ADP

EasyPayWin/EasyPayNet
Demo CD-ROM

WRITE ANGLE

COMMUNICATIONS

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Attractor Sequence

Our central metaphor is a small businessperson who is literally standing on the balance. This can be a videotaped live actor, an animated character, or a Keith Haring stick figure. Here's how it might work:

> "Running your own business is a question of balance," the narrator begins. "The most important thing is to meet the needs of your clients or customers."
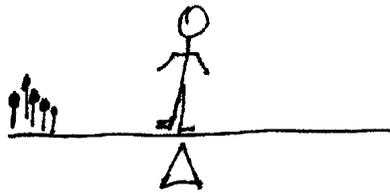
A small group of customers appears on the left side of the balance.

> "Then, of course, you must pay your employees. Which involves calculations, deposits, tax filing and reconciling."
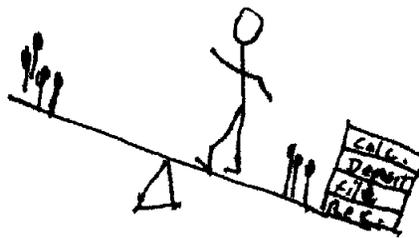
A group of employees appears at the other end of the balance. As each task is mentioned, a weight drops onto the payroll side of the balance. That side starts to dip down.

> "That can pull you away from activities that earn you money in the first place."

The business person tries to climb to the "customer" side of the balance. Too steep! He slides back toward the "payroll" side.

> "But now there's EasyPayWin and EasyPayNet from ADP. Both take the weight of payroll processing off your hands!"
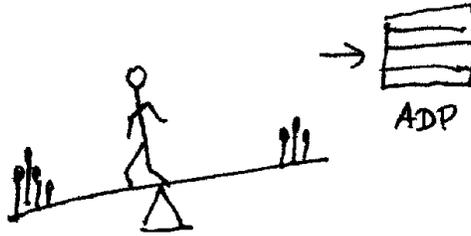
The ADP logo appears near the "payroll" side. The weights rise into the air.

> "They free you to focus on more important matters. Like growing your business."
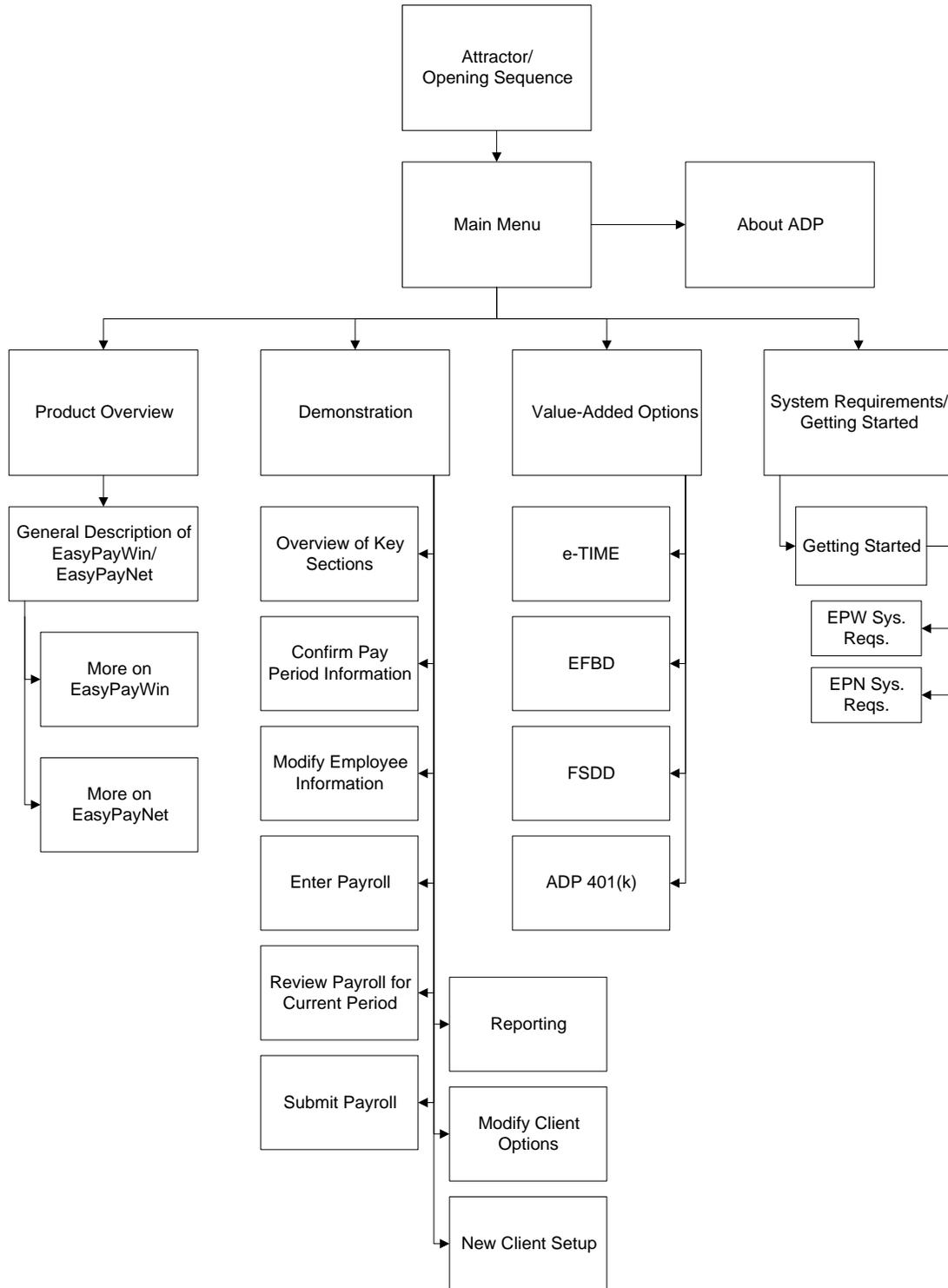

