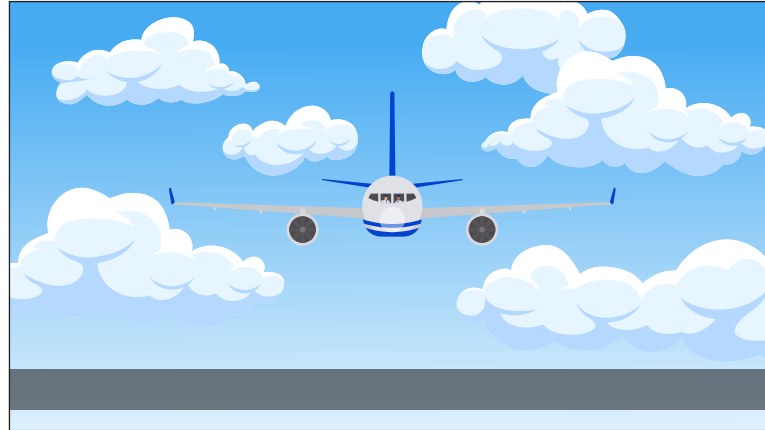**Script:**

In the world of aviation, the pilot is responsible for ensuring the safety and comfort of their passengers as they take flight and return back home.
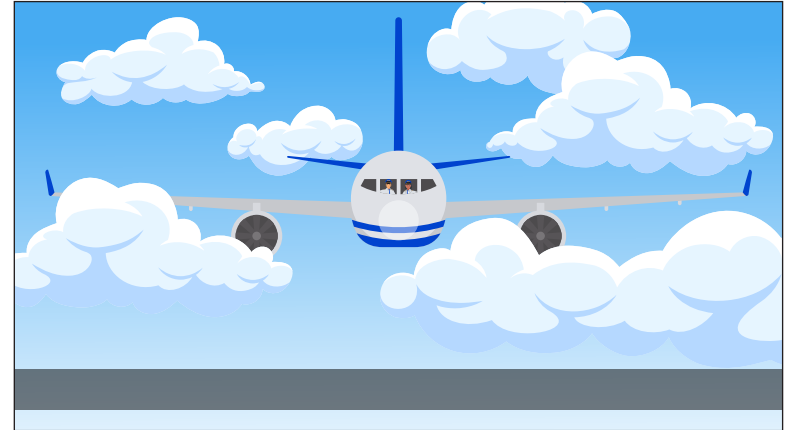
Animation Notes:

The video opens with a plane soaring in the sky toward the screen – you can begin to see the pilots in the seats as clouds pass by the plane as it flies through them.
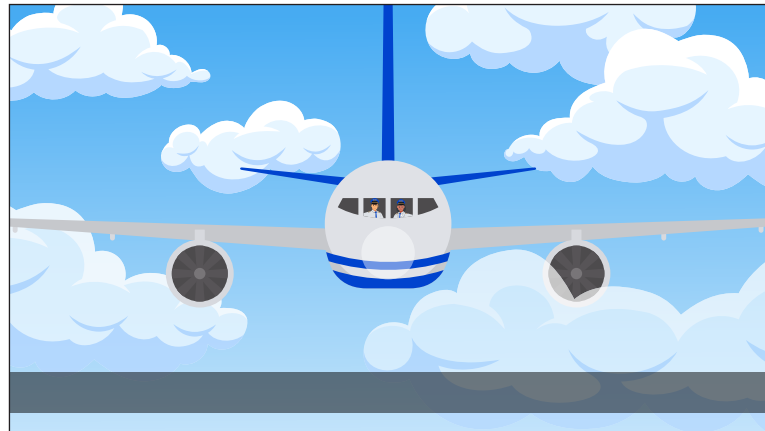
1.1

