

# CoMotion Demo Script

## 1. What is CoMotion? Graphical Overview Sequence

CoMotion is a *software solution* that dramatically improves the way people use data to make decisions.

CoMotion is different because it's simple; just drag and drop to perform *any* data analysis task. CoMotion gives users full, secure access to data from any location and provides a visual environment in which to explore it.

With CoMotion, a user can manipulate data in one workspace, and instantly see their changes reflected across one or more collaborative workspaces. CoMotion lets you quickly and easily resolve the unexpected decisions all businesses face.

Now let's take a look at CoMotion in action.

## 2. Introduction to Andrew

*[Andrew appears on screen with his title and company name displayed]*

Andrew's job is to optimize the supply of parts for his company, Global Management Group. CoMotion is key to handling the constantly changing business conditions in his territory. Andrew starts his day by opening CoMotion to check on the conditions in his region.

## 3. Map: "Geographic Overview"

The first thing Andrew does is drag a map appliance into the workspace to get an overview of the supply network in the Northeast. The map—like the other appliances in CoMotion—contains business logic for displaying any object dropped into it. Andrew's territory map shows data for warehouse size, location and profits in a clear and compelling visualization. Andrew can understand the status of each of his warehouses at a glance.

## 4. Inventory Viewer: "Identify Areas of Focus"

Andrew now needs to look more closely at the situation in Trenton. He pulls an Inventory Viewer out of the frame dispenser and drags the red circle representing the Trenton warehouse into it. Andrew can immediately see a complete list of the inventory in Trenton—an entirely

new visualization of the data. Andrew has a few ideas about what could be causing the problem. He starts his analysis by sorting the inventory in a more meaningful way.

## 5. Cost Analyzer: "Establish the Scope"

It's now clear to Andrew that he needs to replenish a significant portion of the stock in the warehouse. But he also needs to figure out the most cost effective way to do so.

He gets his preliminary answer quickly, by dragging the items he needs to order now, from the Inventory Viewer to the Cost Analyzer. The view of the data changes again to show Andrew he can save money by delaying the shipment of some of the items.

## 6. Sticker Note: "Communicate Intent"

Andrew now needs to consult Denise, his colleague in Customer Service. She's the one to make the final call about whether Andrew can delay the shipment without jeopardizing any relationships with customers. Andrew usually works with Denise by phone, but in case she's not available, Andrew annotates his work with a sticker note for Denise to review on her own.

## 7. Pasteboard and initiation of collaboration: "Begin Collecting Ideas"

Before calling Denise, Andrew gathers up the results of his analysis and adds them to a Pasteboard— a CoMotion appliance he will use as a collaboration tool with Denise.

All Andrew has to do now is drag Denise's name to the Pasteboard to initiate a collaboration session with her.

## 8. Intro to Denise: "Initiate a Collaboration"

*[Denise appears on screen with her title and company name displayed]*

Denise's job is to manage relationships with customers for Global Management Group, Inc. She often works with Andrew to make sure his cost-savings plans don't interfere with their customer's expectations.

## 9. Begin phone sequence with Denise: "Join a Collaboration"

Denise and Andrew greet each other and immediately get to work. They're used to working together from a distance. All Denise needs to do to collaborate with Andrew is drag the pasteboard that Andrew sent from her CoMotion inbox to her workspace.

## 10. Highlight savings: "Focus Attention"

Denise now has the same view of the data that Andrew sees in front of him. He uses the highlighter to draw her attention to the specific items from the Trenton inventory he wants her

to review. Denise sees Andrew's highlighting in her workspace as he highlights in his own.

#### 11. Deleting data from view: "Narrow the Scope"

Denise reviews the inventory items Andrew has indicated. She agrees with the suggestions he's made and selects and drags the data they no longer need to the trash. Andrew's cost analyzer updates at the same time.

#### 12. Morphing data from one type to another: "Change Context"

Denise needs a different view of the data she and Andrew are collaborating on, so she drags a chart that shows client service level agreements into the pasteboard. She then drags the high-savings items from Andrew's cost analyzer into the new chart to see which suppliers use these parts. Andrew sees her actions synchronously in his visualization. Denise now re-sorts the chart by contract terms to get a more useful view into the data to assess the customer service impact.

#### 13. Changing the view to account for service issues: "Resolve Conflicts"

As Denise looks through the sorted items, she discovers several conflicts. Some of the companies that use the items Andrew wants to defer shipment for have service level agreements that don't permit delivery delays. Denise explains this to Andrew as she marks each incompatible item in blue. Once she is sure he understands these constraints, Denise removes these items from the visualization. Both Denise and Andrew's CoMotion workspaces immediately reflect her updates.

#### 14. Closing collaboration session: "Resolve Conflicts"

Denise and Andrew wrap up by confirming they've finished making their decision. Denise then closes the service level agreement pasteboard and leaves the collaboration.

#### 15. Wrapping up:

Andrew now exports the final data to Microsoft Excel and distributes it to his purchasing department for fulfillment. Andrew often needs to resolve unexpected situations like this one in Trenton. CoMotion makes it fast, flexible and easy.

