

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: 262.784.0444 ext. 203
Fax: 262.782.9489
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. 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.

Information Management PRODUCT REVIEW SUBMISSION FORM

ISSUE:

PRODUCT REVIEW FOCUS:

DEADLINE: Check with Valerie Valentine, senior editor, for more info.

valerie.valentine@sourcemediacom

- 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: _____

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: _____

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?

PRODUCT MANUFACTURER: Please include manufacturer's address, phone and URL of the manufacturer's home page.