CrossWorlds eBusiness Video v. 4 - 5/22/00

1.	OPENING		UP TEMPO MUSIC
2.	EAI IMPERATIVE		
3.			VOICE OVER **In this new world of eBusiness… where demand turns on a dime… you need real-time access to information… across the enterprise and throughout the Internet.** **You need business processes integrated across all your enterprise applications… including a new generation of applications, that will help you leverage the trading potential of the Web.** **Most integration approaches just aren't up to the job.** **They're risky…labor-intensive… and prone to costly delays… that could threaten your position… in the hypercompetitive world of eBusiness.** **That's where CrossWorlds enters the picture…**
4.	SOLUTION	Establishing shots	MUSIC
5.			VOICE OVER **At CrossWorlds, our mission is to help companies integrate their internal operations and easily extend these operations over the Internet.**

			Crossworlds' robust platform ties dissimilar applications together to meet your real-time business objectives quickly and cost-effectively. And that means you can leverage all your application and systems investments… no matter what they are… into the eBusiness marketplace.
6.		CrossWorlds app on screen - show integration	MUSIC
7.	CROSSWORLDS VALUE PROPOSITION	Business scenes - happy users and business people in various settings Applications running on screen	VOICE OVER **CrossWorlds is faster, less costly, and less risky than traditional integration approaches…** **It's specifically architected for ongoing flexibility.** **And it allows seamless execution of business processes, within your enterprise … and real-time collaboration with your trading partners, over the Internet.**
8.			VOICE OVER **CrossWorlds' products include business integration modules that extend the functionality of individual enterprise applications and enable extensive eBusiness capabilities.** **These pre-built components integrate many of the common business processes required for eBusiness and other enterprise business functions.**

9.	PRODUCTS	CrossWorlds bundles operating on screen	MUSIC FULL - button previous idea, then transition to product section.
10.		Flying titles:	VOICE OVER **CrossWorlds has grouped these process integration modules into three families:**
		CrossWorlds eBusiness eProcurement eSales eCustomer Service	**CrossWorlds eBusiness, which enables you to collaborate with your partners over the Internet.**
		CrossWorlds Enterprise HR Procurement Financials Inventory	**CrossWorlds Enterprise, which seamlessly links your key operational system s with each other.**
		CrossWorlds Customer Interaction Sales Processing Service and Support	**And Customer Interaction, which ties your CRM systems with ERP and other back-end systems.**
		CrossWorlds Toolset Map Designer Connector Development Kit Process Designer System Manager	**Together with an easy to use robust toolset, we deliver the most comprehensive business integration solution.**

11.			MUSIC CHANGE
12.			VOICE OVER **CrossWorlds was among the first to recognize the need for a strong foundation in eBusiness and enterprise integration, a foundation that allows quick responses to evolving business demands. Industry-leading companies that have selected CrossWorlds, from global multi-nationals to innovative Internet start-ups, have realized huge eBusiness benefits.**
13.	CASE STUDIES		
14.	NEOFORMA.COM		
15.		Title: Neoforma.com Their Problem	**One of today's leading B2B marketplaces is Neoforma.com, a global online exchange network for healthcare providers and medical suppliers.** **They had an aggressive 8-week time to market … which was further complicated by many apps needing integration… including mySAP.com, SAP R/3, Oracle Financials, and Oracle 8.i database.**
16.		Our Solution	**CrossWorlds is making it happen with various connector modules…and with over 20 other integration modules.** **Neoforma is experiencing accelerated time to market… and a reduction in cost and time of maintaining their infrastructure.**

17.	DELPHI		
18.		Title: Delphi Their Problem	**In the world of industrial manufacturing, Delphi Automotive Systems chose CrossWorlds.** **Delphi is a forward-looking company… they recognized their need to provide an interface between SAP R/3… and their legacy and third-party systems.**
19.		Our Solution	**CrossWorlds has implemented its patented modular architecture to replace Delphi's point-to-point system.**
20.	SIEMENS		
21.		Title: SIEMENS Their Problem	**We are also helping many leading high-technology companies, including Siemens AG.** **Siemens is a German electronics giant that wanted to slash accounting costs by 30%… by consolidating dozens of accounting departments around the world into efficient shared-accounting service centers…** **To do that, they needed to integrate SAP with both legacy and other non-SAP logistics systems.**
22.		Our Solution	**They chose CrossWorlds, because we offered the best combination of functionality and application programming interfaces to the SAP environment.**

23.	DUPONT		
24.		Title: DuPont Their Problem Over DuPont generic B-roll - heavily treated slowed down	**VOICE OVER** **In process manufacturing, there's DuPont. With nine major legacy applications… and one of the largest SAP implementations in the world… DuPont had one big integration headache.** **Their goal was to implement enterprise-wide data definitions in SAP…**
25.		Our Solution Scrolling list of integration modules used	**and CrossWorlds made it happen… using more than fifteen separate integration modules and legacy integration… to do the job.** **CrossWorlds is helping DuPont achieve realtime, zero latency integration … And we're doing it in a fraction of the time needed for traditional integration techniques.**
26.	CALL TO ACTION	Crescendo: CrossWorlds and eBusiness images	DRIVING MUSIC FULL
27.		 QUICKIE MONTAGE OF IMAGES	**VOICE OVER** **Today, you can't afford not to take advantage of the power of the Internet… enabling new levels of interaction with your customers… and your suppliers…** **And once you take that first step, you can't afford to waste time on costly, time-consuming, point-to-point or tools-based integration…**

		QUICKIE MONTAGE OF IMAGES	**Because in the eBusiness economy… time isn't just money… it's the difference between losing… and winning…**
28.		Logo animates with music tag	VOICE OVER **CrossWorlds… The strongest foundation for eBusiness and enterprise integration.**