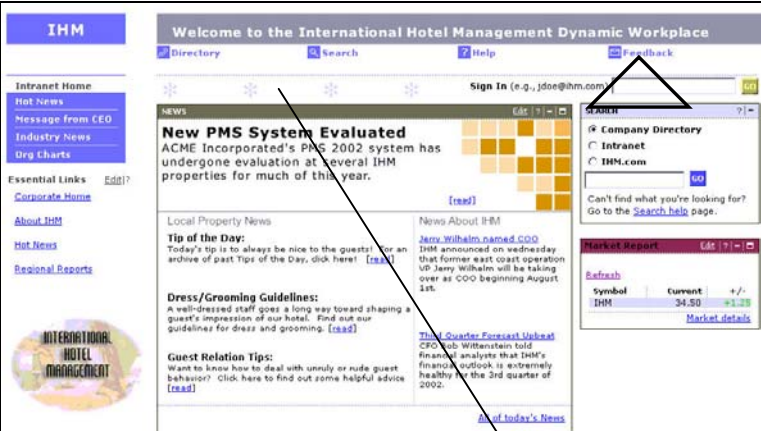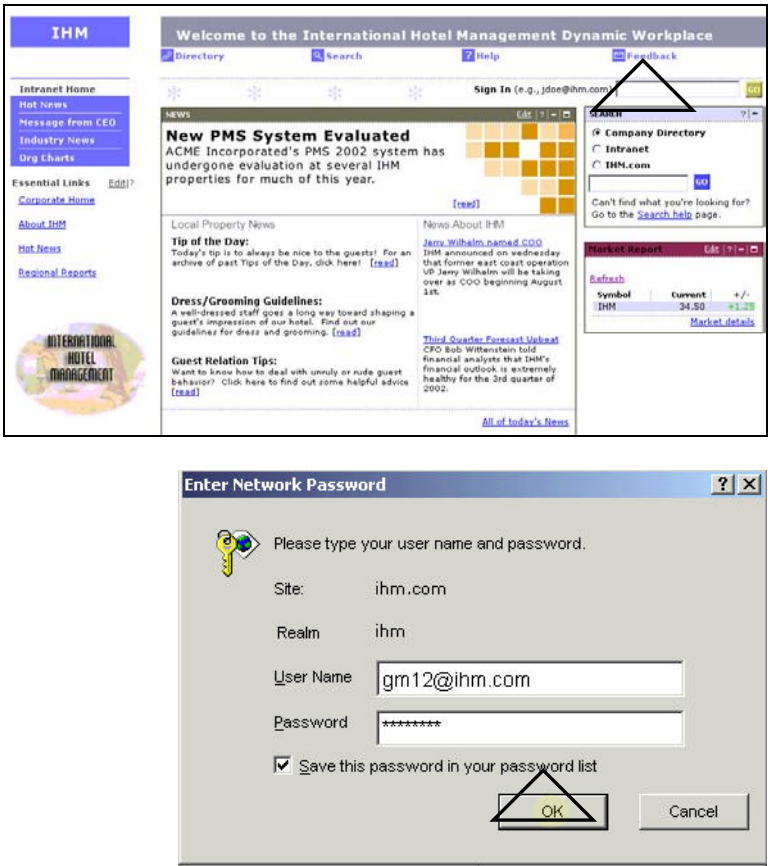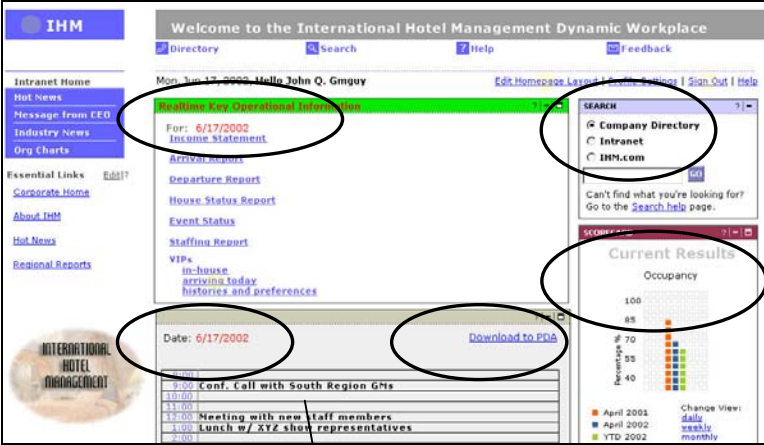# International Hotel Management (IHM) Dynamic Workplaces™
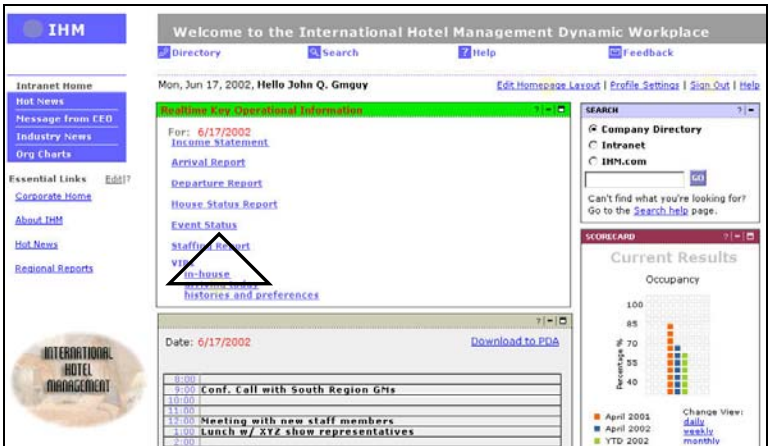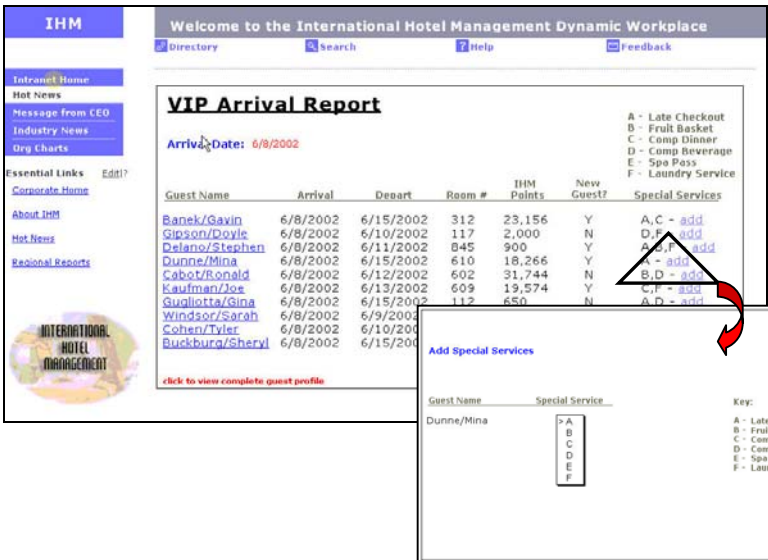# Demo Sales Script

