Company	Spoken Words	Approximate Duration
Better Business Analytics	186 (160 words = 60 seconds of video)	70 SEC

AUDIO	VISUAL
Background Music.	Style Example: Supply Chain Explainer Video-DMW&H IMAGE FOLDER
NARRATOR (V.O.) *Planning schedules for manufacturing production is complicated, with conditions constantly in flux and the potential for wasted time, materials, and capital.*	Show conveyor belts, lots of them all going in different directions carrying ambiguous products. Transition to- A side view of a conveyor belt, showing the spinning cogs. Icons appear inside 3 of the cogs- -Hourglass Icon -Materials Icon -Capital Icon The first cog (time) gets jammed with a wrench and stops rotating, the next cog (materials) cracks apart and stops, and the last cog (capital) pops off and disappears.
NARRATOR (V.O.) *The rigid, rule-based approaches of giant spreadsheets and "one size fits all" scheduling software won't solve the problems unique to your manufacturing space.*	Show a complex and confusing spreadsheet (maybe like this with ambiguous text), then an algorithm, representing the competition, it looks old - covered in cobwebs and dust. The different colored points on the algorithm slowly blink like it's trying to solve a problem. The algorithm disintegrates/transition to-

NARRATOR (V.O.) *Better Business Analytics takes a different approach; our software solutions are designed for the specific needs of each company and manufacturing plant.*	KINETIC TEXT: **Better Business Analytics** enters with **BBA** and [LOGO](#) The [LOGO icon](#) remains while the text vanishes. Points spring out of the icon, it becomes part of an expansive flowing [modern algorithm](#), much more sophisticated than the representation of the competition.
NARRATOR (V.O.) *BBA combines advanced mathematical algorithms, artificial intelligence, and digital twin technology to develop truly optimal production schedules that meet the challenges of the moment.*	Zoom back on the algorithm, it becomes [an icon](#), moving in a circle. It [connects with two other icons](#) each in their own circle that appear for [artificial intelligence](#) and [twin technology](#).
NARRATOR (V.O.) *In the event of machine downtime, labor shortages, or expedited orders - our solution quickly re-optimizes to give you the production schedule with maximum operational efficiency and productivity.*	In succession appears: -[Downed Machine Icon](#) -[Labor Shortage Icon](#) -[Expedited Order Icon](#) Transition to- A clean/simple [schedule icon](#) appears, behind it emerges a [production line moving](#) at full tilt. A square ambiguous product reaches the end of the belt, it falls on top of a stack. Pan right, the [stack is part of an upward progression](#) which an arrow appears over.

NARRATOR (V.O.) *The results are easily quantified in increased throughput, utilization, and ROI. Our customers typically experience a fast payback on their investment in under a year.*	In succession appears icons for- -Throughput -Utilization -ROI The ROI icon stays on screen, as it blooms underneath appears- KINETIC TEXT: **Under A Year**
NARRATOR (V.O.) *Beyond implementation, BBA becomes your trusted partner, offering consulting and support services over the long term.*	Show an idea lightbulb with a spinning gear inside. Transition to- A question mark appears in a dialogue bubble, a response with ambiguous text appears answering the question. The conversation goes back and forth with more bubbles appearing on each side with ambiguous text.
NARRATOR (V.O.) *For more information about what BBA can do for you, visit bettersolv.com, or click to schedule a call with our experts.*	KINETIC TEXT: **What BBA Can Do For You** LOWER THIRD TEXT: **bettersolv.com** Have a click overlay appear which takes the viewer to either the site or a specific landing page where they can schedule a call. The website and click overlay stay on the bottom of the screen, as we transition to-
NARRATOR (V.O.) *Better Business Analytics, Optimization Made Easy.*	KINETIC TEXT: **Better Business Analytics** along with **BBA** and LOGO. KINETIC TEXT: **Optimization Made Easy** LOWER THIRD TEXT: **www.bettersolv.com**