

IBM's "START NOW" VIDEO

VIDEO:	AUDIO: (MUSIC: mysterious/foreboding yet with an up tempo beat.
FADE UP ON: Montage of traffic whizzing by, crowds of people, computer screens, keyboards, number crunches, people on cell phones, satellite dishes, trucks, automated systems, etc. The stuff of high-tech business.	VO: The new economy- rumor has it, is here to stay. Eyewitnesses report seeing it traveling at light speed- producing, communicating and changing day to day.
(EXT. NIGHT- NOIRE FEEL) CUT TO DOLLY SHOT OF HOST walking down eerily lit corridor.	HOST: So what happens when businesses decide to take on the challenges of the new economy...scandal? My name is J.J. Credenza and tonight, we will attempt to unravel this mystery. I was told of a highly specialized team of people with impressive credentials who, we were told, would help solve this puzzle.
CUT TO: EST. SHOT- AUSTIN, TEXAS	In order to meet them we had to come here, to that weigh-station of human hopes and dreams known to the world as Austin, Texas.
CUT TO: (INT.- MAIN FRAME COMPUTER ROOM)	HOST: It wasn't long into conversations when the clues started to emerge; things like START NOW, ENABLEMENT KIT, and BUSINESS PARTNERS.
IBM/START NOW imagery- logos, people, software, the Enablement kit, etc.	I tried to imagine what these meant and then I became suspicious.
CUT TO: HOST in a break room pouring himself a cup of coffee.	HOST: Who was this team? Do these guys really have the answers? What's the capital of Michigan?
CUT TO: Still frame of an INGRID VIDEO CAPTURE.	HOST(VO): This is Ingrid, a member of what IBM calls the Start Now team. She and others like her help business partners find the e-business solutions that work.

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CUT TO: CLOSE-UP OF HOST PROFILE	HOST: <i>(Into camera)</i> Or do they? <i>(arching eyebrow)</i>
CUT TO INGRID being questioned off camera.	<p>HOST(VO): So, I put the questions to her.</p> <p>Let me tell you a story, Ingrid. The story of a little Dutch Boy who dreamed all his life of selling clogs to people around the world. Can you help him, Ingrid?</p> <p>INGRID: (02:08:50) If you are an end customer that is in Holland and you would like to sell clogs over the internet internationally, then you would contact your regional business partner who would be a Start Now certified partner, and the partner then would be able to put together a solution for you probably on e-commerce solution based on the IBM web commerce suite and, uh, publish the site for you and very quickly you would have a site to sell your clogs.</p> <p>HOST: <i>(accusingly)</i> Sounds so convenient?</p> <p>INGRID: (02:10:06) Yeah, the Enablement Kit allows the business partner to help an end customer for small and medium size business, um, sell their goods more than just locally in their town, um, it allows them to broaden the, um, the customers of the small and medium size business, um, worldwide.</p>
ECU on HOST (Eyes only)	HOST: Enablement kit, huh? I needed to learn more about this.
CUT TO JEFF VIDEO CAPTURE	<p>HOST(VO): So, I went to Jeff, another member of the "team".</p> <p>JEFF: (SEE 1:34:58 – 1:35:28, "The Enablement kit is a three ring binder...a cookbook...")</p> <p>HOST: I understand there are 8 solutions?</p>

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	<p>JEFF: (SEE 1:35:31 – 1:35:49, “There are 8 Start Now solutions, 6 of which have Enablement Kit’s...”)</p>
<p>CUT TO HOST with coffee in hand. Sips coffee and reacts violently to the temperature.</p>	<p>HOST: Mmm hmm...and who does this apply to, big business?</p>
	<p>JEFF: (SEE 1: 36:31- 1:36:56, ...but that software really does apply to small and mid-market businesses...)</p> <p>HOST(VO): Who puts this together?(<i>Sips coffee and reacts violently to the temperature.</i>)</p> <p>JEFF: (SEE 1:33:36 - 1:34:01; tells of his team in Austin, etc.)</p>
<p>CUT TO: MEN’S BATHROOM- From within a stall.</p>	<p>HOST(VO): Things started to flow, but I needed more.</p> <p>It was time for me to turn my attention to Curtis, the one they called “The Business Partner”</p>
<p>(INT. IBM CONFERENCE ROOM) CUT TO: CURTIS VIDEO CAPTURE.</p>	<p>CURTIS: (SEE 1:03:30:10 – 1:03:40) The IBM Start Now family of solutions enables you, the business partner, to meet your small to mid size customers’ needs at an accelerated pace. We know that once you identified your business challenges, one of the biggest obstacles is identifying which software products among the wide variety that IBM offers, that you’re going to use to meet their business challenge.</p>
<p>Washes hands in sink. HOST opens door to leave and hits his nose.</p>	<p>HOST: (<i>perplexed</i>) It was then I thought “Hold on a second... START NOW...BUSINESS PARTNER? We were talking about the Enablement kit.”</p>
<p>CUT TO JEFF</p>	<p>JEFF: (SEE 1:41:04 – 1:41:39) The enablement kit was, uh, an evolution from</p>