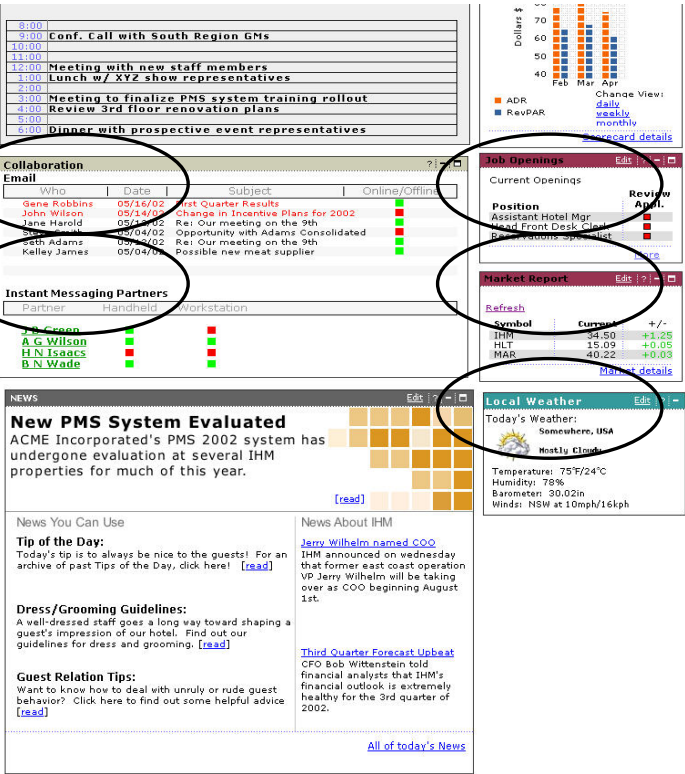| Description:	This demo shows the vision of how a WebSphere Portal could be used to create a dynamic workplace for a company. The demo begins with a main page (generic home page) that contains the core left-hand navigation, some generic portal content, such as the main company and industry news portlet, 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 Hotel Management** Dynamic Workplace demo. It was created to help guide sales personnel through the demo while highlighting the key benefits and features of the IHM 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, by role
	    – Browser-based
	    – Remote access is another possibility