The tipping balance *dissolves* into a chart of increasing profits.

This brief opening sequence could be produced in two ways. A fully animated version would work on the CD-ROM and series of simple stills could work at the Web site.

This sequence would also serve as the *attractor* on the tradeshow kiosk. It would cycle repeatedly, concluding with an invitation to press any key.

Flow Chart

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                          ┌─────────────────┐
                          │   Attractor/    │
                          │ Opening Sequence│
                          └────────┬────────┘
                                   │
                          ┌────────▼────────┐        ┌─────────────┐
                          │   Main Menu     │───────▶│  About ADP  │
                          └────────┬────────┘        └─────────────┘
         ┌────────────────┬────────┴────────┬──────────────────────┐
┌────────▼────────┐ ┌─────▼──────┐  ┌────────▼────────┐  ┌──────────▼──────────┐
│ Product Overview│ │Demonstration│ │Value-Added      │  │ System Requirements/│
│                 │ │            │  │Options          │  │ Getting Started     │
└────────┬────────┘ └─────┬──────┘  └────────┬────────┘  └──────────┬──────────┘
         │                │                   │                      │
┌────────▼────────┐ ┌─────▼──────┐  ┌────────▼────────┐  ┌──────────▼──────────┐
│General Description│ │Overview of │ │    e-TIME      │  │  Getting Started    │
│of EasyPayWin/    │ │Key Sections│ │                │  │                     │
│EasyPayNet        │ └────────────┘ └─────────────────┘  └──────────┬──────────┘
└────────┬────────┘                                                  │
         │          ┌────────────┐  ┌─────────────────┐  ┌──────────▼──────────┐
┌────────▼────────┐ │Confirm Pay │ │     EFBD       │  │   EPW Sys. Reqs.    │
│   More on       │ │Period Info │ │                │  └─────────────────────┘
│   EasyPayWin    │ └────────────┘ └─────────────────┘  ┌─────────────────────┐
└─────────────────┘                                      │   EPN Sys. Reqs.    │
                    ┌────────────┐  ┌─────────────────┐  └─────────────────────┘
┌─────────────────┐ │Modify      │ │     FSDD       │
│   More on       │ │Employee    │ │                │
│   EasyPayNet    │ │Information │ └─────────────────┘
└─────────────────┘ └────────────┘
                                    ┌─────────────────┐
                    ┌────────────┐  │    ADP 401(k)  │
                    │Enter Payroll│ │                │
                    └────────────┘  └─────────────────┘

