

Blackblot® PMTK

Product Backgrounder



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Company Name: <Enter company name>

Product Name: <Enter product name>

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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

<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:>

iSpam-Apprehender 3.6 – Product Backgrounder	
<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>

iSpam-Apprehender 3.6 – Product Backgrounder	
	<ul style="list-style-type: none"> • Real-time detection and identification of suspected emails.
<i>Key Benefits</i>	<ul style="list-style-type: none"> • Removes threat to employee productivity and network health. • Increases up-time of computer and network infrastructure.
<i>Value Proposition</i>	<ul style="list-style-type: none"> • Resultant value proposition – increased employee productivity. • Relative value proposition – more features for the same TCO.
<i>Competitive Advantages</i>	The only cross-platform, software only, server-based spam filtering software currently available for Intel processor computers.
<i>Technology Summary</i>	32-bit application designed to work with Exchange Server, Notes, I-Mail and most SMTP mail servers.
<i>Product Category</i>	Internet Security
<i>Distribution</i>	Electronic download only from www.iSpam-Apprehender.com .
<i>Price</i>	\$199.99 MSRP
<i>Corporate Background</i>	<p>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.</p> <p>For more information, please visit www.iSpam-Apprehender.com.</p>
<i>Contact Information</i>	<p>John Smith Senior Product Specialist Tel: 999-999-9999 john@iSpam-Apprehender.com</p> 
<i>Disclaimer and Copyright Notice</i>	<p>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.</p>
<Comment>	

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