Install	Unzip the file into one folder. Hotel_Dashboard.html and dashboard_H.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.
	
	Symbol Key:
	
	   = Key Capabilities and Messages
	
	   = Click Here to Continue (or Take Action)

To start the demo: Click on dashboard_H.html.

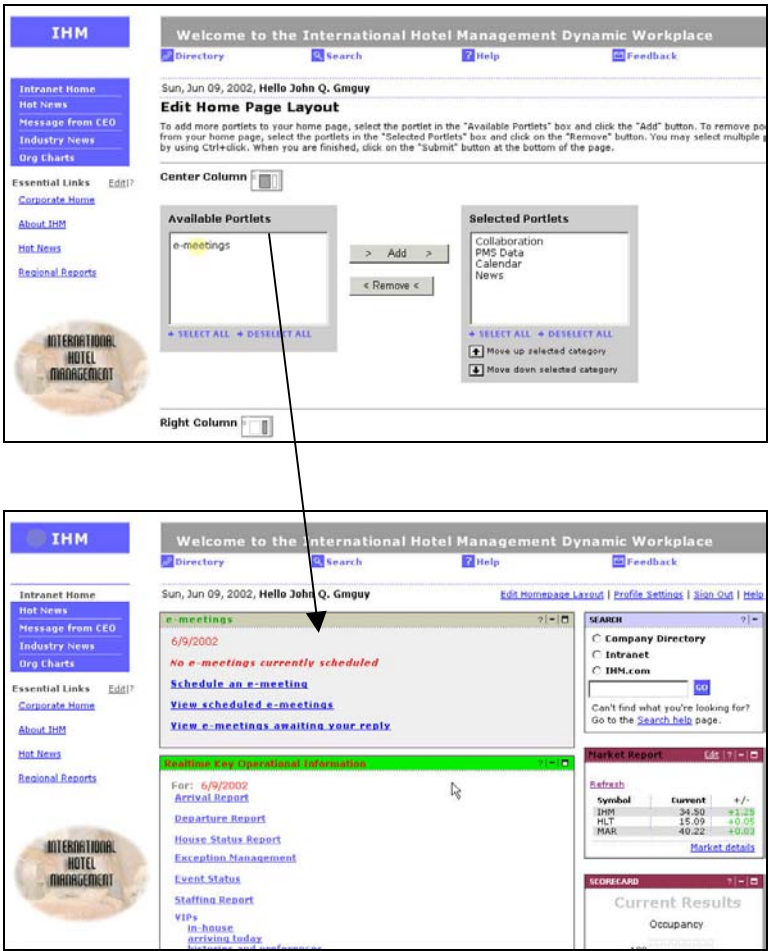| Onscreen	Instructions	Key Messages/Benefits
Home Page: 	**Note:** IHM's Portal was built to resemble the IBM internal site. IBM does use IBM software. You can share that information with customers, but remember the IBM internal web site contains IBM Confidential information and therefore not to be shown to customers. **Continue ⇩** **Navigation Tip:** • Clicking Sign In will automatically sign in the three users in rotation: gm12(General Manager), res023 (Reservation Clerk), fr_desk0289 (Front Desk Clerk), and exec02 (Hotel Executive). • You can also click on one of the asterisks above the News Portlet (New PMS System Evalutated story, etc.) on the default Welcome page to jump to any of the scenarios.	Welcome to the International Hotel Management 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 IHM's default Welcome Page, where we can view IHM's basic portal. Notice that this default view contains information that is of interest to everyone at IHM: Today's news (New PSM System Evaluated, 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. 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. 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.

