

# White Paper Title

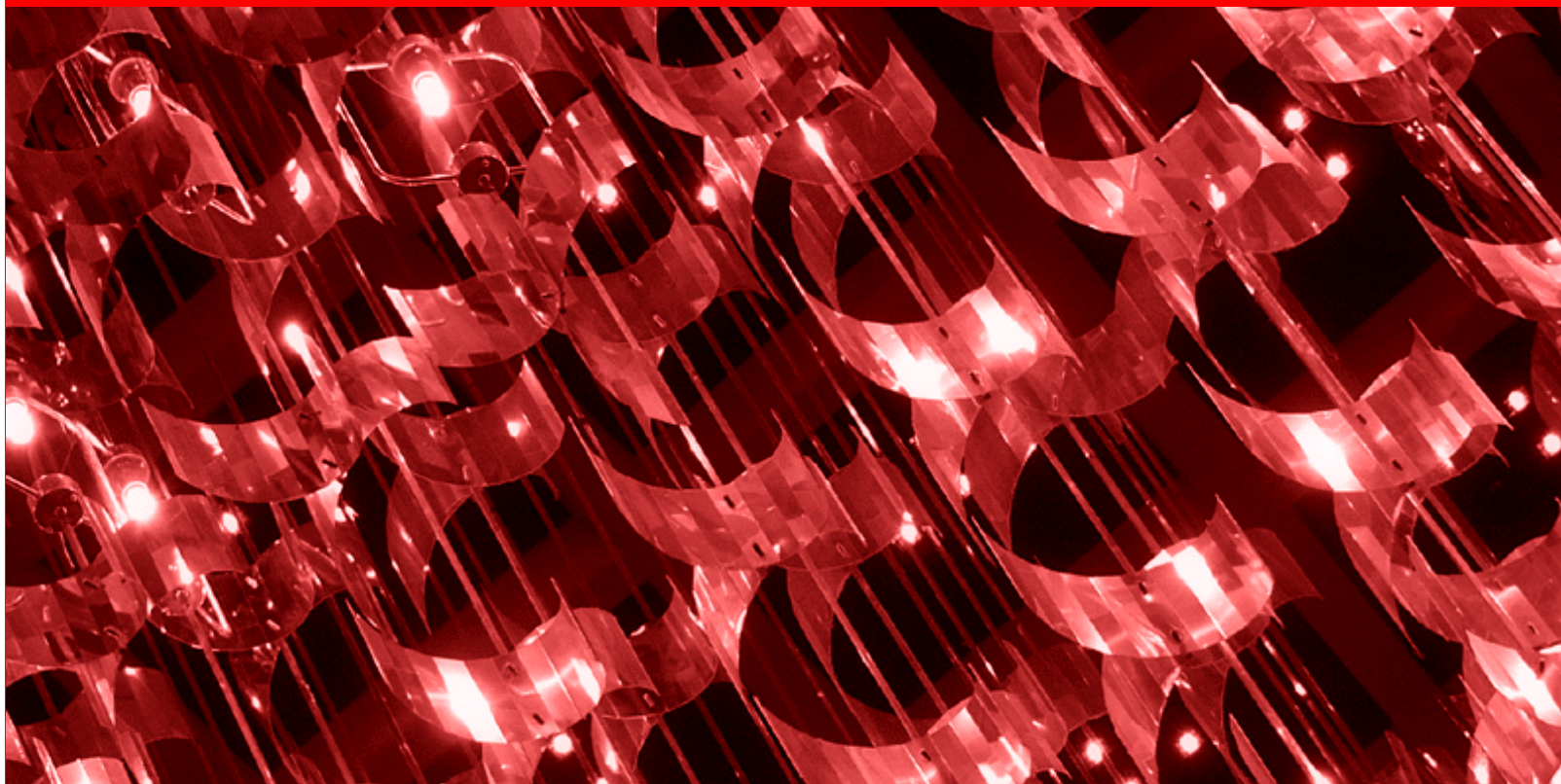
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Enter your company name

Date / Month / Year

Give a brief outline on the white paper in two to three sentences.  
→ Describe what it offers.

Give a brief outline on the white paper in two to three sentences.  
→ Describe its benefits.



# Executive Summary

→ Overview

Describe the high-level issues and trends in the industry (or market sector) that you are involved with. It may also include the recommendations or conclusions that you have made about this main subject matter.



*Customer Quote, “Enter a quote from the customer. Include their name, title and company. Enter text here. Enter text here. Enter text here. Enter text here. Enter text here. Enter text here. Enter text here. Enter text here.”*

The introduction is the best place to summarize your findings - including the conclusions that you have made.

