

## Product Review Guidelines

### PLEASE NOTE THE FOLLOWING REQUIREMENTS

1. The review must be authored or bylined by an actual customer (end user) who is utilizing the product in a production environment. The product cannot be in beta. We may contact the reviewer by telephone or email.
2. Review must follow supplied product review outline. Please do not include quotes or bullet-formatted text.
3. Review must be between 700 and 750 words.
4. The product review will not be accepted without mention of the product's strengths and weaknesses.
5. Only one review per vendor will be accepted for each issue. Excerpts from the review will appear in print at the editors' discretion. Full reviews will appear online.
6. Please submit product review by email to:  
Valerie Valentine, senior editor  
valerie.valentine@sourcemediacom.com  
Phone: (262) 681-2539  
Fax: (262) 546-0794
7. You must also fax or email the submission form (signed by vendor representative) and the statement of certification (signed by the reviewer) to be included.
8. Any article, product review or case study printed in Information Management's format with Information Management's name/logo included on it becomes property of Information Management and SourceMedia. Information regarding linking, electronic reprints or hard copy reprints may be obtained by contacting Howard Gilbert, [howard.gilbert@sourcemediacom.com](mailto:howard.gilbert@sourcemediacom.com). Due to the intentional nature of Information Management's Product Reviews which provide both the strengths and weaknesses of a particular product, it is prohibited to directly quote or summarize from these articles for promotional purposes.
9. Review placement is not guaranteed.

SourceMedia  
One State Street Plaza  
New York, NY 10004  
Fax (262) 546-0794  
Phone (262) 681-2539



**Information Management PRODUCT REVIEW SUBMISSION FORM**

**ISSUE:**

**PRODUCT REVIEW FOCUS:**

**DEADLINE:** Contact [valerie.valentine@sourcemia.com](mailto:valerie.valentine@sourcemia.com) for more information.

- Reviews submitted without a valid Statement of Certification will not be accepted. Information Management may contact the reviewer to verify Statement of Certification.
- Reviews received after deadline or that do not conform to Product Review Outline are subject to space considerations. Placement is not guaranteed.

**TO BE COMPLETED BY VENDOR (PR CONTACT)**

Name of product to be reviewed: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

WWW/Internet Address: \_\_\_\_\_

In-House PR Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

PR Agency/Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Information Management PRODUCT REVIEW STATEMENT OF CERTIFICATION**

Prior to submission, the individual who bylines the review will need to sign the following statement.

**TO BE COMPLETED BY REVIEWER/CUSTOMER**

I, \_\_\_\_\_ certify that we are currently utilizing the product listed below in a production environment and that all statements made within the product review accurately reflect my experiences and views concerning the product.

Product to be Reviewed: \_\_\_\_\_

Product Manufacturer: \_\_\_\_\_

Name (Please Print): \_\_\_\_\_

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

(Contact information will not appear with the review.)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## **Information Management PRODUCT REVIEW OUTLINE**

**PRODUCT NAME:** Be sure to include full product name.

**TITLE:** Please include a short headline for the review.

**REVIEWER:** Full name and title of individual writing the review.

**BACKGROUND:** Please include brief description of reviewer's company.

**PLATFORMS:** On what platform(s) and operating system(s) are you currently running the product at your site?

**PROBLEM SOLVED:** Please describe the problem/issue that this product solved/addressed.

**PRODUCT FUNCTIONALITY:** Describe how the product's features/functionality are used by your organization. What benefits have been realized?

**STRENGTHS:** What do you consider to be the main strengths of the product?

**WEAKNESSES:** What do you consider to be the main weaknesses of the product? (Must be included to be considered for publication.)

**SELECTION CRITERIA:** Why was this product selected over other products considered?

**DELIVERABLES:** Please describe the outputs that the product produces for you (reports, models, data, etc.).

**VENDOR SUPPORT:** How well did the vendor support their product during pre- and post-implementation? What has been the best part of working with the vendor?

**DOCUMENTATION:** Is the documentation complete and easy to understand? Could you run the product easily if you had to rely on the documentation provided?

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