Onscreen	Instructions	Key Messages/Benefits
Home Page: 	1. Review the standard Portal home page. 2. Click in the **Sign text box**. The Logon will open and gm12@ihm.com and password text will automatically appear. 3. Click **OK** in the logon box. **Note:** IHM'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. **Continue** ⇩	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. 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. 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 General Manager and Executive users will see their e-mail inboxes and Sametime user lists; and the Front Desk Clerk will see a list of today's arrivals. The right side of the screen displays a search function where users can find contact information for other IHM employees. This search function can also be tailored to the user's role, for example, the Reservation Clerk will be able to search for Property info and standard operating procedures (SOP) for his department. Notice that the Sign in function is available in the upper right corner.

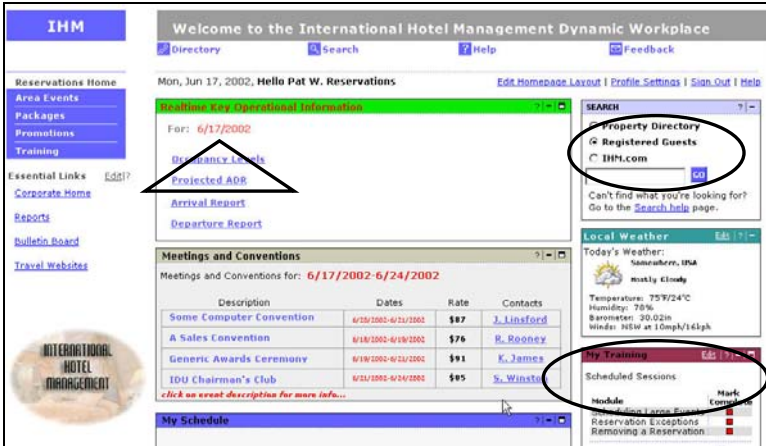| Onscreen	Instructions	Key Messages/Benefits
GM Dashboard: Home Page varies by user role, but can also be customized by users to their personal preferences. IHM uses Single-sign on; once a user logs in he/she has access to all of the systems and information appropriate to his role and position. Updates to a user's rights are quick and easy and done from one single location.	1. Click **Sign In**; the GM will automatically log in. 2. Click **OK**. 3. View the GM's dynamic workplace. 4. Note the real-time information, calendar, collaboration and other items of interest to a general manager are displayed. Be sure to scroll down to HR window. **Continue ⇩** **Hotel Terms:** ADR = Average Daily Rate RevPAR = Revenue Per Available Rooms	The first of the four scenarios is gm02. The General Manager has responsibility across a region that includes a number of hotels or properties; he also has the need to communicate with people both inside and outside IHM. Profitability is the GM's responsibility and to help him with his role, he needs easy access to people and to information – information on IHM and their competitors. Therefore the GM portlet highlights • The corporate ERP system and provides near real-time data on Arrivals, Departures, House Status, Events, Staffing Reports, etc. • The GM's calendar is provided – with an option to download to his PDA. • The collaboration window, which displays current emails and the GM's Sametime buddy list. • The Search portlet is customized by user role. • The scorecard is customized and provides Occupancy and ADR/RevPAR info – scorecards are based on roles and will change as different users login). • Customized the stock performance window to include key competitors • The standard HR window (which operate exactly like w3.ibm.com); this allows all IHM users to link to their employee benefits – everything he needs to manage his life, health and money. . **Key points:** • GM has a dashboard, personalized for Operations, 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

