

Company	Spoken Words	Approximate Duration
<a href="#">Mendix</a>	307	115 SEC

AUDIO	VISUAL
Background Music.	<a href="#">Image Folder</a>
<p><b>NARRATOR (V.O.)</b>  <i>Life is never easy for manufacturers dealing with shifting market demands, tangled global supply chains, and a patchwork of international regulations.</i></p>	<p>Show an icon for the <a href="#">manufacturing industry</a>, below it builds out a <a href="#">see-saw</a> - manufacturing on one side. Opposite it appear icons for shifting <a href="#">market demands</a>, <a href="#">global supply chains</a>, and <a href="#">international regulations</a>.</p> <p>The see-saw teeters as manufacturing struggles to balance out the additional weight on the other side.</p> <p>Zoom in on one of the cogs in the manufacturing icon to transition-</p>
<p><b>NARRATOR (V.O.)</b>  <i>As manufacturers increase the complexity of their operations to meet these challenges-</i></p>	<p>-Now on the cog alone, it spins, <a href="#">inside connection points</a> appear, then <a href="#">outside points</a> as well, representing the increased complexity of the system.</p>
<p><b>NARRATOR (V.O.)</b>  <i>-there is one thing they can keep as simple and dependable as possible - quality management.</i></p>	<p>The cog morphs into a quality <a href="#">management icon</a>, the check mark in the center appears a moment after the below TEXT: <b>QUALITY MANAGEMENT</b></p>
<p><b>NARRATOR (V.O.)</b>  <i>The Mendix low-code platform is the solution for ensuring your manufacturing quality management systems run smoothly and reliably amid expanding complexity.</i></p>	<p><a href="#">LOGO</a> appears, maybe the mx first, then “mendix” slides out from behind the <a href="#">mx box</a>.</p>
<p><b>NARRATOR (V.O.)</b>  <i>Mendix is the quickest and easiest way for manufacturers to integrate all their technologies, data, services, processes, and human interactions.</i></p>	<p>Show <a href="#">two sides coming together</a> and interlocking, TEXT appears on each part for: <b>TECHNOLOGIES, DATA, SERVICES, PROCESSES, and HUMAN INTERACTIONS.</b></p>

<p><b>NARRATOR (V.O.)</b>  <i>To start, manufacturers can quickly do away with error prone paper-based tracking methods, replacing them by building high-quality tracking apps equipped with data traceability.</i></p>	<p>Old <a href="#">papers with errors</a> appear, they're torn apart and disappear off screen. Show a <a href="#">tracking app icon</a>, a <a href="#">magnifying glass</a> appears going over the tracking line representing the data traceability.</p>
<p><b>NARRATOR (V.O.)</b>  <i>Mendix helps manufacturers to modernize their quality management processes, extending core systems while minimizing costly customizations, and keeping core QMS systems simple, clean, and easy to use.</i></p>	<p>Build out a <a href="#">modernize icon</a>, with the road coming last and have the arrow lead the road into the out of sight distance. Transition to-</p> <p>Start with an abstract box representing a system, the box <a href="#">replicates</a> and a <a href="#">network</a> of connections, <a href="#">dotted lines</a>, and other <a href="#">shaped icons</a> springs forth.</p>
<p><b>NARRATOR (V.O.)</b>  <i>From quality engineers, to planners, to inspectors, to supervisors, everyone on your quality management team needs specialized software tools to do their jobs well.</i></p>	<p>Split screen <a href="#">4 ways</a> and show minimalist characters for <a href="#">engineer</a>, <a href="#">planner</a>, <a href="#">inspector</a>, and <a href="#">supervisor</a>. Each is in a different location with a manufacturing background, there can also be other workers around them.</p>
<p><b>NARRATOR (V.O.)</b>  <i>With Mendix, you drive productivity and efficiency by putting the power to build personalized apps into the hands of every single team member - no matter what level of development experience they have.</i></p>	<p>Show the engineer now working at a laptop as they are <a href="#">building an app</a>, split screen and now the engineer is <a href="#">using the app</a> on their phone somewhere on the manufacturing line - maybe to note a future repair job.</p>
<p><b>NARRATOR (V.O.)</b>  <i>In fact, your teams can create apps ten times faster and with seventy percent fewer resources than traditional application development platforms.</i></p>	<p>Show a computer screen with an <a href="#">abstract representation of low-code</a>. Around it build out different abstract <a href="#">tech icons</a> in a <a href="#">pattern like this</a>, the inner circle builds out first then the outer circle.</p>
<p><b>NARRATOR (V.O.)</b>  <i>Mendix cultivates a quality-first culture across your organization through enhanced collaboration, ensuring everyone and everything is working unison.</i></p>	<p>Build out <a href="#">a network</a> each with a character icon inside, there are the 4 from earlier (engineer, planner, inspector, supervisor) along with additional employees. A <a href="#">quality symbol</a> pops out on one character, then like a wave spreads over the whole network - until everyone has <a href="#">the symbol</a>.</p>

<p><b>NARRATOR (V.O.)</b>  <i>Ensure high standards for all quality management processes, Mendix allows your teams to:</i></p>	<p>Show an icon for a <a href="#">high jump bar</a> with the TEXT <b>STANDARDS</b> on it, the bar gets raised up <a href="#">several notches</a> until it's significantly higher than before.</p>
<p><b>NARRATOR (V.O.)</b>  <i>-Visualize in real-time disparate data sources with actionable context to work towards resolution.</i></p>	<p>Show an employee looking at their laptop screen, on the screen are <a href="#">3 different icons</a> each in an <a href="#">interlocking circle</a>.</p>
<p><b>NARRATOR (V.O.)</b>  <i>-Share quality management data with suppliers for greater consistency.</i></p>	<p>Show <a href="#">data display UX</a> on <a href="#">2 interconnected computer screens</a>. It's the same interface but the color shading is different on the two computers.</p>
<p><b>NARRATOR (V.O.)</b>  <i>-Take corrective and preventative actions as your quality management continues to evolve and improve.</i></p>	<p>Show a row of dominos, one on the end <a href="#">gets knocked</a> and starts to fall beginning the chain reaction. A <a href="#">hand comes into the middle</a> of the row and holds the next domino in place - stopping the fall.</p>
<p><b>NARRATOR (V.O.)</b>  <i>Contact us to learn more about how Mendix can help elevate your quality management processes to meet modern challenges.</i></p>	<p>Website address or landing page hyperlink is <a href="#">typed out</a> on screen, below appears TEXT: <b>CONTACT US</b>  Transition-</p>
<p><b>NARRATOR (V.O.)</b>  <i>Mendix - Go Make it!</i></p>	<p>The hyperlink and <b>CONTACT US</b> move lower on the screen, above it-  <a href="#">LOGO</a> appears large, now with the tagline.</p>