1.2

1.3
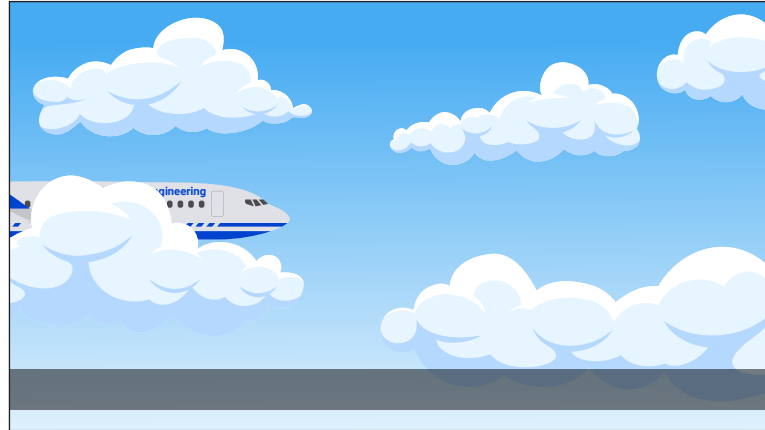

1.4

Notes for Video: None

Script:

In a similar way, a site reliability engineer is responsible for ensuring the reliability and availability of critical systems as they scale and evolve to drive the business

Animation Notes:

Turn the plane to the side so that it is flying from left to right and on the side of the plane write the words "Platform Engineering"

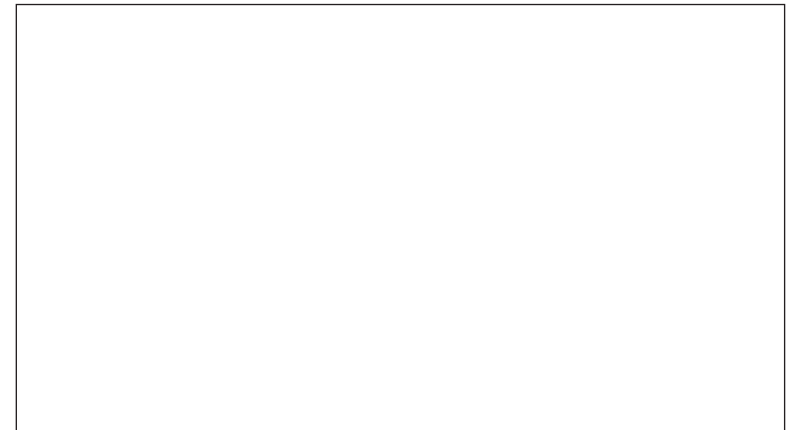**2.1**

2.2

2.3

2.4

Notes for Video: None

Script:

Just as a pilot must navigate through changing weather conditions and unexpected turbulence, a site reliability engineer must navigate through changing technology landscapes, cyber risks, and other unexpected challenges to keep critical systems running smoothly
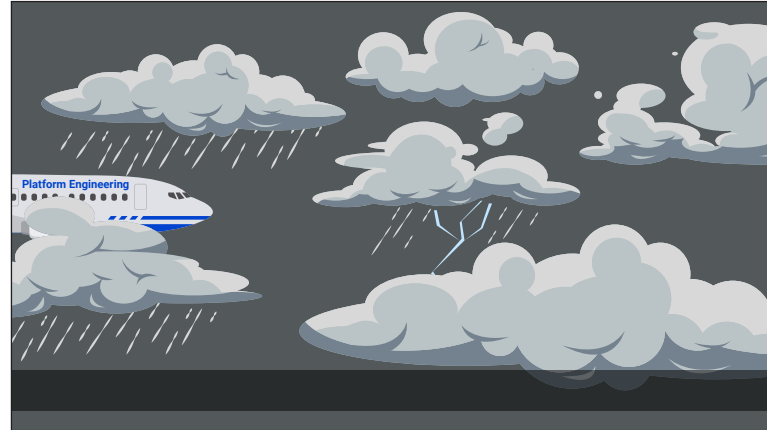
Animation Notes:

