

“Primer Video: CFO”

Title: “Optimizing Your Business with Unified Communications

BizWiseTV: Primer video project

Jess Wells, Exec. Producer and Scriptwriter

Taping Oct. 18th, 2007

OPEN		
1.	<p>Audience: Theme: CFO Time: 5-7 minutes</p> <p>B-Roll; testimonials in can, visuals of the product in action</p> <p>Opening and transition graphics by Swirl</p>	MUSIC – UNDER
2.	<p>Open with BizWiseTV (Swirl) graphics</p> <p>Go to Valerie St. John</p> <p>B-ROLL:tbd</p> <p>BizWiseTV branding</p>	<p>As a Chief Financial Officer you’re called on not only to contain costs and leverage investments, but increasingly to be the change agent for your company, constructing a vision for its future growth and weighing in on the implications of technology investments.</p> <p>I’m Valerie St. John with BizWiseTV. Today we’re going to show you how to “Optimize Your Business with Unified Communications.” We’ll show you how Unified Communications can</p> <ul style="list-style-type: none"> ▪ Reduce costs ▪ Enable growth ▪ Increase productivity and ▪ Foster collaboration
3.		[transition/swoosh]
4.	<p>Theme: 1) Reduce costs</p>	<p>What can you expect in reduced costs with Unified Communications?</p>
5.	<p>Testimonial</p>	<p>Aunt Martha’s Youth Services Center We saved 20% right off the top on the cost of equipment. We expect to save in excess of 20% on long distance calls.</p>
6.	<p>Testimonial</p>	<p>JJ Foods “With the project that we implemented in the contact center we’ve seen cost savings of 9.2 million dollars um</p>

		through the automatic recognition of customers and routing them to the correct people first time, every time, through the automatic pop-up of the customer's details to the agent. "
7.		And Unified Communications can significantly reduce your training and travel expenses with applications like Web-based video conferencing ...
8.	Testimonial	Postal Service: "Looking at travel costs, they're estimating us saving them 10 million dollars a year, and then looking at what they were spending on audio conferencing, they said we could cut that bill 50 percent."
9.		Plus, by consolidating voice and data communications, you leverage your investment in your network.
10.	Testimonial	Optio Software: "One of the benefits of going with Voice over IP is that you're able to use your same network for both your data and your voice and in the future, for your video. We had a decision to make: are we going to run a data wire or a phone wire. When it comes down to one data wire we were able to save quite a bit of money."
11.	Theme: 2) Speeds you to market	And in today's dynamic business environment, perhaps the most important benefit comes from having a communications system that can change and grow at a moment's notice, speeding you to market by getting new branch offices or acquired companies up and running faster.
12.	Testimonial	Vancouver Film Studios: The set-up for that in a traditional PBX lists taking a day and a half to two days. Whereas now, we actually get calls from our production leasing firm and they'll tell us someone's starting in 10 minutes, please get these phones turned on and supplied them with internet access.
13.	Theme:	With today's mobile –and global - workforce, you need a

	<p>3) Improves productivity</p> <p>[visual of a call that unites these]</p>	<p>communication system that keeps staff productive whether they're remote, mobile, distributed, or overseas. Forrester Research reports that 79% of bank managers interviewed say that improved collaboration accelerates project completion while 70% of manufacturing companies surveyed indicated that Unified Communications reduces problem resolution time.</p> <p>Foster the ability of your employees to collaborate every time, everywhere, using every device, bringing the sales rep in touch with the product manager, on a call with the engineer, in lock step with manufacturing.</p> <p>It keeps your Call Center tied in to your CRM system so your agents on the phone can easily view both the customers' profile and purchase history, providing better service, increasing repeat sales, and driving up transaction size.</p>
14.		<p>Optio Software: (3:45-4:10)</p> <p>"Our people are our most valuable resource. Everything we can do to make our people more productive and efficient and communicate better on a daily basis yields positive benefits."</p>
15.	<p>Theme: 4) equips you for the future</p>	<p>Business arrangements on the horizon are more collaborative and far less transactional, which means that your company needs the tools to efficiently and securely complete contracts, check spreadsheets, and hammer out RFPs together, in real time.</p> <p>[visual of online collaboration]</p>
16.	<p>Testimonial:</p>	<p>Seyfer Automotive:</p> <p>"With all the extra time that the Cisco system affords me, I'm able to manage my day rather than have my day managed for me. I'm the one in control of the Cisco system."</p>
17.	<p>Differentiator material</p> <p>Graphics:</p>	<p>So what should you look for in a Unified Communications solution? The ability to:</p>

	<p>Connect Integrate Deploy now</p>	<p>Connect an increasingly mobile workforce –</p> <p>Whether it's with mobile phones, PDAs, pagers, home phones for business, multiple email and IM accounts; web conferencing, collaboration, or video...</p> <p>Your unified communication system needs to connect it all so everyone can contribute to your company's success...no matter where they are.</p> <p>You can't do that with just email. You can't do that saddled to the desk.</p>
18.	Integrate	<p>Integrate with any number of your business applications</p> <p>You need a communications platform that genuinely facilitates how work gets done, wherever the work takes place. In today's business environment, where transactions take place on the web, at the desktop or on a mobile device, inclusion is essential for efficiency and for leveraging your investment.</p> <p>Cisco connects the broadest array of options– regardless of operating system, platform or network</p>
19.	Deploy now	<p>Deploy now, to speed your time to benefit, and drive your success. Cisco has the most complete Unified Communication solution on the market today- proven in company-wide deployments, in most major industries.</p>
20.	Call to action	<p>So contact your Cisco sales representative or partner and discover how to “Optimize Your Business with Unified</p>

		Communications.” Thanks for joining us.
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