#3 IT'S A TOUGH JOB

Scene:   A young IBMer comes home to visit his mother after just a few months on the job in the AIM business.  The house is a simple frame house with typical clutter of keepsakes and simple furnishings.

                    MOTHER pouring more coffee
Would you like another cup of coffee?
                         GUEST
Please. Thank you. (Turning to Tommy) Your mom tells me you're quite the up and coming young executive.
                    TOMMY embarassed
Mom.

                         MOTHER
Well, you are. Tommy, tell Mrs. Fisher what you do at IBM.
                    TOMMY embarassed but emphatic
Mother.
                         MOTHER

Tommy.
                         TOMMY

OK. (Turning to the guest) Actually I'm glad you asked. I work for AIM (pulls out a flip chart with AIM or IBM logo) the true blue in Big Blue (chuckling)...


Dissolve through montage of Friend listening and acknowledging what a big shot Tommy must be, Mom nodding knowingly

        ... I represent the first true e-business platform - a once-
        and-for-all Internet infrastructure. Ensuring you connect
        seamlessly, scale perfectly, and speed your time to
        market.


Tommy is going through notecards and getting excited.

        Startup or mega-site, We grow with you -- always one step
        ahead of the technology curve. How important is that?...


The guest looks startled, then agrees. Then she looks to mom asking "what should I do?". Mom shrugs I don't know. It doesn't matter. Isn't he cute?

... open standards-based technology lets you use Java
servlets, JavaServer Pages and XML to quickly create vital,
dynamic Web content. A high-performance EJB server
implements EJB components incorporating business logic
and EJB and CORBA components integrate high-transaction,
high-volume e-business applications...

The guest is looking at her watch and then at Mom, who can't believe
Tommy is going on and gives her friend a "what can I do" shrug.
Tommy is pulling out the overhead projector.

... tailored for robust, fault-tolerant, scalable applications,
giving non-object-oriented skilled programmers a higher
level of abstraction delivering high-volume transaction
processing in multi-tier, multi-platform client/server
environments optimized for DB2, CICS, IMS and WebSphere
servers...

Tommy's handing out leave behind brochures to his Mom and her friend
really thinking they want to follow along. The guest is trying to be
polite but she's starting to be annoyed.

... with ViaVoice Technology, DirectTalk, CallPath, Message
Center, and ViaVoice Embedded Technology, all built on
open architecture such as VoiceXML and Java, enabling the
mobile Internet...

Tommy pulls out his laptop and starts his FreeLance presentation

...of course, you seamlessly span-the-gap between yours
and theirs simultaneously supporting and combining
integration and transaction open XML technology...

As he continues telling his mother's friend about what he does, her
head is spinning, and there charts and papers all over the place, an
overhead projector, and a laptop FreeLance presentation, all trying to
explain what he does.

                              SON
        Ooh, that reminds me. Excuse me, I'll be right back. I've got
        a great little film you need to see.

FRIEND

She's rousing a little, thinking this may be her opportunity for escape

So what is it he does for IBM?

MOTHER

Shaking her head, raising it out of her hands

I still don't know and I'm not sure he knows either... I'm beginning to think he just annoys people.

They giggle and get up to leave. But...

SON's VOICE coming back

This video so great. It really explains HTML, JavaScript, and DHTML layout capability.

Mom and friend, feeling like prisoners, slink back into their chairs.