

Novell T+C Flash Script (Final)

Audio on Screen	Video on Screen	Spoken Script
	<p>[Note: we have video of Shannon throughout this section.]</p>	<p>[Start]</p> <p>No matter the size of your organization, you need to enable your most important asset: your people.</p> <p>Spend a few minutes with me, and I'll tell you about a great new tool from Novell that will let your teams work together more easily, reduce your travel budget, and keep projects flowing around the clock.</p> <p>In case you hadn't noticed, work has changed fundamentally. It's no longer a place -- it's an activity. And it's almost always done as a team.</p> <p>Take the example of a bicycle manufacturer preparing for a new product launch.</p>
		<p>Lithe Inc., a bicycle manufacturer with thousands of employees and operations spread across the globe, is preparing to launch a new bike—the Panther.</p> <p>The Panther promises to be lighter and faster than any other human-powered, two-wheeled contraption made in the world.</p> <p>Lithe knows that the success of their launch can either make or break their reputation in the industry.</p> <p>With that in mind, company owner Mark needs every one of Lithe's key knowledge workers to plan, focus and execute together as efficiently—and completely—as possible.</p>
		<p>Enter Novell Teaming + Conferencing.</p> <p>These two collaboration tools, featuring next-generation technologies, were inspired by the idea that business success is driven by "ownership of knowledge."</p> <p>And that it is a company's workforce that creates and</p>

		<p>expands that knowledge.</p> <p>There should be no greater priority for a company than to facilitate and create opportunities for their employees to generate even more knowledge.</p> <p>So what's the best way to do that?</p> <p>Deploying the best of today's collaboration technologies, including wikis, blogs, instant messaging and chat rooms, that enable all of your employees, even when they're separated by an ocean, to meet, share, present and collaborate—all the time.</p>
		<ul style="list-style-type: none"> • Offers an integrated suite of enterprise social software for creating and empowering teams • Delivers online Web and voice conferencing capabilities • Provides an easy-to-navigate global search that lets knowledge workers collaborate across organizational and geographical boundaries • Runs in both Linux and Windows IT environments • Integrates with other collaboration software, popular databases and office productivity suites <p>Novell Teaming + Conferencing can be deployed in organizations of all sizes, and has broad applicability across industries—from education to healthcare and manufacturing. Let's see how Novell Teaming + Conferencing will help ensure that the Panther product launch is successful.</p>
		<p>The design process is complete. So is the first proto-type. Its official, Lithe's Panther will go to market April 1, 2009.</p>
		<p>In charge of creating buzz within the cycling community, Meg, Lithe's marketing manager based at the company headquarters in Columbus, Ohio, needs to build a dream team that will, among other things:</p> <ul style="list-style-type: none"> • Build a website with a countdown to the launch • Produce a series of short videos highlighting the Panther's features

	<p>Screen shot 1.</p> <p>Screen shot 2.</p> <p>Screen shot 3. How will we show finding team members and this process, or do we need to at all?</p> <p>Screen shot 4. What are we going to use to represent these experts?</p>	<ul style="list-style-type: none"> • Work with the sales management team primarily located in Germany. <p>Meg knows she needs to put together the best team she can find; this is, after all, the largest product launch in the company's history.</p> <p>So she uses a global search tool in Novell Teaming to access Lithe's marketing employees' personal workspaces.</p> <p>Personal workspaces are electronic places where employees list their professional backgrounds and post projects and personal information.</p> <p>Armed with this information, Meg assembles the perfect team for this launch.</p> <p>And her team can effectively collaborate for the launch by creating an ad-hoc, virtual team workspace.</p> <p>This will enable them to easily find other team members, share their previous work experience, manage a team calendar and launch schedule, and share documents and presentations with.</p> <p>What's more, Meg can consult with and pull in people outside Lithe who bring their own expertise to the Panther launch. Even those these experts belong to other organizations, she can grant them access to team workspace content as needed.</p>
	<p>Will there be a shot of the product report somehow beforehand, or will that simply be a product of all that happens within T+C?</p> <p>Screen shot 5.</p> <p>I was thinking we would simply highlight the underlined areas somehow in Flash on the screenshot (calendars, tasks, etc).</p>	<p>Working with the marketing manager to create a branding strategy, Sam, Lithe's sales manager and his German-based team need to create a product report to generate retail excitement about the Panther.</p> <p>Because Sam and his team are located in Germany, he's thrilled to hear from Meg that they'll be using a team workspace.</p> <p>That way the marketing and sales teams can share, in a single location, all project-related information, work in progress, calendars, tasks, and completed products.</p>

	<p>Screen shot 6.</p> <p>Screen shot 7. How should we show document evolution?</p>	<p>And they'll be able to use threads, blogs, wikis and other collaboration tools to share their knowledge with the rest of the team.</p> <p>No doubt, the team will create a fair amount of new documents.</p> <p>By using the version control capabilities in Novell Teaming, they can track document evolution while meeting regulatory compliance auditing needs.</p>
	<p>Screen shot 8. Do we show his admin access here somehow?</p> <p>Screen shot 9.</p> <p>Screen shot 10. Highlight individual items in one shot.</p> <p>Screen shot 11.</p>	<p>Since this is his overall vision, Paul, Lithe's product manager, will be involved in every aspect of the launch. While his primary location is Columbus, he's often traveling to one of his three other production facilities in Italy, Germany and Japan.</p> <p>It's no secret that Paul is keeping an eye on every aspect of the Panther launch, that's why he has access to the work space of every team involved in the launch, and can access critical data in these workspaces from anywhere—as long as he can access the Internet.</p> <p>And the team workspace folder feature gives stakeholders and management access to organized documents and project status updates from their handheld device using RSS feeds..</p> <p>Among the folders they'll have access to are:</p> <ul style="list-style-type: none"> • Calendar folders that show's each team's appointments and deadlines • Milestone folders demonstrating important progress points • And task folders that indicate action items, responsible parties and timelines. <p>The folders make Paul's ability to track the progress of the launch efficient and easy.</p> <p>Further, when he's curious, Paul can construct a survey to ask the teams how their projects are coming along—knowledge that benefits everyone and often brings problems to light for everyone to see.</p>