                    ┌────────────┐
                    │Review      │  ┌─────────────────┐
                    │Payroll for │  │   Reporting     │
                    │Current     │  └─────────────────┘
                    │Period      │
                    └────────────┘  ┌─────────────────┐
                    ┌────────────┐  │ Modify Client   │
                    │Submit      │  │ Options         │
                    │Payroll     │  └─────────────────┘
                    └────────────┘
                                    ┌─────────────────┐
                                    │ New Client Setup│
                                    └─────────────────┘
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Opening Sequence – 0.1

ADP Emerging Business Services™ Big Thinking for Small Business™	
Welcome to the	
SLIDE onto the screen: *Quick Tour* **of**	
DISSOLVE to: **ADP**	
ADD next to the logo: **EasyPayWin**	
Replace EasyPayWin with: **EasyPayNet**	

Programming Notes

Upon conclusion of this sequence, go automatically to the Opening Sequence (0.2)

If, during the sequence, the user clicks	Go to
Left-click, Enter, Space Bar	Opening Sequence (0.2)
Esc, Q, Exit	Exit Screen (0.3)
Backspace or left arrow	Exit Screen (0.3)

Opening Sequence – 0.2

Visuals	On-Screen Text	Audio
Businessperson astride a balance.	Running your own business is a question of balance.	MUSIC: [Light, whimsical.] NARRATOR: Running your own

		business is a question of balance.
A small group of customers appears on the left side of the balance.	The most important thing is to meet the needs of your clients.	The most important thing is to meet the needs of your clients.
A group of employees appears at the other end of the balance.	Of course you must also pay your employees.	Of course you must also pay your employees.
A weight drops onto the payroll side of the balance. That side starts to dip down.	Which means calculating their paychecks	Which means calculating their paychecks … SFX: [A thud as the weight lands.]
Another weight drops onto the payroll side of the balance.	and the associated tax deposits.	…and the associated tax deposits. SFX: [A second thud.]
The business person tries to climb to the "customer" side of the balance. Too steep! He slides back toward the "payroll" side.	That can pull you away from what earns your business revenue in the first place.	NARRATOR: That can pull you away from what earns your business revenue in the first place. SFX: [Slide whistle, or sandpaper sliding.]

The ADP EasyPayWin and EasyPayNet logos appear near the "payroll" side. The weights rise into the air.	But now you have ADP EasyPayWin and EasyPayNet. Both take the weight of payroll processing off your hands!	NARRATOR: But now you have ADP EasyPayWin and EasyPayNet. Both take the weight of payroll processing off your hands!
The people fade away. The tipping balance DISSOLVES into an uphill chart of growing profits.	Freeing you to focus on more important things. Like growing your business.	Freeing you to focus on more important things. Like growing your business.

Programming Notes

Upon conclusion of this sequence, go automatically to the Main Menu (0.4)

If, during the sequence, the user clicks	Go to
Left-click, Enter, Space Bar, Next	Main Menu (0.3)
Esc, Q, Exit	Exit Screen (0.3)
Backspace or left arrow	Exit Screen (0.3)

Exit Screen – 0.3

Upon exiting the program, users encounter this screen:

Thank you for taking this *Quick Tour* of ADP EasyPayWin and EasyPayNet To see how easy it is to get started, speak to your ADP Representative. Or dial 1-800-CALL-ADP. o Main Menu • EXIT	

If the user clicks	Go to
Enter, Space Bar, Main Menu	Main Menu (0.4)
Esc, Q, Exit	Exit Program

Main Menu – 0.4

• About ADP EasyPayWin and EasyPayNet o Guided Tour o Value-Added Options o Getting Started, System Requirements o About ADP o Exit ADP	This presentation will introduce you to EasyPayWin and EasyPayNet.	NARRATOR: This presentation will introduce you to EasyPayWin and EasyPayNet.
ANIMATION: a keyboard appears.	Press the space bar to make the program	Press the space bar to make the program continue.

	continue.	
ANIMATION: Pause while a finger touches the space bar.		
The keyboard goes away. POINT to each section of the Main Menu as it is mentioned.	Start with our brief overview.	You may want to start with our brief overview of these two payroll services.
	Take a guided tour of the key features and capabilities.	Then take a guided tour of their key features and capabilities.
	Learn about options that add value to your solution.	Learn about options that add value to your solution.
	See how easy it is to get started.	Then see how easy it is to get started.
	Click here for an overview of the company that stands behind these services.	Click here for an overview of the company that stands behind these services.