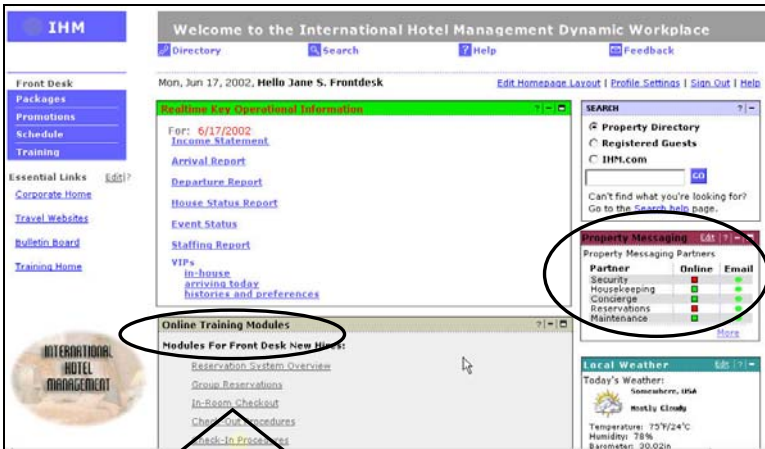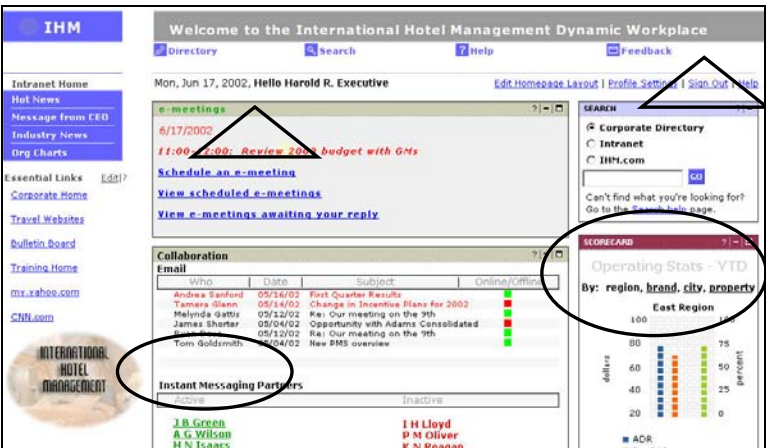| Onscreen	Instructions	Key Messages/Benefits
GM Dashboard: 	1. Click **Arriving Today** in the VIPs Report section. 2. Click **Add** for Dunne/Mina (4th row). 3. Click the A in the Special Services column to open the drop-down to display the list of available special services. 4. Click on any of the Special Services. 5. Click Intranet Home to return to the GM's home page. **Continue** ⇩	Drill Down info for the real-time information systems is only a click away. Not only can the GM view the info, he can also add or modify the information in real-time. With single sign-on, the GM logs on once and has access to all of his systems (applications and information for which he has been granted user rights). **Key points:** • Quick, easy access to real-time info • Ability to modify info in real-time • Portal information can be WAP accessible, letting the GM access information through his PDA or cell phone.

Onscreen	Instructions	Key Messages/Benefits
GM Dashboard: 	1. Continue to scroll down to the lower portion of the GM's portal home page 2. Notice the Collaboration portlet which displays both his inbox and his instant-messaging partners and even signals which are currently online. 3. Job Openings, Market Reports, and even the Weather are displayed in portlets **Continue ⇩**	Access to information and not just any information, but the relevant information for each user, filtered and arranged for each user's role and preferences. **Key points:** • Collaboration features provide quick and easy access to e-mail to instant message partners. • Mini-portlets with 'snapshots' of dynamic information (weather, stock prices, etc.) are easy to include and allow users to monitor and track items that are important to them.

Onscreen	Instructions	Key Messages/Benefits
GM Dashboard: 	1. Click **Edit Home Page**. 2. Click **e-meetings** 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 e-meetings has been added to the GM home page. 6. Click **Sign-out**. **Continue** ⇓	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. **Key points:** • IHM 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 workplace to meet their own needs and preferences.

Onscreen	Script	Key Messages/Benefits
Reservation Clerk Dashboard: **Changes to note on the screen**: • Left panel now shows: Reservations Home, Packages, Promotions and Training (instead of Hot News, Message from CEO, Industry News, Org Charts, About IHM, and Regional Reports. • Upcoming events are important for Reservation Clerks so Planned Meetings are displayed. • Collaborative not as important to Reservation Clerk – no access to Instant Messaging but can see store memorandums, planning docs, etc. • Search capabilities have changed to suit this role. (Property Directory (instead of Company Directory), Registered Guests, and IHM.com are now available). • Stock prices are no longer displayed • Scorecard changes for role, now displays My Training. • HR benefits, etc. are still available at the bottom.	1. Click **Sign In**; the res023@ihm.com will automatically log in. 2. Click **OK**. 3. View the Reservation Clerk'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 **Occupancy Rates** in the Real Time Operations Info area. 6. Click **Reservation Home** in the left navigation panel to return to the Reservation Clerk's home page. 7. Click **Sign Out** to complete the second scenario and return to the start page. **Continue** ⇩	**Scenario:** The Reservation Clerk's screen displays some of the knowledge and content management options the portal solution can provide. Real-time Operational Information, and Meeting and Convention information. The Reservation Clerk can also view My Training to track his/her training requirements and completed course information. **Key points:** • Reservation Clerk's dashboard is much different that GM's; this is automatically configured after he's logged in. • 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., Real-time Operations Information.