Other publications, such as newspapers, use headlines and paragraph summaries to hold the reader's interest: white papers benefit from the same approach.

Row Title	Column Title
Text	Text
Text	Text
Text	Text

Putting the conclusion at the end of your white paper make senses, but you need to be careful as this section is often overlooked by the reader, many of whom won't read to the very end.

# Business Challenge

Outline the business challenge that your client was facing before you started this project. Use specific details, refer to previous studies that may have been undertaken and provide statistical data where possible. Use bullet lists to clarify these points:

- ➔ Describe the first challenge.
- ➔ Describe the second challenge.
- ➔ Describe the third challenge.

Continue to describe the challenges and the approach you undertook to resolve this.

Row Title	Column title
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Text	Enter Text
Text	Enter Text

Try to think of your customers are prospective investors. In addition, investors are a very discriminating audience.

## ➔ Paragraph Title

They judge technologies, products, and ideas based on objective information and the track record of those involved. They are hungry for real facts and will dismiss unsubstantiated claims. Maintaining their attention involves building trust and offering facts that are interesting, relevant, and true. They will look for trustworthy evidence to substantiate your claims. By providing this evidence, you not only save them time but also increase your credibility. Finding meaningful testimonials is well worth the effort.

# Solution Description

Describe how the service, technology, or business model works. This is the heart of the white paper, and differs from the previous section in that here we detail specific aspects of the solution.

You can also use tables, charts, and graphics for this section, with cross-references to external supporting documents if required.

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Product descriptions written by product managers, web designers, or marketing directors often contain assumptions (and IT acronyms) that are understood only by their peers.

You need to avoid this at all costs.

# Solution Benefits

Describe the main benefits your solution offers. Identify areas such as ROI (return on investment), usability, adherence to international standards, and value-for money.

Quotes for customers who have used your solution are always very helpful.

It demonstrates that you have authority in this field and can back it up with an authentic reference. Don't take this for granted—not all your competitors will be able to supply such endorsements.

- ➔ Describe business benefit
- ➔ Describe business benefit
- ➔ Describe business benefit

After providing this preliminary information, get to the main issues.

If you know that your readers are, for example, technology experts then don't try to teach them about the basics. They'll just skip past these sections.

Row Title	Column title
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Generalities and bland repetition drives such readers away. Instead, describe specific aspects that will ring true with your audience.

# Technical Specifications

Outline the technical specifications of the solution. This can include details of the operating system, development tools, programming languages, hardware, middleware, and other aspects of the core solution.

➔ **Details of the proposed solution**

Continue to expand on the solution. Use charts, diagrams, and lists to illustrate the salient points.

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Enter Text	Enter Text
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Use graphics, tables, and charts to help the reader understand your product. Graphics are ideal for illustrating the relationship between concepts, technologies, and systems.

Also, remember that the readers will tire after several pages; graphics, tables and charts serve as an alternative to the text while still maintaining their interest in the subject.

# Target Market

Outline details of the target market your product or service has addressed. This section may not be applicable to all white papers.

Row Title	Title
Percentage of Region 1	50%
Percentage of Region 2	75%
Percentage of Region 3	75%
Percentage of Region 4	28%
Percentage of Region 5	59%

As mentioned before, an experienced business writer will guide his or her readers through the document and avoid confusing them with acronyms, convoluted sentences, and labyrinthine paragraphs.

## Case Studies

Simple, clear writing is concise, effective, and persuasive.

You can significantly improve the effectiveness of your business documents by adopting a clear writing style, which in turns improves your chances of winning new customers.

- ➔ Sample bullet point
- ➔ Sample bullet point
- ➔ Sample bullet point

# Summary

Close the paper with a concise summary of your main points. As many readers will skip the entire document and just read this section, you need to summarize here the main selling points about your solution.

Finally, remember that your white paper is a primarily a sales document; it is not a technical manual. Once you have finished it, leave it aside for a few days. Then go back and read it.

Ask yourself: would I buy this solution? Hopefully the answer is Yes.

If not, don't be too hard on yourself as it takes time to write a persuasive white paper. Instead, identify the areas you feel are weak and go about strengthening them. Soon, you'll have a nice, sharp document that you can proudly stand over.

## → Contact Us

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## More Information

For the latest information about our product and services, please see the following resources:

### Reference websites

<http://www.yoursite.com/>

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### Articles

“Your Company Announces Support for New OS Features,”  
*Fortune* 04/02/99

“Your Company Reduces Virus Risk in Upgrade of CICS,” *CNET*  
04/02/99

“Your Company Announces Support for New OS Features,”  
*Fortune* 04/02/99

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