

Product MozyPro

PRODUCT SUMMARY					
Key Tag Line	<ol style="list-style-type: none"> 1. Your most important business files, protected. 2. Reassuring protection for your business data. 				
Target Audience(s)	<table border="1"> <thead> <tr> <th>Primary target</th> <th>Secondary target</th> </tr> </thead> <tbody> <tr> <td>All, especially businesses that use small office networks or rely on computing and the internet for large parts of their business operations, as well as businesses who store sensitive information either about themselves or their customers.</td> <td>N/A</td> </tr> </tbody> </table>	Primary target	Secondary target	All, especially businesses that use small office networks or rely on computing and the internet for large parts of their business operations, as well as businesses who store sensitive information either about themselves or their customers.	N/A
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Desired perception of the proposition	<p>Functional Perceptions</p> <ul style="list-style-type: none"> • My business will be safer, protected against catastrophic data loss • I can download files quickly and easily if anything goes wrong • I'll be able to share documents easily with my colleagues, making it easier to work collaboratively from anywhere • I'll be able to access my most recently updated files wherever I am 				
	<p>Intangible Perceptions</p> <ul style="list-style-type: none"> • I'll feel reassured my business data is safe • I'll feel I'm being diligent, doing my best to make sure my business is protected • I'll feel the platform provider is looking out for me by taking my business' data security seriously. 				

Notes

A single sentence tag line attached to the product.

This shouldn't be more than 8-10 words in length.

Notes

Target profiling should make clear what types of business are targeted and the business relationship type being targeted by the proposition.

Notes

Functional perceptions need to capture the key product benefits to the customer.

Intangible perceptions need to capture how the product proposition should make prospects feel about the product they are thinking about purchasing.

<p>25-Word Description</p>	<p>Protect your business files with automatic backup, safeguarding data against loss, damage or theft, and access or share your files from anywhere.</p>	<p><i>Notes</i></p> <p>Maximum of 25 words to describe the complete proposition of the product.</p> <p>It should not use dot-points if possible.</p>
<p>75-Word Description</p>	<p>MozyPro is the fast, reliable way of protecting your business data.</p> <p>Simply choose your most important business files to be backed up automatically, as regularly as you want.</p> <p>They'll be saved to a secure data centre, with military-grade encryption and the same cutting-edge technology used for online banking.</p> <p>Download them in the click of a button in the event of loss, theft or damage.</p> <p>And access or share them with colleagues, wherever you are, using Mozy Sync.</p>	<p><i>Notes</i></p> <p>Maximum of 75 words to describe the complete proposition of the product.</p> <p>This should incorporate the 25 word description in some form.</p> <p>It should not use dot-points if possible.</p>
<p>100-Word Description</p>	<p>MozyPro is the fast, reliable way of protecting your business data.</p> <p>Simply choose your most important business files to be backed up automatically, as regularly as you want.</p> <p>They'll be saved to a secure data centre, with military-grade encryption and the same cutting-edge technology used for online banking.</p> <p>Download them in the click of a button in the event of loss, theft or damage. You can even use Mozy to revert to the last saved version of a file if you've accidentally clicked 'save' instead of 'save as'.</p> <p>And access files or share them with colleagues wherever you are, using Mozy Sync.</p>	<p><i>Notes</i></p> <p>Maximum of 100 words to describe the complete proposition of the product.</p> <p>This should incorporate the 75 word description in some form.</p> <p>It should not use dot-points if possible.</p>

HEADLINE PRODUCT MESSAGING			
Key headline proposition messages (max 3)	Simple to use – just set and forget.	Ease of mind your critical business data is protected.	Make it easier to access and share files with colleagues, wherever you are.
Supporting Messages	Set how regularly you want MozyPro to run, then leave it to do its job. It'll automatically detect changed files and folders that you've selected for backup and save them without you having to do a thing.	Should you suffer a data loss, you'll be able to restore your files quickly and easily. Simply download them straight to your computer in a few clicks.	The Mozy Sync folder automatically updates the files saved in it across all your devices. Which means you'll have access to all your most up-to-date files, whenever you need them, and you can share them easily wherever you are.

Notes
<i>High-level, short statements that capture the essence of the proposition messaging.</i>