Onscreen	Instructions	Key Messages/Benefits
Front Desk Clerk Dashboard: **Changes to note on the screen** • Property Messaging indicates the departments that are online. • Access to Online Training Modules. • Access to External Information: Near-bye Restaurants, Hot Spots, and Hotels. • Left navigation panel changes from Reservations to Front Desk.	1. Click **Sign In**; fr_desk0289 will automatically log in. 2. Click **OK**. 3. View the Front Desk Clerk's Dynamic Workplace. 4. Note the Property Messaging portlet is included to give the Front Desk online status of the various hotel departments. Be sure to scroll down to News window. 5. Click **Check out Procedures**. in the Online Training Modules portlet to display the online training module. 6. Click **Front Desk** in the left navigation panel to return to the Front Desk Clerk's home page. 7. Click **Sign Out** to complete the three scenarios and return to the start page. **Continue ⇩**	The Front Desk Clerk has access to Realtime Operational Information and Online Status of each hotel department. The Front Desk Clerk can also view near-by restaurants, and hot spots –even hotels – all the info he needs to serve hotel guests – even Today's Weather. The Hotel is concerned with employee training (staff turn-over is high in the hotel industry) and through Dynamic Workplaces, training information can be displayed in each employee's portal. **Key points:** • The Front Desk Clerk has yet another personalized dashboard for his particular role. He can customize the dashboard for himself to some degree • The Front Desk Clerk, through directory and his 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 hotel. This is all done securely and managed centrally through the directory.

Onscreen	Instructions	Key Messages/Benefits
Executive Dashboard: 	1. Click **Sign In**; exec02@ihm.com will automatically log in. 2. Click **OK**. 3. View the Executive's Dynamic Workplace. 4. Click on **Review 2003 Budget** to jump into the Executive's e-meeting. 5. Click **Intranet Home** to return to the 6. Collaboration features are displayed. Look through the home page and scroll all the way down to News window. 7. Click **Sign Out** to complete the four scenarios and return to the start page. **Changes to note on the screen** • Collaboration: Exec's Inbox, Instant Messaging Partners, and e-meeting schedule are displayed. • Sales Channel Information is added. • Scorecard changes to Operating Stats, and Forecast. • The Exec's calendar is displayed. • News portlet is displayed. • Left navigation panel changes to Intranet Home, Hot News, Message from CEO, Industry News and Org Charts (default left navi panel). **End**	The Exec has responsibility across a region that includes a number of stores or properties; he also has the need to communicate with people both inside and outside IHM. Profitability is the Exec's responsibility and to help him with his role, he needs easy access to people and to information – information on IHM and their competitors. Therefore the Exec's portal highlights: • The collaboration window, which displays current emails and the Exec's Sametime buddy list • Sales Channel info • The scorecard is customized and provides a performance view across the region and the forecast. **Key points:** • Exec's dashboard can be personalized: it allows access to the application and information that he has been granted access, but he can also personalize his home page by arranging, adding and deleting portlets. • He is able to access several systems with a single, secure sign-on. • He can quickly electronically communicate with people to get things done. • Exec's calendar can be downloaded to PDA.

So what we've shown you here today is a dynamic workplace customized for each user based upon his or her role in the IHM organization. Dynamic Workplaces make it easy for the company to get information to their employee's. And with the single-sign-on feature, each user's rights to that information can be controlled from one location taking the pains and headaches out of user rights maintenance. When an employee is promoted, his/her rights can be adjusted quickly from just one location. If a new employee is hired, or an employee leaves the company, all of the user rights can be configured from this same user rights location. Dynamic Workplaces make easy to give employees access to Personnel information (benefits, promotions, up-coming reviews, etc.) along with keeping managers up to date by helping them track items and responses—all in their portal.