Show the plane flying through bad weather – clouds labeled:
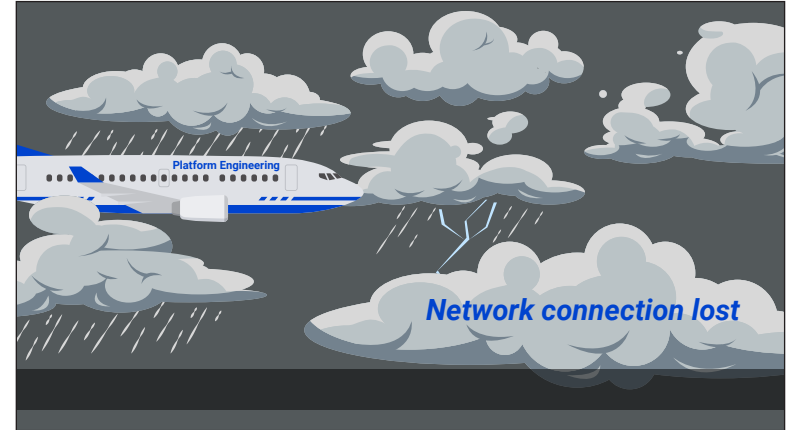
"Network connection lost"
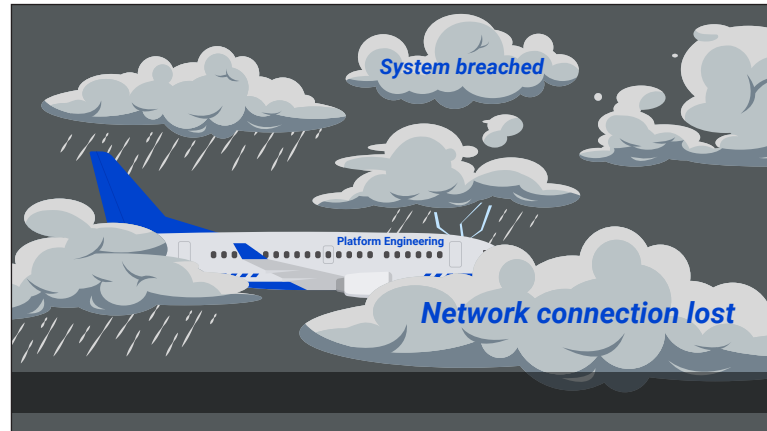
"System breached"

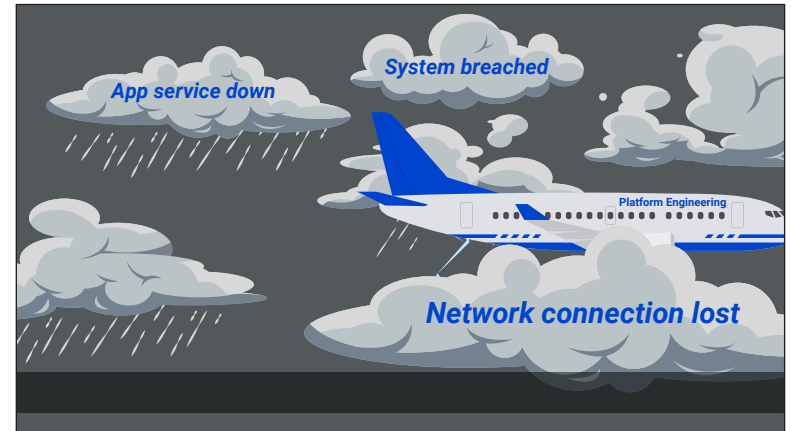"App service down"

3.1

3.2

3.3

3.4

Notes for Video: None

Script:

Both roles require a combination of technical expertise, problem-solving skills, and the ability to stay calm under pressure while keeping their primary objectives in mind...
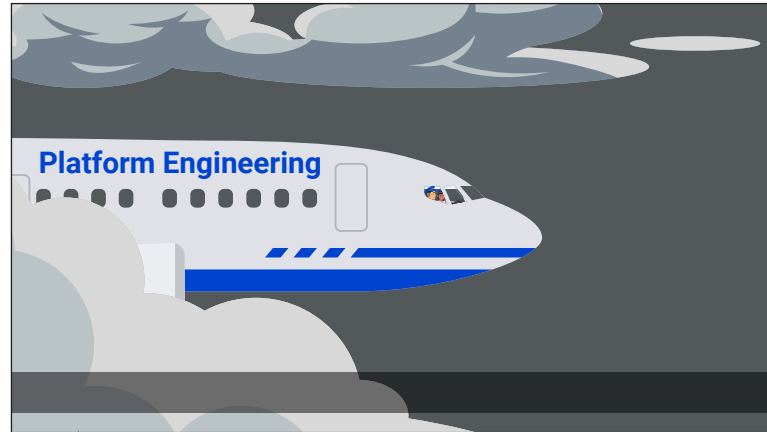
Animation Notes:

