

ELLEN MICHAELS PRESENTS – CISCO RETAIL WEB PORTAL VIDEO SCRIPT  
3<sup>rd</sup> Draft 11/8/05 T.A

VIDEO	AUDIO
<p>A short montage of highly stylized and layered employee/business imagery resolves to the following title “<b>Retail Employee Portal</b>”</p> <p>Images of information overloads.</p> <p>Employees get information through the portal. Shots of portal screen.</p> <p>Segue to smooth, upbeat music.</p> <p>Employees get information over the portal.</p> <p>Shots of hip looking employees using laptops, PDA’s, and Cell phones at work, in cafes, etc.</p> <p>Stylized shot of IT infrastructure</p> <p>Text Build on screen reads: <b>Web Portal Benefits</b></p> <ul style="list-style-type: none"> <li>▪ <b>Improve productivity</b></li> <li>▪ <b>Improve key store processes: Merchandising and promotions</b></li> <li>▪ <b>Decrease employee turnover</b></li> <li>▪ <b>Improve Organizational Communications</b></li> <li>▪ <b>Improve inventory management</b></li> </ul> <p>Stylized shots of Employees walking on a globe. An Executive spins in a circle. Various stock shots to be explored.</p> <p>Transition to various shots of the Cisco/Scient Young Employee Portal Demo.</p>	<p>Retail Opener Music (approx 8-12 secs)</p> <p>Narrator (VO): In today’s retail environment, employees are often overwhelmed with information – paper, videos, e-mail, voice-mail; from every direction, regarding everything from training and scheduling to the upcoming company picnic. This information overload keeps employees from focusing on their first priority -- serving the customer.</p> <p>But now there is a way to cut through all that clutter and maximize the potential of every employee -- a Retail Employee Portal.</p> <p>The employee portal is a personal home page for each employee, through which you can instantly communicate with, educate and motivate your workforce, no matter how large or spread out they may be. Employees can access it from anywhere - PC’s, in-store terminals, phones, or personal digital assistants from onsite or offsite.</p> <p>The beauty of the web portal is that you can start by using your existing IT infrastructure. Once you’ve established this high speed internet connection to your workforce, you’ll enjoy a competitive edge that will enable you to:</p> <p>Improve productivity, improve key store processes like merchandising and promotions, decrease employee turnover, improve organizational communications, and inventory management.</p> <p>A happy and motivated workforce is your most valuable resource, yet most retailers have staff turnover at a rate of 75-125% annually. This creates a massive drain that costs time and money.</p> <p>The retail employee web portal allows you to retain your employees longer by giving them the tools and motivation to flourish in their jobs. The interactive portal increases the “fun” factor by providing shift flexibility, improved administration, and better incentive programs.</p>

## VIDEO

## AUDIO

<p>We see employees doing e-learning on PC's.</p> <p>Text Build on screen reads:  <b>Web Portal e-learning Benefits</b></p> <ul style="list-style-type: none"> <li>▪ <b>Improve consistency of training</b></li> <li>▪ <b>Keep track of training and employee development</b></li> <li>▪ <b>Reduce time and simplify training for new employees</b></li> <li>▪ <b>Save money over old training methods</b></li> </ul> <p><b>Graphic – Optimize Your Workforce</b></p> <p>Happy productive Retail employee does his job working with Customers on the sales floor.</p> <p><b>Graphic – Maintain Consistent Corporate Culture</b></p> <p><b>Word Montage</b> of various applications including HR Employee Management, Security, Incentive Programs, E-Learning, Merchandising, etc</p> <p>We see business Execs working together in a meeting.</p> <p>Partner Logos – (Scient Logo and website shots)</p> <p><b>Portal Success Case Studies</b></p> <ul style="list-style-type: none"> <li>▪ <b>Improved Coordination and Efficiency of Company-wide HR</b></li> <li>▪ <b>Improved Productivity by Streamlining Administration Tasks</b></li> <li>▪ <b>Developed Learning Systems for One Million Plus Employees</b></li> <li>▪ <b>Deepened Sense of Corporate Identity Across Employee Base</b></li> </ul>	<p>The employee web portal also provides a scalable training infrastructure for e-learning. Employees in any number of locations can be thoroughly trained and tested to ensure they understand a particular promotional campaign, new corporate procedure, or whatever information you want to convey.</p> <p>The portal can greatly improve the consistency of training; help keep track of training and employee development; reduce time and simplify training for new employees, and save substantial money over old training methods.</p> <p>The web portal solution optimizes your workforce by allowing you to keep your best people doing what they do best instead of training others. And it minimizes the effect of time and distance, making it possible to quickly disseminate information across the company.</p> <p>This ability to quickly reach your employees helps you to always deliver the right message to maintain a consistent corporate culture.</p> <p>And as you scale your infrastructure you enable more and more applications to run on your network. How far you grow is up to you...</p> <p>The web portal has been developed with input from hourly employees, unit managers, and industry executives. It leverages key partnerships to bring you solutions that are specifically targeted for the needs and challenges of the retail industry.</p> <p>Already, this portal system has been successfully applied in leading retail companies around the world: Improving coordination and efficiency of company-wide HR; improving productivity by streamlining administration tasks, developing computer-based learning systems for over one million employees, and deepening a sense of corporate identity across employee base.</p>
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## VIDEO

## AUDIO

Stock footage shots of Business people working.

We see content and focused young employees doing their jobs. Shots of Demo Portal.  
Smiling Exec shakes hands with another Exec.

Cisco logo treatment.

Text on screen reads:

**For more information please contact a Cisco sales rep at 800-XXX-XXXX or on the web at [www.cisco.com](http://www.cisco.com) (need URL)**

You can't overestimate the productive power of motivated long-term employees. See how this solution can empower your workforce, make your company more profitable, and use your existing IT infrastructure to help you meet your business objectives today and tomorrow.

The path to retailing success in the future is clear. And Cisco leads the way through the most powerful IP- based networking technology on earth.

For more information on the Cisco employee web portal solution, please contact your Cisco sales rep or value added reseller.