UN Explainer Video

Script	Visual Concept
SSP Innovations	Fade in white Logo, splash screen
Utility Network Jumpstart	Kinetic Typography
You've heard the BUZZ about the Utility Network. But it *takes work* to get up and running.	Open to office. Dozen or so workers. Boring dry PC type of office. Utility guys. Nerds. Older age workers, a few young ones. Do add a couple women. Don't need to belabor the point. Just average workplace. 1. We would like to start outside the utility and have it clearly labeled as the utility. (Let's use Acme Utility instead of Springfield as Springfield is too long.) Then, in Hitchcock fashion, zoom into a window and show us Adam. The way this is set up, it is just too possible to be any office. As well, the panning across the screen uses a lot of animation time but doesn't add any value to the storyline. Make cityscape in windows rural setting with power lines Desk books should say things like "ArcGIS Manual" "JavaScript 101" and "Python for Utilities" Zoom to. Person surfing Internet. Utility shirt uniform. Name badge, "SPRINGFIELD UTILITY ADAM" Zoom to SPRINGFIELD UTILITY ADAM's screen Clicks "UTILITY NETWORK NEWS

	ARTICLE" on screen. Page loads.
The prerequisites can pile up, taking up valuable time.	TONS of fine print. Scrolls. Words from VO show up: Portal for ArcGIS ArcGIS Pro Deep Domain Knowledge of ArcGIS Pro A Dedicated SQL or Oracle Database A Server to Host Your Environment Configuration Data Loading
But what if *trusted experts* set you up — in one hour?	Zoom out to show SPRINGFIELD UTILITY ADAM sweating, getting flustered, eyes bulging, or somehow visibly feeling overwhelmed (but without seeming like a crazy scare tactic; we just want an obviously worried realization) Adam is really supposed to be scared at what he is seeing on his screen. We want him to be more visually scared / agitated, and increasingly so as the immediately following frames unfold
… So you could test-drive the Utility Network today?	SPRINGFIELD UTILITY ADAM has a realization moment
SSP's got you covered with the Utility Network.	Requirements Vanish and show the SSP logo / website. SPRINGFIELD UTILITY ADAM clicks the SSP logo and enters SSP site

	Cascading words. Show off all the stuff SSP can do on Utility Network: Portal for ArcGIS Dedicated SQL/Oracle database Loaded data Servers to host your environment ArcGIS Pro Deep domain knowledge of ArcGIS Pro
That's why we're offering you a shortcut.	Screen fades into different image on SPRINGFIELD UTILITY ADAM's screen. Screen shows "SSP UTILITY NETWORK JUMPSTART."
Introducing the **Utility Network Jumpstart** by SSP.	Mouse clicks.
The Jumpstart brings experts and the Utility Network to your business for two days of on-site training in a fully hosted sandbox.	Zoom out … Show SPRINGFIELD UTILITY office. SSP INSTRUCTOR SWOOPS in like Hero with Cape, landing in office to rescue. W/briefcase. Office floor transforms into **literal sandbox**. SSP INSTRUCTOR at front of room. In SSP shirt. SPRINGFIELD UTILITY ADAM at computer. Other workers attentive. SSP INSTRUCTOR projects Utility Network from laptop. (Here is what [Utility Network](#) looks like.) Has "NAPERVILLE UTILITY" on projection.
You can even upgrade to add your own data.	"NAPERVILLE UTILITY" brand changes to "SPRINGFIELD UTILITY"

All you need to use the Jumpstart is ArcGIS Pro.	Slide button onto screen. "Get Pro" Link to http://www.esri.com/en/software/arcgis-pro
And guess what? When we leave, you get to keep everything.	SSP INSTRUCTOR vanishes. Sandbox remains. Characters remain. All workers now CAPES. Utility Network Pros. Idle character movement. Words cascade down screen: Fully Hosted Sandbox UN Training Access to Experts Confidence for Change Management
Are you ready to test-drive the future?	Utility Network Jumpstart text again
Learn more.	Fade to logo screen. Text shows: dean@sspinnovations.com (Dean Perry) Or dave@sspinnovations.com (Dave Blodgett) 720-229-0227