Zoom into the side window of the cockpit of the plane to show the faces of the pilots with concern in their eyes
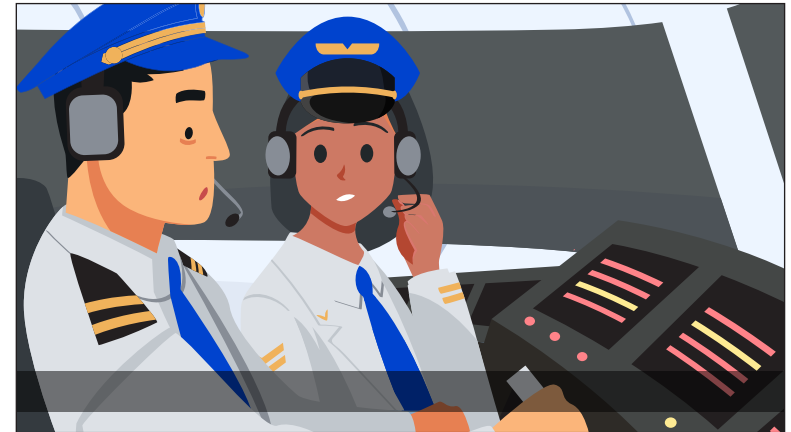
Zoom further into the plane and to the dashboard on the plane in front of the pilots – show 3 switches flashing red on the dashboard – each one labeled:

- Reliability

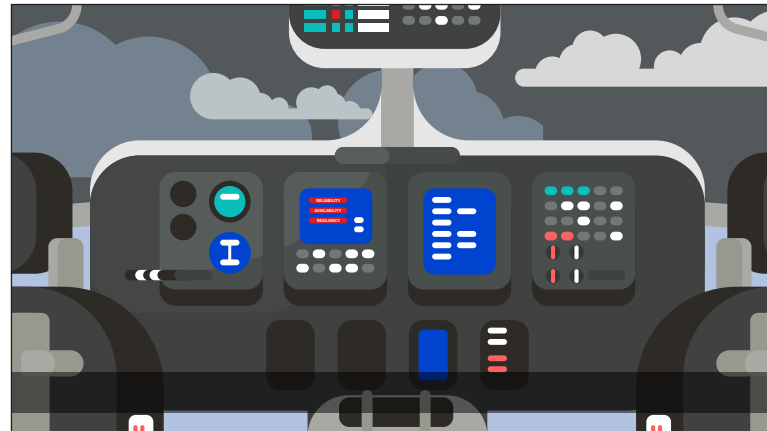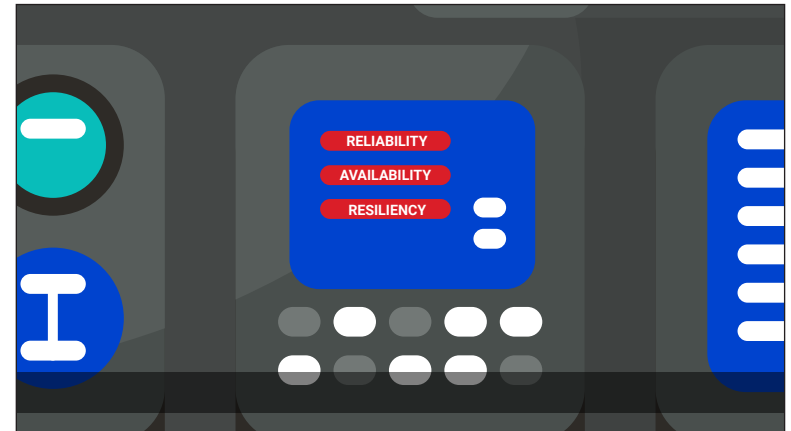- Availability

- Resiliency

4.1

4.2

4.3

4.4

Notes for Video: None

5.1

Script:

... ensuring that reliability and availability are built into and maintained across critical systems

Animation Notes:

