

About White Papers: Their Purpose and Content

What is a white paper?

A white paper is a persuasive presentation of the solution to a problem. It will typically highlight technical and business benefits and develop a position such that one solution stands out as the preferred choice. A white paper has both the educational value of an article and the persuasive communications of a brochure.

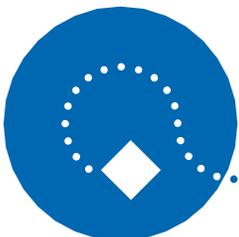
A white paper typically has the following sections:

1. *Introduction:* leads in with key challenges and hints at a solution.
2. *Problem statement:* defines problems and discusses risks.
3. *Solution statement:* explores benefits of various potential solutions.
4. *Preferred solution outline:* analyzes the advantages of the best-choice solution.
5. *Conclusion:* summarizes the best-choice solution and calls for reader action.

To support the argument being developed, certain sections include documentation such as tables, graphs, case studies, illustrations and other graphics.

Selected sections that might be included in a white paper:

1. **Market Industry Analysis:** describes industry specific issues in broad terms and analyzes specific industry trends as they relate to the relevance of the problems and solutions previously discussed; ties in to the specific attributes of the preferred product or solution.
2. **Market Trend Analysis:** describes historical market trends, highlights key trends and forecasts future trends; shows, based on these market trends, why the product or service specifically meets the client's needs today and will continue to do so.
3. **Historical Background:** discusses the historical use of the product or service and highlights how that evolution is relevant to a purchasing decision today.
4. **Case Studies:** analyzes an organization similar to the reader's and describes how it benefited by the implementation of the preferred product or solution; details the client's business objectives, technical and business problems and challenges, the solution that was implemented and the benefits.



Kore Access www.koreaccess.com
: EVALUATING • WRITING • EDITING • CONSULTING • MARKETING

6204 Forest Pines Drive, Suite C • Pensacola, FL 32526 • (850) 341-9075 • info@koreaccess.com