

# Product

# Backgrounder –

# Template V. 4.0



**Company Name:** <Enter company name>

**Product Name:** <Enter product name>

- Date: <Enter date>
- Contact: <Enter your name>
- Department: <Enter department name>
- Location: <Enter location>
- Email: <Enter email address>
- Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date>	<Revision #>	<Enter your name>	<Enter name>

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Evaluation Copy

## 1. Introduction

### 1.1. Document Objective

This document is a product backgrounder template. The product backgrounder provides product overview information at a glance.

## 2. Product Backgrounder


### 2.1. Section Objective

This section describes the components of a product backgrounder document.

### 2.2. Product Backgrounder Template

<b>&lt;Product Name&gt; – Product Backgrounder</b>	
Product Description	<Enter text.>
Market Needs and Challenges	<Enter text.>
Target Market	<Enter text.>
Key Features	<Enter text.>
Key Benefits	<Enter text.>
Value Proposition	<Enter text.>
Competitive Advantages	<Enter text.>
Technology Summary	<Enter text.>
Product Category	<Enter text.>
Distribution	<Enter text.>
Price	<Enter text.>
Corporate Background	<Enter text.>
Contact Information	<Enter text.> <Enter corporate logo.>
Disclaimer and Copyright Notice	<Enter text.>

&lt;Example:

<b><i>iSpam-Apprehender 3.6 – Product Backgrounder</i></b>	
<b><i>Product Description</i></b>	<i>iSpam-Apprehender 3.6 is a server based spam filtering software application that protects any SMTP mail server from spam.</i>
<b><i>Market Needs and Challenges</i></b>	<i>Spam (unsolicited email messages) is a conduit for inappropriate or malicious content, which in most companies accounts for a yearly average of \$2,000 worth of lost productivity per employee.</i>
<b><i>Target Market</i></b>	<i>Companies employing in-house SMTP mail servers.</i>
<b><i>Key Features</i></b>	<ul style="list-style-type: none"> <li>• <i>Automated spam prevention system, reducing administrative overhead</i></li> <li>• <i>Scans email at the mail server, preventing spam reaching employees</i></li> <li>• <i>Real-time detection and identification of suspected emails</i></li> </ul>
<b><i>Key Benefits</i></b>	<ul style="list-style-type: none"> <li>• <i>Removes threat to employee productivity and network health</i></li> <li>• <i>Increases up-time of computer and network infrastructure</i></li> </ul>
<b><i>Value Proposition</i></b>	<ul style="list-style-type: none"> <li>• <i>Resultant value proposition – increased employee productivity</i></li> <li>• <i>Relative value proposition – more features for the same TCO</i></li> </ul>
<b><i>Competitive Advantages</i></b>	<i>The only cross-platform, software only, server based spam filtering software currently available for Intel processor computers.</i>
<b><i>Technology Summary</i></b>	<i>32-bit application designed to work with Exchange Server, Notes, I-Mail and most SMTP mail servers.</i>
<b><i>Product Category</i></b>	<i>Internet Security</i>
<b><i>Distribution</i></b>	<i>Electronic download only from <a href="http://www.iSpam-Apprehender.com">www.iSpam-Apprehender.com</a></i>
<b><i>Price</i></b>	<i>\$199.99 MSRP</i>
<b><i>Corporate Background</i></b>	<i>iSpam-Apprehender Corporation was founded in 2001 by a partnership of computer professionals, combining their resources to provide a powerful response to the growing technological threats on the internet. For more information, please visit <a href="http://www.iSpam-Apprehender.com">www.iSpam-Apprehender.com</a></i>
<b><i>Contact Information</i></b>	<i>John Smith</i> <i>Senior Product Specialist</i> <i>Tel: 999-999-9999</i> <i><a href="mailto:john@iSpam-Apprehender.com">john@iSpam-Apprehender.com</a></i> 
<b><i>Disclaimer and Copyright Notice</i></b>	<i>Statements in this document involve risks and uncertainties, including the risks associated with the effects of changing economic conditions, trends in the development of the Internet as a commercial medium, market acceptance risks, technological development risks, seasonality and other risk factors.</i>