

# Blackblot® PMTK

## Product Backgrounder



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Company Name: <Enter company name>

Product Name: <Enter product 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

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

*<Example:*

<i>iSpam-Apprehender 3.6 – Product Backgrounder</i>	
<i>Product Description</i>	<i>iSpam-Apprehender 3.6 is a server-based spam filtering software application that protects any SMTP mail server from spam.</i>
<i>Market Needs and Challenges</i>	<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>
<i>Target Market</i>	<i>Companies employing in-house SMTP mail servers.</i>
<i>Key Features</i>	<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 from reaching employees.</i></li> </ul>

iSpam-Apprehender 3.6 – Product Backgrounder	
	<ul style="list-style-type: none"> <li>• <i>Real-time detection and identification of suspected emails.</i></li> </ul>
<i>Key Benefits</i>	<ul style="list-style-type: none"> <li>• <i>Removes threats to employee productivity and network health.</i></li> <li>• <i>Increases up-time of computer and network infrastructure.</i></li> </ul>
<i>Value Proposition</i>	<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>
<i>Competitive Advantages</i>	<i>The only cross-platform, software-only, server-based spam filtering software currently available for Intel processor computers.</i>
<i>Technology Summary</i>	<i>32-bit application designed to work with Exchange Server, Notes, I-Mail, and most SMTP mail servers.</i>
<i>Product Category</i>	<i>Internet Security</i>
<i>Distribution</i>	<i>Electronic download only from <a href="http://www.iSpam-Apprehender.com">www.iSpam-Apprehender.com</a>.</i>
<i>Price</i>	<i>\$199.99 MSRP</i>
<i>Corporate Background</i>	<p><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.</i></p> <p><i>For more information, please visit <a href="http://www.iSpam-Apprehender.com">www.iSpam-Apprehender.com</a>.</i></p>
<i>Contact Information</i>	<p><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></p> 
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<i>&lt;Comment&gt;</i>	