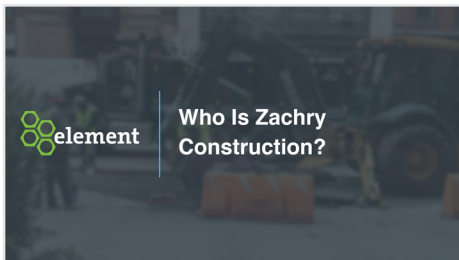


# Zachry Construction Storyboard



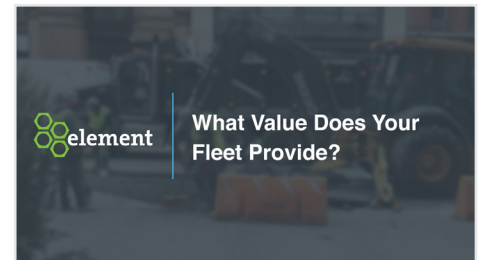
VO: n/a

FX: • Text on screen: Who Is Zachry Construction?



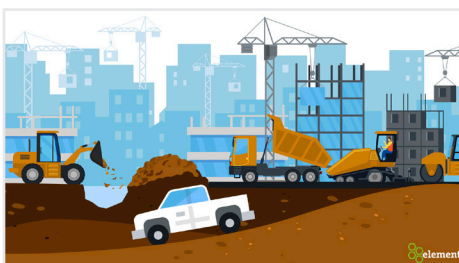
VO: Zachry Construction is a mid-sized construction company based out of San Antonio, Texas. We have operations in Dallas, Houston, and San Antonio, with also operations in North Carolina and South Carolina.

FX: • Zachry logo appears with first sentence  
• Map with pins for locations appear



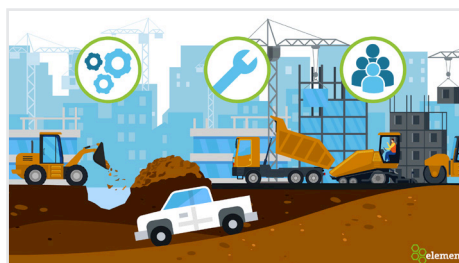
VO: n/a

FX: • Text on screen: What Value Does Your Fleet Provide?



VO: On the construction site we use our trucks as tools. We actually get our trucks into the ditches, on the job site...

FX: • Show construction trucks with white truck driving into the ditch



VO: moving operations around, moving tools around, moving people around.

FX: • Icons for "Operations," "Tools," and "Team" appear to come out of the bed of the white truck



VO: n/a

FX: • Text on screen: What Is the Value of Working with Element?



VO: There's a lot of benefits to working with Element. Element not only takes care of the, uh, delivery of the vehicles from the very beginning, but also the, helps us maintain our trucks...

FX: • Icons appear for "delivery of trucks" and "maintain our trucks"



VO: not only through their app but their web portal. They help us track our expenses. We work with very, very tight margins, so in order for us to operate efficiently and effectively, we have to have all of that detailed cost information in our systems.

FX: • Icons appear for "web portal," "expenses," and "cost information"



VO: n/a

FX: • Text on screen: How Does Element Help You Reduce Costs?



**VO:** Element has been very helpful in helping us to identify ways to reduce costs. As a matter of fact I got a phone call one day from our account representative. She explained that we had opted to manage our tolling program ourselves. Since we opted to do that, every single time one of our vehicles went through a toll booth that didn't have the proper toll tags on it, we were charged five dollars.

**FX:** • Vehicles pass through toll booths and cost adds up by \$5 increments



**VO:** Now, this is with the contract we had with Element, so it's something we had signed up for. And the reason why we signed up for it is-- we felt like we could do the job better than Element. And the result of it was...

**FX:** • The total fades to show tolling program icon as rep hand shows she has an idea



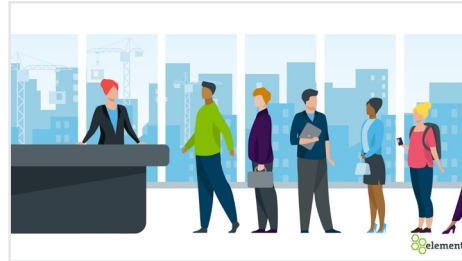
**VO:** us have Element do the tolling for us and we did; saving at least \$100,000 in that year

**FX:** • Text on screen: Adding Element's toll program saved at least \$100,000 a year



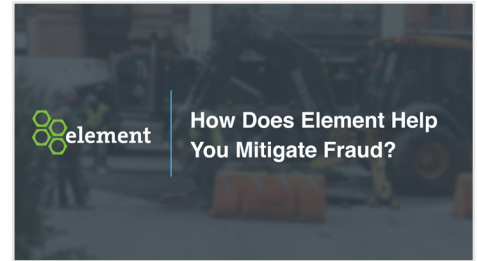
**VO:** But that wasn't the only benefit. After we rolled out this, this program, I got phone calls from our operations, uh, in Houston, our operations in, in Dallas stating what a wonderful program this was because now their people, and even them specifically

**FX:** • Icons for "Operations" and "wonderful program" appear



**VO:** don't have to go to the local tolling agency and stand in a bureaucratic line just in order to get their toll tags for 40 trucks or 50 trucks that have been added to their fleet.

**FX:** • View pans by people waiting in a long line



**VO:** n/a

**FX:** • Text on screen: How Does Element Help You Mitigate Fraud?



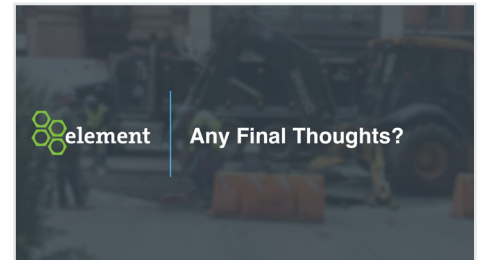
**VO:** One of the added benefits from working with Element is their ability to help us mitigate fraud. It's happened to us more than one occasion...

**FX:** • Talent speaking on screen



**VO:** cards get stolen, card numbers get stolen and individuals are, can unfortunately take hundreds or even thousands of dollars from our organization. We're a company of small margin and so every, every dollar counts.

**FX:** • Dollar signs animates out of gas pump and credit card



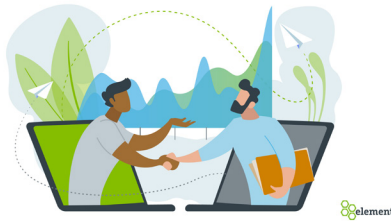
**VO:** n/a

**FX:** • Text on screen: Any Final Thoughts?



**VO:** of the things I appreciate most about Element is their honesty and their ability...

**FX:** • Talent speaking on screen



**VO:** to not treat us as just an account, or an account number. Construction is always gonna have its ups and downs there's gonna be times when it's good, there's gonna be times when it's bad.

**FX:** • Show two characters in laptop shaking hands  
• Graph in background animates in with "ups and downs"



**VO:** Element so far has always stayed with us in both the good times and the bad times and hopefully they'll be by our side for a long time to come.

**FX:** • Graph animates away as globe comes in and spins



**VO:** n/a

**FX:** • Corporate logo outro