

Dell Virtual Sales Kit
"BEEP BEEP"

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INT. OFFICE CUBICLE - DAY

A MAN and a WOMAN sit at their desks, working silently, backs to each other. A stepladder leans against the cubicle wall.

RODGER (V.O.)

Every day in our IT lives, balancing priorities is paramount to success. For example, the sheer volume and size of daily e-mails have become an unwieldy task that leaves even the most organized person scrambling for sanity! Add still more complexity with constant distractions, conflicting priorities and multiple time zones, and it's amazing that we can keep our conversations moving at all. No wonder we procrastinate when faced with daunting obstacles.

Suddenly, the red light on the smoke detector above their cubicle flashes.

SMOKE DETECTOR

Beep!

The man glances absently at the alarm and then continues typing. The woman eyes the alarm, then the man, glares, and walks to a copy machine to make copies.

RODGER (V.O.)

In fact, sometimes it seems as if procrastination is human nature...in our DNA. But are we really programmed to procrastinate?

SMOKE DETECTOR

Beep!

The woman eyes the alarm again and returns to her desk, idly shuffling papers and then checking voice mail. The man gets up, bumping the ladder on his way out of the cubicle.

RODGER (V.O.)

Sometimes it does seem as though we're hard-wired to put off our most critical tasks--the urgent ones that threaten us with immobile deadlines--despite receiving fair warning about the consequences.

SMOKE DETECTOR
(louder; more insistently)
Beep! Beep! Beep!

The woman hangs up and begins typing. The man returns with a cup of coffee and some peanuts, getting settled at his desk. Neither registers a response to the alarm.

RODGER (V.O)
Of course, some deadlines are more threatening than others. That's why Dell wants you to know about the deadline of the decade: On 14 July, 2015--just one year from today--support for Windows Server 2003 as we know it will cease.

Both suddenly tilt their heads and glance briefly upwards, as if listening to a faint voice from beyond. Then they return to what they were doing, as if they imagined it.

SMOKE DETECTOR
Beep! Beep! Beep! Beep-beep-beep!

The man tears into his bag of peanuts, munching, staring at his screen. The woman glances briefly at the ladder, yawns and puts on her headset, pulling her checkbook from her purse. Both are oblivious to the smoke alarm. The woman uses her Dell Venue Pro 11 to shop for shoes online and calculate her bank balance.

RODGER (V.O.)
Is your organization really ready for the end of upgrades; the end of bug fixes; the end of fail safe security? The 2015 patch may sound tempting, but it will only carry you for a year, and it's going to set you back thousands or potentially millions of dollars, depending on the size of your data center. For example, if you have more than 300 servers, the patch could cost you \$1.5M!

The woman looks horrified. She yanks off her headset, focusing on her Dell Venue Pro 11, doing the math again.

RODGER (CONT'D)
And consider yourself warned: you could be shelling out TWICE that amount in 2016 for the same thing.

The woman, now more horrified, locks up her checkbook. Casting an anxious sideways glance, she puts her headset back on. The man shoots a tiny nerf basketball into a tiny basket mounted on their cubicle wall. He dribbles, runs, pretends to guard and shoots. Misses every time. Oblivious, the woman snaps her fingers, gyrating in her seat, lip syncing to music only she can hear, shuffling paperwork.

RODGER (CONT'D)

For all those who plan to remain citizens of the Windows Server 2003 universe, you need to hear this: failure to upgrade to Windows Server 2012 will open many doors to system bugs and hackers. How will your organization ensure compliance with industry and government regulations? How will you manage the costs for those pricey audits?

The man's nerf ball slams the woman in the head. She yanks off her headset, glaring at him. He's dancing around annoyingly like a featherweight boxer. She slams him with his own nerf ball. He laughs but trips on the ladder again.

Wincing, the man sets the nerf ball aside, sharpening his pencil in a loud electric pencil sharpener.

RODGER (CONT'D)

It's an important point to ponder.

SMOKE DETECTOR

(louder)

Beep-beep-beep-beep-beep!

RODGER (V.O.)

And so is this: are you entirely sure how Windows Server 2003's "End-of-Support" will impact YOUR business?

SMOKE DETECTORS

(now chirping at ear-splitting volume)

BEE-EEEEEP!! BEEEEEEEEEP!!!!
BEEEEEEEEEEEEEP!!!!!!

RODGER (V.O.)

(speaking louder now)

Maybe you've planned ahead and mapped out an upgrade or migration strategy that delivers the best outcomes for your business.

