



Blackblot

Product Management Expertise™

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FOR IMMEDIATE RELEASE...

Microsoft Includes Blackblot Requirements Management Methodology in Microsoft Windows SharePoint Services Templates

The inclusion of “Blackblot Procedural Requirements Management Model” methodology in “Microsoft Windows SharePoint Services 3.0 Application Templates” delivers a powerful collaborative solution to manage market and product requirements.

Caesarea, Israel (PRWEB) February 1, 2008 -- Blackblot – Product Management Expertise™ today announced the inclusion of its proprietary requirements management methodology in “Microsoft Windows SharePoint Services 3.0 Application Templates: Product and Marketing Requirements”.

Distributed by Microsoft Corporation of Redmond, WA, USA, the Microsoft Windows SharePoint Services 3.0 templates employ a method of writing market and product requirements which is based on Blackblot's independently developed and copyrighted “*Blackblot Procedural Requirements Management Model*” (Blackblot PRM Model), a methodology to create high-quality, usable market requirements.

Blackblot's requirements management methodology is part of the “*Blackblot Product Manager's Toolkit™*” (Blackblot PMTK), which is a set of professional, comprehensive, and fully-customizable product planning and product marketing templates that leverage the best practices being used today. The Blackblot PRM Model is taught in the “*Strategic Product Management for Planners™*” course, a part of Blackblot's comprehensive high-tech product management training program which illustrates notable processes used by top technology companies to create successful market-driven products and services.

"We are pleased that Microsoft has seen fit to include Blackblot's methodology in support of its products." said Gabriel Steinhardt, Blackblot's Managing Director. "Our hope is that product management professionals worldwide would now be able to leverage Windows SharePoint collaboration and process implementation features with Blackblot's product management methodology to build better products more efficiently".

Acting as an editor in the development of the Blackblot PRM Model, Dan Stadler, a product management expert and technology business advisor, said, "The Blackblot PRM Model is a highly practical and thorough way to write market requirements. It is a well structured process that efficiently delivers a factual and accurate depiction of customers' needs."

About Blackblot

Founded in 2000, Blackblot is a provider of product management focused tools, training programs, and consulting services. Blackblot enables high-tech companies reach commercial success through effective product management practices. For more information, please visit www.blackblot.com .

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