**Golden Document: Product Name Here**

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| **Date** | **Version** | **Author** |
| **XX/XX/XXXX** | **Initial Draft - V 1.0** | **Author Name** |
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*Diagrams or drawings can be added inline as needed.*

**What are the Customer Problems we are solving? (“Current state” in paragraph form)**

Organizations are trying to solve this problem…… they must do this and that….. because they have this pain….

The market is trending this way ….. including these things from competitors and these things form market influences

Ultimately, the problem we are solving is……

**Key Issues and Concerns by Buyer type**

1. Executive Buyers
	1. Prevent lkajdlkjfladkjf
	2. Improve lkadjfljdflj
	3. Increase revenues kajhdf klajhd flk
	4. Realize efficiencies alkfj ladkjf l
2. Financial Buyers
	1. Avoid this risk alkdjflakjdf
	2. Create this opportunity aldkfjladkjf lajdf
	3. Support this effort ladkjf lajdflj
	4. Enhance this infrastructure aldkfjladkjf lkj
	5. Ensure what compliance aldkfjaldkjf
3. Technical Buyers and Influencers
	1. Enterprise aldkfjlajf d
	2. Scale adlfjldkjf
	3. Functional considerations aldkjf ldj fl
	4. Security aldkjfladkjf
	5. Archictectre lakdjflkajd flj
	6. Ongoing operations and maint
4. Users Influencers
	1. Super users or admins ldkfjladjfljldsf
	2. End users ldkjfladflkdj fl

**How do we solve these problems? (in paragraph form)**

We have created this….

To work this way….

With these key features

And these key business outcomes that solve the above problems and issues…

**High level Business-level Value Propositions**

1. We deliver this result with that benefit
2. We deliver that result with this benefit

**What are the detailed benefits of our solution? (in paragraph form) (Explain this as the end-result vision)**

1. The system does this, with this benefit to this stakeholder group
2. The system does this, with this benefit to this stakeholder group
3. Etc etc.

**Proof Points and Differentiators**

1. We deliver this proof, as evidenced by this data
2. We deliver that proof, as evidenced by this data
3. Etc. etc.

**Narrative description of our offering**

XXX is a platform for doing XXX and solving XXX

The XXX is designed to XXXX with these key elements

* Element supports XXX business function
* XXXX supports XXXX technical function
* XXXX enables XXXXX capability

Element or module:

Writeup about the module

Element or module:

Writeup about the module

Element or module:

Writeup about the module

Element or module:

Writeup about the module

**If this solution integrates with or uses other standard products, outline that here:**

1. Name of product
2. Name of product