Show a hand with a glove labeled "SRE" and use it to flip each of the switches from flashing Red to solid Green
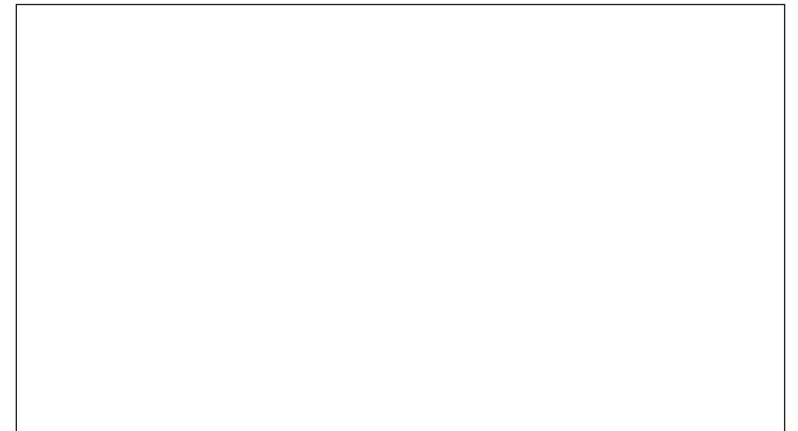

5.2

5.3

5.4

Notes for Video: None

6.1

Script:

With a successful SRE program from IBM as part of your platform engineering program, your business can:
- Gain access to expert resources...
- With a virtual and collaborative extension to your existing engineering and Ops teams...
- So you can accelerate your initiatives and reduce overhead...
- and go to market while achieving better, data-driven business outcomes....

... faster than ever before.

6.2

Animation Notes:

Zoom back out to smiling pilots and show the plane making its way safely to land on a runway. Display on the runway as the plane lands:
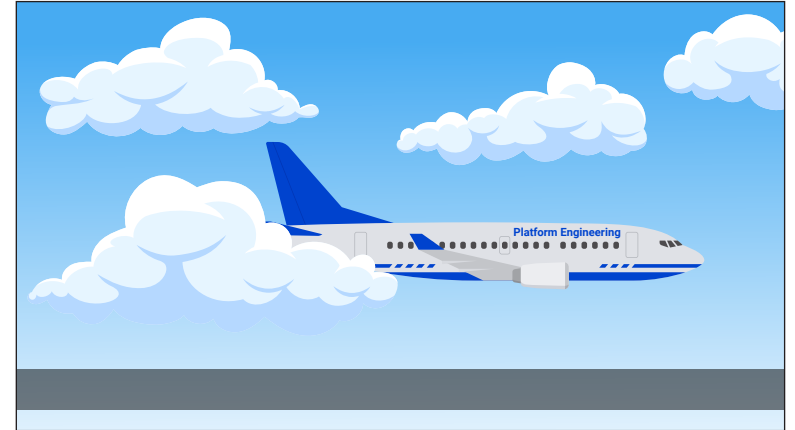
- Access expert resources

- Enhance your team

- Accelerate initiatives

- Reduce overhead

- Achieve business outcomes

As the plane lands ... show another plane zooming by, taking off leaving the word "Faster" in its wake

6.3

Access expert resources   Enhance your team   Accelerate initiatives

6.4

Access expert resources   Enhance your team   Accelerate initiatives
Reduce overhead   Achieve business outcomes

Notes for Video: None

Script:

With a successful SRE program from IBM as part of your platform engineering program, your business can:
- Gain access to expert resources...
- With a virtual and collaborative extension to your existing engineering and Ops teams...
- So you can accelerate your initiatives and reduce overhead...
- and go to market while achieving better, data-driven business outcomes....

... faster than ever before.

Animation Notes:

Zoom back out to smiling pilots and show the plane making its way safely to land on a runway. Display on the runway as the plane lands:

