

Blackblot® PMTK

Product Backgrounder



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Table of Contents

1.	INTRODUCTION	3
1.1.	DOCUMENT OBJECTIVE	3
2.	PRODUCT BACKGROUNDER	3
2.1.	SECTION OBJECTIVE	3
2.2.	PRODUCT BACKGROUNDER TEMPLATE	3

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><Product Name></i> – Product Backgrounder	
Product Description	<i><Enter text.></i>
Market Needs and Challenges	<i><Enter text.></i>
Target Market	<i><Enter text.></i>
Key Features	<i><Enter text.></i>
Key Benefits	<i><Enter text.></i>
Value Proposition	<i><Enter text.></i>
Competitive Advantages	<i><Enter text.></i>
Technology Summary	<i><Enter text.></i>
Product Category	<i><Enter text.></i>
Distribution	<i><Enter text.></i>
Price	<i><Enter text.></i>
Corporate Background	<i><Enter text.></i>
Contact Information	<i><Enter text.></i> <i><Enter corporate logo.></i>
Disclaimer and Copyright Notice	<i><Enter text.></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"> <i>• Automated spam prevention system, reducing administrative overhead.</i> <i>• Scans email at the mail server, preventing spam from reaching employees.</i>

iSpam-Apprehender 3.6 – Product Backgrounder	
	<ul style="list-style-type: none"> • <i>Real-time detection and identification of suspected emails.</i>
<i>Key Benefits</i>	<ul style="list-style-type: none"> • <i>Removes threat to employee productivity and network health.</i> • <i>Increases up-time of computer and network infrastructure.</i>
<i>Value Proposition</i>	<ul style="list-style-type: none"> • <i>Resultant value proposition – increased employee productivity.</i> • <i>Relative value proposition – more features for the same TCO.</i>
<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 www.iSpam-Apprehender.com.</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 www.iSpam-Apprehender.com.</i></p>
<i>Contact Information</i>	<p><i>John Smith</i> <i>Senior Product Specialist</i> <i>Tel: 999-999-9999</i> <i>john@iSpam-Apprehender.com</i></p> 
<i>Disclaimer and Copyright Notice</i>	<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>
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