

Project Project #7463 IBM Industry Videos – Supply Chain
 File Name 7463_IBM_Industry_SupplyChain_Script_072617.docx
 Date July 26, 2017

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OVERVIEW

This **animated summary video** highlights three key IBM supply chain solutions: IBM Metro Pulse Powered by Watson, IBM Blockchain and IBM Watson Supply Chain. This is a late-learn asset aimed at the heads of supply chains.

	VO	Visual
1	<p>Today's supply chain is in constant motion... and under disruptive pressure from all sides.</p> <p>You need maximum visibility, or you'll fall behind.</p>	<p>Note: Throughout this animation, we'll use imagery that's specific to retail and consumer supply chain: Delivery vehicles shuttling cardboard boxes between distribution centers, stores and homes. The imagery will be international, not specific to any country or culture.</p> <p>We begin with a flat-graphic side-view animation of various delivery methods racing toward a destination: A big truck, a small truck, a delivery man on a cargo bike, and a drone carrying a small box, all carrying packages to customers.</p> <p>As the VO reads the last sentence, a low bridge comes in, and all the small vehicles make it through, except the big truck, which has to stop.</p>
2	<p>Cognitive-powered supply chain solutions from IBM help you to move out front.</p> <p>IBM delivers improved inventory management, a record of trust... and critical local insights. So you can run your business more effectively.</p>	<p>We move in close on the guy on the cargo bike. It's hauling 3 boxes.</p> <p>We see on the boxes the names of the 3 products, which light up as the VO reads the underlined words.</p> <p>IBM Watson Supply Chain IBM Blockchain IBM Metro Pulse</p>

3	<p>First: Data. Your supply chain generates lots of it. What if there was a way to turn that data into predictive insights?</p> <p>IBM Watson Supply Chain gathers data from a range of sources, and uses cognitive capabilities to spot problems and highlight opportunities.</p>	<p>We see the cargo bike heading toward a destination, but first there are of obstacles to dodge – a road closure, a flood, a parade, etc. The bike reroutes to the best way possible. It arrives at a retail store and delivers the first package “IBM Watson Supply Chain.”</p>
4	<p>Next, consider the value of a secure, shared end-to-end record of your supply chain.</p> <p>IBM Blockchain makes this possible. From origin to destination, all the players in your supply chain contribute to a complete, reliable, immutable record of every transaction.</p>	<p>The cargo bike now rolls through a port, where all kinds of international cargo is being unloaded. We see people haggling with clipboards and such. The cargo bike driver drops off the second package, “IBM Blockchain.”</p>
5	<p>Finally, think local.</p> <p>With IBM Metro Pulse Powered by Watson, you can leverage up-to-date hyper-local data, from weather to traffic to social media.</p> <p>IBM Metro Pulse combines that data with your enterprise data and applies cognitive computing to reveal the block-by-block dynamics for the customers you serve.</p>	<p>Our view flips around to an overhead view, looking down on the cargo bike cruising the streets like a map.</p> <p>The bike weaves through the city toward a place where a lot of the buildings are highlighted as customer deliveries.</p> <p>Our cargo bike driver drops off the first package, “IBM Metro Pulse.”</p>
6	<p>In an industry where the only constant is change... IBM Watson Supply Chain, IBM Blockchain, and IBM Metro Pulse use cognitive power to help you get ahead... and stay ahead.</p>	<p>Our cargo bike returns to the fleet of vehicles all cruising together. Each vehicle one by one splits off and we see a split-screen view of many packages being delivered in many different settings.</p>
7	<p>Find out how IBM supply chain solutions can help your business find new efficiencies, move fast, and pull ahead of the competition.</p>	<p>[8-bar] [URL]</p>
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