- Access expert resources

- Enhance your team

- Accelerate initiatives

- Reduce overhead

- Achieve business outcomes

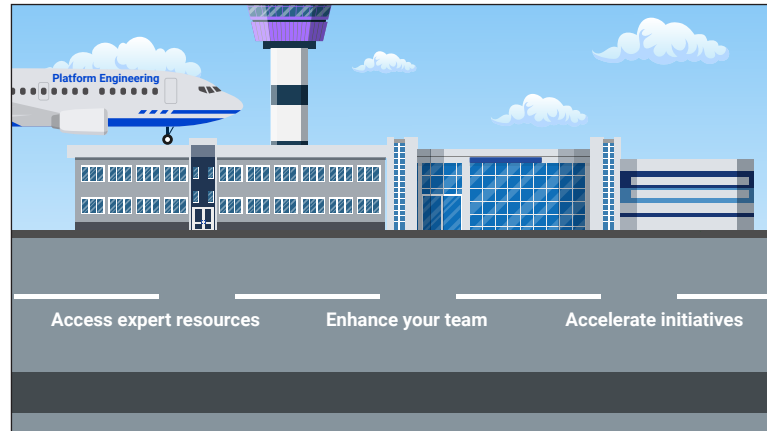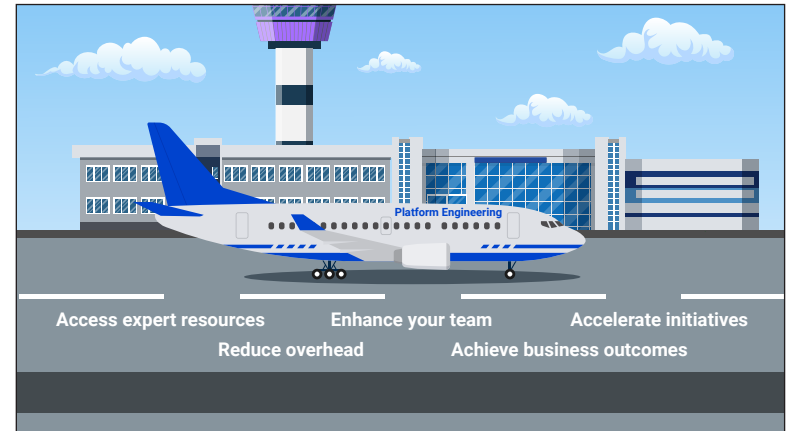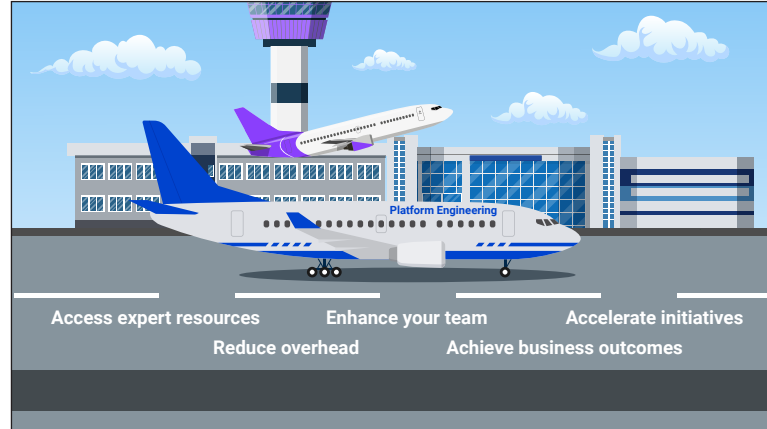As the plane lands ... show another plane zooming by, taking off leaving the word "Faster" in its wake
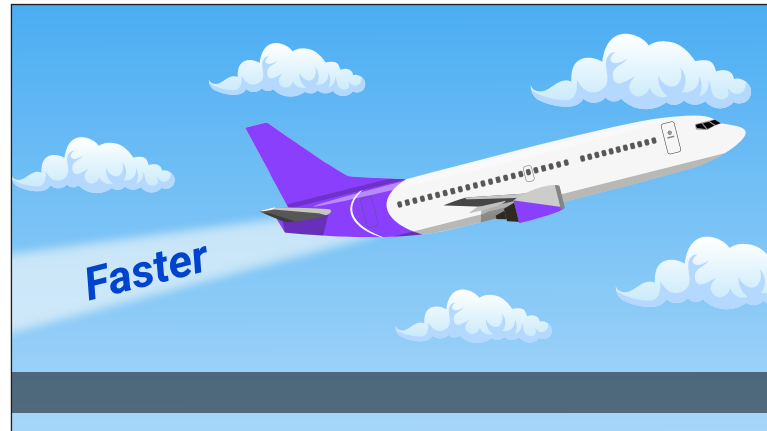
6.5

6.6

6.7

Notes for Video: None

Script:

At IBM, we pride ourselves on hiring, developing and retaining the best talent...

... We invest in our people to stay current on emerging skills so we can listen to and focus on your business priorities.

The team at IBM is ready to help you transform your business with a platform engineering program that leverages on-demand SRE talent and expertise at scale.

Welcome to the new age of business resilience.

Welcome to IBM.

