

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).

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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!





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 ▷ 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!



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.



Slide 3 "Demonstration Environment":

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

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

▷ 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.





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.



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.



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.



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





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.

