance.

The Innovator Agents. Open. Secure. Robust. Integrated. Helping you and your employees collaborate down the hall, across the campus and around the world.

IBM has the experience, the Partner network, and the deep, open portfolio to help Hypnosis, and your organization, meet the challenges of today's business environment.

To learn more about an IBM product or service, simply click on the link.

To explore how IBM can help you realize your business objectives, contact your local IBM representative or visit ibm.com.