SAMPLE BRIEFING SHEET

IT Business Edge
Mike Vizard, Editor
http://www.ctoedge.com

Date/time:	Friday, June 24, 2011
	12:00-12:30 p.m. PT
Briefing Details:	641-715-3200 Code: 825701#
For IT Business Edge:	Mike Vizard, Editor
	631-896-9086
	mike.vizard@itbusinessedge.com
For Proofpoint:	Andres Kohn, VP of Technology & Product Management
	408-850-4033
	akohn@proofpoint.com
For Trainer:	Justin Gillespie, Account Executive
	925-271-8215
	jgillespie@trainercomm.com

Background:
As part of the Proofpoint 2011 Consumerized IT Security Survey, Trainer Communications has reached out to all target journalists covering IT security and consumerized IT in order to secure positive coverage. Mike is familiar with Proofpoint as a company, during the Mobile/Platform launch, he met with Peter Galvin and covered the story: Proofpoint Extends Compliance Reach

Objective:
Use this opportunity to provide Mike with background on the survey, our findings and conclusions. Our goal is to secure a positive, feature-length news story that conveys the facts uncovered in the survey, our conclusions and insights into the current state of IT security and consumer technology.

Be prepared to present:
- The survey findings as outlined in the talking points, including methodology and background
- Emphasize that the survey was conducted in conjunction with Osterman
- That respondents came from the Proofpoint customer base as well as Osterman research survey pool
- Any customer anecdotes that can support findings

Be prepared to answer questions:

Comment [k1]: Is the contact's title listed?

Comment [k2]: Does the link work?

Comment [k3]: Are the day and date correct?

Comment [k4]: Be sure this reflects the length of the call.

Comment [k5]: Is the time consistent with the invite?

Comment [k6]: Is the time zone correct?

Comment [k7]: Briefing details need to make it clear whether the briefing will be facilitated as a dial-in by all parties, a call out to all parties, a call out directly to a journalist, a call in to a radio show, a webinar or a briefing via Skype.

Comment [k8]: Is this the correct outlet?

Comment [k9]: This should be consistent with what is listed above.

Comment [k10]: Double check the invite to see who from Client is on the briefing and if they have accepted the invite.

Comment [k11]: All phone numbers should be listed in a consistent format.

Comment [k12]: Check to see if the call is being staffed by a Trainer team member. If so, be sure the Trainer team member has accepted the invite and is aware they are staffing. If not, remove this section.

Comment [k13]: Though this is a template, it must be edited line-by-line to be sure no inconsistent details are included.

Comment [k14]: Share editor insights directly related to the briefing.

Comment [k15]: Ensure that this is consistent with the style of the briefing. Remove if the briefing will result in a video, podcast, or other piece of coverage.

- What actionable information does this survey provide to the market?
  - It demonstrates that security and consumerized IT is not the wild, wild west as popularly thought
  - It demonstrates that organizations are taking positive steps to secure consumerized IT
  - It demonstrates that when it comes to consumer mobile devices, the need for effective email security is paramount
  - It demonstrates that consumerized IT bans may actually increase risk

- Are survey respondents or customers available to speak?
  - Survey respondents are held in confidence but Justin can check to see if there are customers available to speak with regarding consumerized IT and security

- Can I review the detailed statistical data?
  - We are providing a detailed report but the raw data itself is not generally available
  - Justin can work with you to provide further materials

- Doesn't the fact that email security is a main priority benefit Proofpoint directly?
  - We did nothing to manipulate the facts, these responses came as a direct result of customers and Osterman survey pool responses
  - The fact is that this response benefits any email security provider, not just Proofpoint

- How can Proofpoint help to solve consumerized IT security problems?
  - Talk about different products in use

Meeting logistics
- Justin will facilitate introductions
- Justin will provide all follow-up
- Justin will close the meeting

Comment [k16]: Be sure this is consistent with the Trainer staff member listed above. Remove if Trainer not facilitating the call.

Remember

With journalists, consider everything on the record. Do not say or divulge anything you do not want to see published in print or online.

Comment [k17]: This needs to be changed if this is an analyst briefing.

About Mike:

Mike has more than 25 years of experience covering IT issues in a career that includes serving as Director of Strategic Content and Editorial Director for Ziff-Davis Enterprise, which publishes eWeek, Baseline and CIO Insight. Vizard has also served as the Editor-in-Chief of CRN and InfoWorld. In addition, he served as a senior editor with PC Week, ComputerWorld and Digital Review.

Mike may come across as unprepared on the call but be assured he is prepared. He will likely be pressed for time so be sure to get to the meat of the survey quickly. Mike likes to include graphics with his

articles so be sure to let him know that we have some we can provide and that Justin will follow up with him on them.

About IT Business Edge:
This internet magazine covers technology, information technology, data management and more while it features how-to's, opinion, videos and more.

Recent Articles from Mike:

HP Opens up Vertica Analytics Platform
IT Business Edge

June 21, 2011

When Hewlett-Packard moved to acquire Vertica last year, the company essentially acquired a dedicated columnar database for analytics that was interesting as long as someone was willing to build an application for that specific environment.

This week, however, HP opened up the Vertica environment with a 5.0 release that not only includes standard interfaces for accessing multiple data sources, it also provides a software development kit to move their existing data models into the Vertica analytics database.

Scott Howser, VP of product marketing for Vertica, an HP company, says the Vertica database differs in that it was built specifically to run analytic applications, as opposed to other analytic applications that run on top of legacy SQL databases or cumbersome Hadoop frameworks. By opening up the Vertica environment, Howser says the end goal is to make a state-of-the-art database environment that can quickly process analytics queries in parallel and make them more accessible to a broader number of IT organizations. For the rest of the article, click here.

Closing the Cloud, Mobile, Social Networking Gap

IT Business Edge
June 21, 2011
One of the problems the average company today has with developing anything that looks like a custom application is all the complexity involved. First, the application needs to be built and then deployed somewhere, and chances are it will later need to be tweaked to accommodate a specific mobile computing platform or social media environment.

The folks at LongJump, a provider of a database-in-the-cloud environment for building applications, want to help customers circumvent most of that process. The company this week has LongJump Javelin, which is a set of tools for taking an application developed on the LongJump application and deploying it on a mobile computing device, and LongJump Relay, which can be used to add a social networking interface to any LongJump application.

LongJump CEO Pankaj Malviya says these tools can make a LongJump application compatible with a mobile computing or social networking environment in a matter of minutes with no additional coding required, which he says means the organizations that adopt LongJump can win the application development trifecta by combining cloud computing, mobile computing and social networking under one easy-to-use, common database framework. For the rest of the article, click here.

Comment [k25]: If this is a blog post or report summary, change accordingly.

Comment [k26]: Be sure the link works