

COMPANY NAME	WORD COUNT	DURATION
TIBCO EDA	327	160s

VOICEOVER	VISUAL
<p>Change often happens faster and more dramatically than most people imagine.</p> <p>One day you're driving to the store to rent a video or waiting for it to arrive in the mail, and the next you're streaming it in your living room without leaving the couch.</p> <p>Businesses want to respond to market changes and to their customers in real time.</p> <p>Doing so requires the ability to recognize and respond to <i>events</i>, which are business moments in the physical or digital realm.</p>	<p>Insert: Paper storage to digital storage of data, then to the cloud.</p> <p>Insert: We show a vintage car, different parts get added/changed and it transitions to an autonomous vehicles (make the people sit facing each other in the car showing it is autonomous)</p> <p>Insert: Car pulling in front of a video rental store, the Store door opens to an outside view of a house where the courier guy is delivering a package. Zoom close to the package is written "VIDEO". Zoom out immediately and the "ONLINE" is written in front of the video, this scene is appearing on a wall mounted TV. We zoom out further and see the Back view of sofa with person sitting and watching TV</p> <p>Insert: The view is through a windshield that has a mobile with the map on it. The map picks up slow movement, indicating the road in red and there is an alert and the map asks to reroute. (Text on the mobile screen comes as "Re-route?")</p> <p>Super: Changes like Artificial Intelligence and Machine Learning</p> <p>Insert: Zoom out and the car takes a turn into another lane. And we can see a traffic jam ahead on the same road that the car originally was. There are other cars that are diverting into the same lane.</p> <p>Super: Events are Moments in the physical or digital realm</p>

The value of an event has a half-life. The longer you wait to act, the less impact you can have.

But this is not to say that older events have no value; they provide the *context* through which to interpret what is happening now and determine the appropriate action.

This is the same approach that online retailers use to present personalized offers based on what you left in a shopping cart but didn't buy.

Banks can prevent fraud in real time by comparing credit card purchase authorizations to the customer's purchase history to detect anomalies and deny suspicious transactions.

An event-driven architecture helps you collect meaningful events, distribute them to the appropriate places, make informed decisions and take effective action.

Insert: Clock, time running out
Transition to analytics and graphics, reversing the graphs. Here all measures need to depreciate not increase.

Insert: Financial Agency analyzes the financial statements of ABC Co., split screen the balance sheets of the last 3 previous years (17/18)(18/19)(19/20). Show Assets and Liabilities sides, then show a credit rating given by the investment bank to the company.
Credit rating is AAA, BBB, CCC

Insert: Inlay phone screen, customer has left a DSLR camera in cart, insert super under this

Super: Frequently Bought Together-
Insert: Camera Bag/ SD card photos/camera bag

Insert:
Credit Card being picked up
Divide the screen into 4
Card being swiped 4 times in different locations, After the 4th swipe the below super appears on the screen of the Card Swipe machine

Super: Credit Card Frozen

Insert:
Data packets coming in from all 4 sides, converging into the middle (to a company)
This data is then distributed into different departments in the company (like marketing, finance, operations, HR)
Lastly, new products, services, ideas flow out of the company outside, we need to show the icons for products/services/ideas/etc.

Splash: TIBCO logo

TIBCO has been at the forefront of event-driven thinking for many years, and we can help you take full advantage of the events in your business.

TIBCO Messaging helps you collect and distribute events. It includes six different types of enterprise messaging, including Apache Kafka and Apache Pulsar.

TIBCO Business Events puts events into the context of past events and applies rules that you define to make decisions automatically so you can act and respond to customers in real time.

TIBCO Streaming looks at related events in the aggregate to make calculations and decisions.

With TIBCO's innovative solutions, you can design cutting edge digital services that will

Super: Event Driven Architecture
Super: Powerful Data Driven Decisions

Super: TIBCO Messaging
Reliable, High performance Messaging
Insert: Screenshot of the real product.
Splash: Apache Kafka and Apache Pulsar logo

Super: Optimize time & increase sales with TIBCO's event based architecture
Insert: Show customers wanting contactless delivery, company adapts and uses drones to deliver the parcel in front of door

Insert: Show a dual/ triple Computer screen setup with data (pie charts, histograms, graphs, sheets) changing on them, show a person sitting on the desk with the screens in front of him (preferably back view of the person).
On the monitor on the left show a problem occurring with a caution sign (in red) on top of the data
and on the monitor on the right show a solution app in green, indicating that the problem was solved in real time, here you can remove the caution sign that was previously on the data.

Insert: Tibco Logo
Supers:
TIBCO Messaging,
TIBCO Steaming
TIBCO Business Events

Insert: Continue with the logo from the previous screen, remove the previous super and show the below super

Super:
tibco.com/event-driven-applications
tibco.com/contact-us

take you ahead of your competition.

Visit tibco.com/event-driven-applications
for more information or get in touch to learn
more.

Key:

Insert: Animation

Super: Text that appears on screen

Splash: Logo and or images on screen.