(MORE)

RODGER (V.O.) (CONT'D)
 Perhaps you've engaged the right IT
 partner to help you get prepared.
 In that case, you needn't be at all
 alarmed.

SMOKE DETECTOR
 BEE-EEEEEP!! BEEEEEEEEEP!!!!
 BEEEEEEEEEEEEEP!!!!!!!

The man and woman can no longer ignore the shrieking alarm. The man springs into action. Peanuts fly everywhere. He rummages in his desk drawer and pulls out a battery pack, racing to set up the ladder. The woman yanks off her headset and jumps up to steady the ladder as he climbs up, fumbling to get the battery out of its package.

SMOKE DETECTOR (CONT'D)
 BEE-EEEEEP!! BEEEEEEEEEP!!!!
 BEEEEEEEEEEEEEP!!!!!!!

RODGER (V.O.)
 But if you haven't...the day may
 come--approximately one year from
 now--when you may seriously wish
 you had.

SMOKE DETECTOR
 BEE-EEEEEP!! BEEEEEEEEEP!!!!
 BEEEEEEEEEEEEEP!!!!!!!

The man inserts the battery, but the alarm is still going off. He gives up and climbs down.

RODGER (V.O.)
 Are you sure you've thought of
 everything? Do you have the skills
 in-house? Or could you use a helper
 or trusted advisor -- someone who
 does this on a daily basis?

The woman scurries up the ladder. He steadies it for her. She yanks out the new battery, turns it around, reinserts it and shuts the cover with a decisive snap. Silence. The man gives her "thumbs up." They breathe a sigh of relief. Suddenly a red light flashes above the cubicle next door.

SECOND SMOKE DETECTOR
 Beep. Beep. Beep.

The man scurries to drag the ladder to the next cubicle. The woman grabs the battery pack. No more batteries. A red light begins flashing above still another cubicle.

THIRD SMOKE DETECTOR
Beep. Beep. Beep.

The man and woman gaze, wide-eyed, at the other smoke alarms, then back at each other, gulping and clinging to each other in fear.

FADE TO BLACK.

CUT TO:

INT. ANCHORMAN'S DESK - DAY

RODGER sits at the desk, in front of a large screen with a Powerpoint slide. (Dell logo and tagline "The power to do more.")

The slide behind Rodger changes to: What We're Hearing From Customers ("We just don't have enough resources, etc.)

RODGER
Did you know that leveraging cloud is actually much more beneficial than using a traditional data center approach when it comes to ensuring your operating system's compliance and security in the wake of the Windows Server 2003 End-of-support deadline?

The slide behind Rodger changes to: A summary slide that clearly explains why cloud is better. Value proposition.

RODGER (CONT'D)
Ask yourself: 1. Do you have the resources to inventory your existing applications and choose between manual migration of applications or OS/application extraction? Both take time-- precious time that would be better spent focusing on your core business. 2. Do you have access to automated compatibility testing tools that will clearly identify which of your applications are Windows Server 2012-compatible -- and which aren't?

The slide behind Rodger changes to: Dell's Server OS Modernization POC (Note: Use supporting visuals to highlight key points: Security, Costs, Compliance, Licensing...etc.)

RODGER (CONT'D)

Dell conducts functional tests in a Server 2012 test environment and sets you up to capture maximum business value while leveraging cloud to reduce costs and risk and set the stage for your organization's ongoing success. Why grapple with the high cost of compliance and security issues...endless bug fixes...software licensing hassles...or an expensive patch that you'll have to replace with another, MORE expensive patch in a year?

The slide behind Rodger changes to: End-to-end Capabilities (Note: Add a slide with bullets: "Cut your migration times. Reduce your costs and risks. Modernize your data center. Ensure security and compliance. Tap the power of the cloud. Deliver better business outcomes.")

RODGER (CONT'D)

Why not put Dell to the test? Enlist Dell to help you tap the cloud's unlimited potential to realize gains that are possible with server modernization. Consider this your invitation to try a Windows Server 2003 Modernization POC pilot with Dell. Contact your Dell Sales and SEE for yourself!

(change slide here)

Dell experts can help you: cut your migration times. Reduce migration costs and risks. Modernize your data center, Ensure security and compliance. Tap the power of the cloud. Deliver better business outcomes.

(pause)

So again, 14 July, 2015 marks the end of support for Windows Server 2003. Will you be ready?

(pause)

If you can't tell, call Dell.

The slide behind Rodger changes to: 14 July 2015. Will you be ready? If you can't tell, call Dell. 1-800-000-0000. (Dell logo and tagline "The Power to Do More")