<p>Screen shot 12. Possibly 2 shots, what do you think?</p> <p>Screen shot 13.</p> <p>Screen shot 14.</p> <p>Screen shot 15.</p> <p>Screen shot 16.</p>		<p>The concepts and components of the Panther are the responsibility of Pete, Lithe's product designer.</p> <p>Pete knows what bicyclists want, from the shape of a frame to the feel of a handle bar.</p> <p>Pete works closely with Paul and a team of designers who rely on industry experts and customer feedback.</p> <p>In addition, Pete is busy staging impromptu focus groups and cataloging their feedback nearly every day.</p> <p>He calls his document The Panther Bible and gives every team manager access to it, including Meg and her marketing team, in their team workplace.</p> <p>Once a week, Pete holds an online forum to highlight changes to his Panther Bible.</p> <p>This allows the team to collaborate and share knowledge about how the changes will affect their strategies.</p> <p>And so no one misses out on a new chapter, the forum discussion threads are automatically maintained in the forum folder.</p> <p>Each week, Meg and Sam use this information to update their marketing and sales material.</p>
	<p>Screen shots 17 & 18. We need the 3D images soon!</p> <p>Screen shot 19.</p> <p>Screen shot 20.</p>	<p>Susan, Lithe's product engineer, heads up the team that creates 3-D models of The Panther. She works closely with Pete and Paul. Meg and Sam will use her 3-D images in their marketing and sales material.</p> <p>Once the teams are formed and before plans are executed, Susan schedules an online conference where she will use an electronic white board to walk the teams through the 3-D images of The Panther.</p> <p>After her conferences, Susan posts her masterful 3-D images in a digital library for all team members to view.</p> <p>And when they have additional questions, she opens up</p>

	<p>Screen shot 21.</p>	<p>a blog so members can share their commentary using text, images, links to other blogs, web pages and media.</p> <p>Best of all, even hard-to-pin-down Paul can be there to give his stamp of approval—from a remote location via Conferencing.</p>
	<p>Avatar of Hans?</p> <p>Screen shot 22.</p> <p>Screen shots 23 & 24. Possibly just a highlighted mouse click.</p> <p>Screen shot 25.</p> <p>Screen shot 26. There could be as many as 3-4 different shots associated with this, depending upon complexity and emphasis.</p> <p>Screen shot 27.</p>	<p>Throughout the concept, design and launch periods, Ted, Lithe's test engineer, will rigorously examine the Panther to make sure it stands up to the company's claim: that it is the lightest, fastest bike in the world. If Ted discovers any concerns, he'll need to alert Paul, Pete and Susan immediately.</p> <p>During a routine test, Hans, a member of the test engineer team, is clocking his fifth lap at 30 mph when it happens: the chain pops.</p> <p>Uncertain if a foreign object caused the unhappy event, Hans alerts Ted, who decides he needs to call a team-wide meeting immediately.</p> <p>He does so using the Web and VoIP conferencing feature of Novell Teaming + Conferencing with rich interaction so they all feel like they are seated across from one another, without the costs of flying everyone into one location.</p> <p>And, to create the meeting, all Ted has to do is click on the "Start Instant Meeting" icon, indicate who to invite and the conference solution does the rest of the work.</p> <p>Fortunately, everyone is available for this meeting, and with one click, the teams chat about the possibilities.</p> <p>During their meeting, team members can access their workspaces to pull together impromptu presentations using diagrams, images and graphs.</p> <p>Based on everyone's knowledge, Paul is certain that the Panther couldn't possibly pop a chain based on the distance and speed Hans recorded.</p> <p>So he directs the teams to stay on their current path</p>

		<p>-Ted and team will focus on chain stability and report their progress.</p>
	<p>Screen shot 28.</p> <p>Screen shot 29.</p> <p>Screen shot 30. In question... are we going to have the video demo live or just a still?</p>	<p>Well before their launch date, Lithe's marketing staff has delivered a winning campaign.</p> <p>The countdown, launched without a hitch on their uber cool website, has bike racing teams clamoring and roadies hopping for the Panther.</p> <p>And their video series contains so much industry expertise that professional riders want personal copies for their home DVD libraries.</p> <p>Company owner Mark knows one thing for certain: his knowledge workers are not only some of the best in the business, they certainly know how to share their expertise and make his company even more successful.</p>
	<p>Screen shot 31.</p> <p>Screen shot 32.</p>	<p>The personal and team workspaces will hold, nicely organized in a folder system, every focus group, research paper, chart and graph, text and images the members of each team created for the Panther launch. That way Lithe can use the resources for future product launches, as a source for more Panther development and to assess each team's part in the success of the launch.</p> <p>Additionally, Lithe may choose to share their experience with other leading industry thinkers, to build partnerships and further establish themselves as cycling thought leaders.</p>
		<p>Thank you for taking the time to learn about Novell Teaming + Conferencing. (also record "Thank you for taking the time to learn about Novell Teaming and Novell Teaming + Conferencing.")</p> <p>If your organization wants the same productivity and cost-saving benefits that Lithe experienced, contact your Novell sales representative or visit www.novell.com/teaming.</p>

		To experience the power of these innovative solutions today, you can download the evaluation software at download.novell.com .
--	--	---