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	<p>the original Start Now program. The original Start Now program began when our net dot commerce partners needed some way to sell net dot commerce so the business partner team decided let's give them an example of how they could sell it. That was a very simple Start Now program that we've since expanded it and taken that very simple document and exploded it into the enablement kit to show the entire selling support, scaling, complementing, and extending your solution, um, picture to the partner.</p>
<p>CUT TO: CLOSE UP of HOST with Band-aid on nose.</p>	<p>HOST: Looks into camera with a cocky "I got it" glare.</p>
<p>CUT TO CURTIS</p>	<p>CURTIS: (SEE 1:11:17 – 1:11:35) In that book is a blueprint to deliver the solution. Also included on the CD in your enablement kit are some sample solutions that you can bring directly to your customers to demonstrate what the IBM software can provide.</p>
<p>CUT TO INGRID</p>	<p>INGRID: (02:15:19) We have a section that tells the partner exactly the list of tasks, solution tasks, that they could implement for a given solution to the end customer with the number of hours that they should expect that it would take them.</p>
<p>CUT TO HOST in office chair, leafing through Enablement Kit.</p> <p>HOST reclines in chair and goes over backwards</p>	<p>HOST: I wondered if this stuff was easy for Business Partners to understand?</p>
<p>CUT TO JEFF</p>	<p>JEFF: (SEE 1:33:21) It does assume that, uh, we go on the assumption that, uh, the partner may not know everything they need to know about the solution and guide, we guide them through what it takes to learn</p>

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	about the solution, learn about the technology and then complete it by actually deploying a solution.
CUT TO CURTIS	<p>CURTIS: (SEE 1:10:53 – 1:10:59, “Everything you need to start and start now on a specific solution is in the Start Now enablement kit.</p> <p>Pre sales support will be available to all business customers by the tech line.</p> <p>Also included on the CD in your enablement kit are some sample solutions that you can bring directly to your customers to demonstrate what the IBM software can provide.</p>
CU OF HOST with neck brace added.	<p>HOST: This guy was starting to get me nervous. He knew way too much and he wasn't telling. But I had to press on.</p> <p>(Continued as VO) I wanted to know where the Start Now program and the Enablement Kit were available.</p>
CUT TO INGRID	INGRID: (02:10:30) um, worldwide (NOTE—taken out of context)
CUT TO JEFF	JEFF: (1:44:45:30 – 1:44:51) Uh, Spain, uh, Brazil, Switzerland, Germany, France, Czech Republic and this one, India, Australia, New Zealand, Singapore, and Japan
CUT TO CURTIS	CURTIS: (1:08:04 – 1:08:06) All over the world. World wide.
ECU OF HOST	HOST: (<i>dubious</i>) Everywhere?
CUT TO CURTIS	CURTIS: (1:08:06 – 1:08:09, “Everywhere!”)
	HOST(VO): (<i>perturbed</i>) Alright, so if I'm

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	a sombrero business in Spain can you help me out?
	CURTIS: (1:08:14 – 1:08:24) Chances are if you're a sombrero business, you're in Mexico.
	HOST: I was tired of pussy-footing around. So I got to the heart of the matter. Does the Enablement Kit come in a leatherett case?
CUT TO SPLICED ANSWERS OF ALL THREE. Take ALL saying "no it doesn't", and then end with JEFF's comments about it not being a trophy.	INGRID: (02:16:12) ...the enablement kit does not come in a lovely carrying case, but it comes in a, uh, three ring binder JEFF: (1:40:15 – 1:40:35) Uh, the enablement kit doesn't come in a leather case. In fact we try to keep it simple. We keep it in a three ring binder that can be modified by the partner cause we really think the most important thing about the enablement kit is to show the partner how to do it, not to be used as a trophy CURTIS: (1:11:36 – 1:11:46) No, the kit doesn't come in a leatherette case. But, I'll tell you, once you work your way through it, you'll realize that the CDs and the samples are of much more value.
(INT.- CONFERENCE ROOM) CUT TO HOST with an atlas in hand.	HOST: (Talking into camera) Mmm, hmm... Well what's the capital of Michigan?
CUT TO JEFF	JEFF: (1:44:22 – 1:44:24, "Lansing.)
	CURTIS: (1:26:35 – 1:26:36) Lansing.
(INT. CONFERENCE ROOM) Host rifles through stack of books and questions.	HOST: They did have all the answers, but I knew I could break them. (Continued in VO) In 1965 and 1966, who won the Emmy for Outstanding Continued Performance by an actress in a dramatic

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	series?
CUT TO INGRID with stumped look on her face.	INGRID: (?)
CUT TO CURTIS	CURTIS: (1:17:51 – 1:17:55, stumped look)
CUT TO JEFF	JEFF: (1:43:41 – 1:43:44, "I don't know)
CUT TO: HOST walks down corridor. Someone comes around corner with a big box and as the two collide we...	HOST: Well, there you have it. -- IBM Start Now solutions. The mystery solved. People who can offer business partners all the answers for e-business, plus a few more
CUT TO: BLACK	