

Product

Backgrounder -

Template V. 2.1



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

<Product Name> - Product Backgrounder	
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.>

<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 reaching employees</i> • <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>	<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 www.iSpam-Apprehender.com</i>
<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> 
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