Animation Notes:

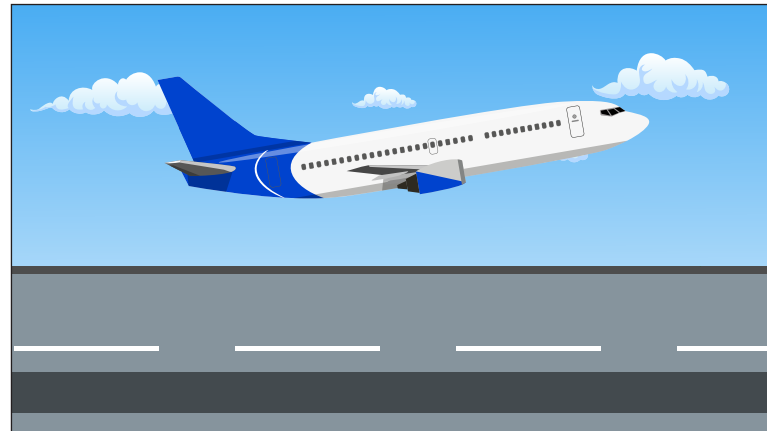Zoom out to show a field of planes, all of them in line and ready to take off

As the next plane takes off up and across the screen, turn the plane's tail into the IBM/logo and leave just the logo on the screen

Add a closing title "On-Demand Platform Engineering Talent and Expertise at Scale"

7.1

7.2

7.3

7.4

Notes for Video: None

Script:

At IBM, we pride ourselves on hiring, developing and retaining the best talent...

... We invest in our people to stay current on emerging skills so we can listen to and focus on your business priorities.

The team at IBM is ready to help you transform your business with a platform engineering program that leverages on-demand SRE talent and expertise at scale.

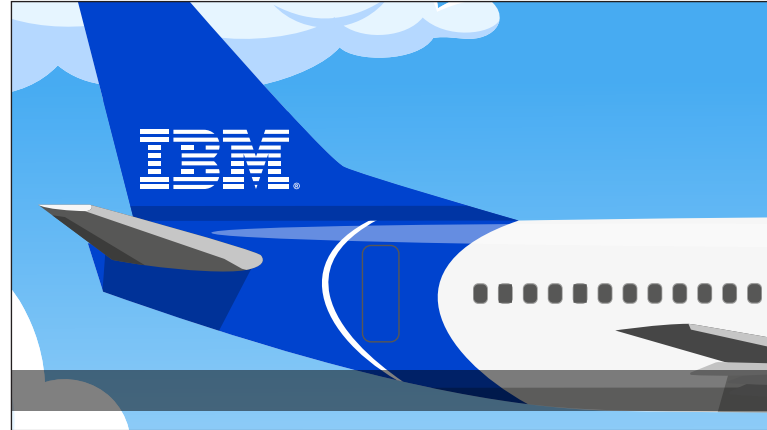Welcome to the new age of business resilience.

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Animation Notes:

Zoom out to show a field of planes, all of them in line and ready to take off

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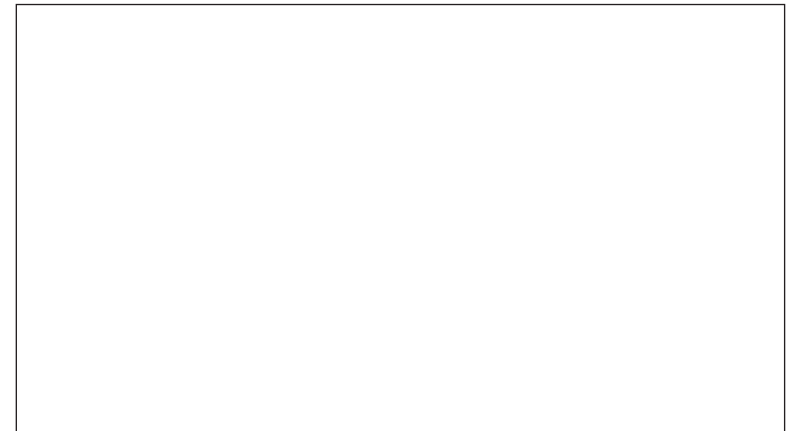Add a closing title "On-Demand Platform Engineering Talent and Expertise at Scale"

7.5

7.6

On-Demand Platform Engineering Talent and Expertise at Scale

7.7

www.ibm.com

7.8

Notes for Video: None