Programming Notes

This orientation sequence only plays the first time this screen is accessed during a user session.

If, during the sequence, the user clicks	**Go to**
About EasyPayWin and EasyPayNet	1.0

Guided Tour	3.0	
Value-Added Options	2.0	
System Requirements/Getting Started	4.0	
About ADP	6.0	
ADP logo	6.0	
Left-click, Enter, Space Bar, Next	About EPW/EPN (1.0)	
Esc, Q, Exit	Exit Screen (0.3)	
Backspace or left arrow	Exit Screen (0.3)	

About ADP EasyPayWin and EasyPayNet – 1.0

Our businessperson on the balance. All four tasks (calculation, deposits, tax filing and reconciling) land with a thud on his side. That side tips down.	Running your business is a full-time responsibility.	SFX: [Thud] NARRATOR: Running your business is a full-time responsibility.
The EasyPay logo appears. The weights rise into the air.	With ADP EasyPayWin and EasyPayNet, you spend just minutes on your payroll.	With ADP EasyPayWin and EasyPayNet, you spend just minutes on your payroll.
"Pay Details" screen. Enter the hours worked into one or two fields.	Simply enter employee changes.	Simply enter employee changes.
EasyPay Main Menu: click on "Submit Payroll."	And send them to ADP…	And send them to ADP…
Series of labeled forms, or text bullets:	… who takes care of the rest!	… who takes care of the rest! We deposit and file

- Federal taxes - State taxes - Local taxes - Social Security - Medicare - FUTA - State Unemployment Insurance	We deposit and file your payroll taxes.	your payroll taxes.
Extreme close-up of an ADP report.[1]	And we provide reports for your files.	And we provide reports for your files.
ADP-printed Paychecks.	Print paychecks on-site, if you like. Or choose the option of having ADP print and deliver them to you.	Print paychecks on-site, if you like. Or choose the option of having ADP print and deliver them to you.
Stacks of W-2s and 1099s.	We prepare your year-end W-2s and 1099s.	And we prepare your year-end W-2s and 1099s.
Neutral screen with EasyPayWin and EasyPayNet logos	We review your state unemployment insurance account and provide expert advice to ensure that you pay only the minimum	We even review your state unemployment insurance account and provide expert advice to ensure that you pay only the minimum premium.

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[1] Show only enough information to give a sense of the content. An entire form may be overwhelming to someone not familiar with it.

	premium.	
	Best of all, ADP takes full responsibility for the accuracy and on-time payment of your payroll taxes.	Best of all, ADP takes full responsibility for the accuracy and on-time payment of your payroll taxes.
Scary-looking envelope from the IRS.	If we make an error that results in a penalty, *we* pay the penalty, not you. We also handle payroll tax inquiries on your behalf, saving you countless hours of correspondence and paperwork.	If we make an error that results in a penalty, *we* pay the penalty. We also handle payroll tax inquiries on your behalf, saving you countless hours of correspondence and paperwork.
Neutral screen with EasyPayWin and EasyPayNet logos	You can choose your particular version of ADP EasyPay.	You can choose your particular version of ADP EasyPay.
Point to EasyPayWin.	With EasyPayWin, your payroll database resides locally on your PC.	With EasyPayWin, your payroll database resides locally on your PC.
Point to EasyPayNet.	With EasyPayNet, you use a secure Internet	With EasyPay*Net*, you use a secure Internet connection to access your

	connection to access your payroll database, stored for you on an ADP server.	payroll database, which is stored for you on an ADP server.
More about: o EasyPayWin o EasyPayNet		

If, during the sequence, the user clicks	**Go to**
Left-click, Enter, Space Bar, Next	More EasyPayWin (1.1)
Esc, Q, Exit	Main Menu (0.4)
Backspace or left arrow	Main Menu (0.4)