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## Script for explainer video

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Luke Smith (<https://autocare.communifire.com/people/autopartsource>)




4/5/2020

In our conference call discussion on 4/3/2020, we talked about the need for a short explainer video for the website. Tom V. was going to look into contributing animation & voice-over work if we could come up with some content. My initial thought was to get into a technical explanation of why net-change is such a thorny topic and that UUID's are the answer with our add/drop methodology. After writing (and scrapping) that script, I concluded that this thing needs to be non-technical and mildly humorous. Here's my vision. I realize it's ambitious.

Show "Content" as a painting that is never complete. The artists is constantly tweaking it on the easel. Describe that the current workflow is to photograph, print, ship and re-hang copies of the painting in multiple art galleries every month. Show the old print going into a dumpster at each gallery.

Explain that Sandpiper sees each brush-stroke as it happens. It does the replication only on a tiny square piece of the painting in each print as it hangs on the gallery wall. Maybe robot hands install the replacement section like a tile in each gallery's copy in rapid succession.

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4/5/2020

I'm imagining an animation in the style of Kroger's "Fresh For Everyone" Campaign



Here's my first crack at the voice-over script.

Today, the ACES & PIES standards are used to communicate product attributes, vehicle fitment data and digital assets from the manufacturer to the end user. Our ecosystem has evolved in such a way that the majority of this content is communicated in full replacement datasets on a monthly cycle. This is a very inefficient use of industry resources and does a disservice to the end user by causing updates to take forever to reach them. There are a number of technical issues that forced us into this position. It's not an easy problem to solve.

A small group of ACPN members got together in 2019 to brain-storm a solution. What we came up with is method to break up an existing "full" dataset and only send the new or changed bits down the pipeline. This small chunk approach could be done on a daily, or even hourly automated cycle. It could get us to that "real-time" connection between the manufacturer's content author and the end user. We are calling the solution "The Sandpiper Framework".

Imagine that the content author is an artist that is working on a masterpiece painting that she will never be done with. Every day she improves some small aspect of the painting - a tiny brushstroke here, and a dot of paint there. All of the art galleries are eager to display her work because they have paying customers waiting to come look at it. Every month she takes a picture of the painting and mails copies to each of the galleries. Each gallery trashes the old print, frames the new one and hangs it for display.

Sandpiper would take a picture of the masterpiece every day. It would divide the picture into many tiny pieces and compare them to the previous snapshot. The majority of the pieces would not have changed and can be ignored. The few pieces to did change would be sent to the

galleries and inserted like a puzzle piece into the prints while they hang on the wall of the galleries.

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