# Product Specification Document

**Product Name:** Adatum Pulse  
**Product Type:** Internal Communications Platform  
**Version:** 1.0  
**Prepared by:** Adatum Corp. Communications Team

**1. Product Overview**

**Adatum Pulse** is an enterprise-grade internal communications platform designed to help large organizations create more effective, engaging, and data-informed communication strategies. Pulse consolidates organizational messaging into a centralized hub, equips communication professionals with tools to target and personalize content, and delivers real-time analytics on employee engagement and sentiment.

Pulse’s goal is to move internal communication from a purely operational function to a strategic enabler of culture, alignment, and employee satisfaction.

**2. Target Audience**

* Large enterprises with 500+ employees
* Organizations with distributed or hybrid teams
* HR, Corporate Communications, and Internal Engagement departments
* Industries including Healthcare, Finance, Technology, Education, and Public Sector

**3. Key Features and Functional Specifications**

**3.1 Unified Messaging Hub**

* Centralized platform for publishing internal messages, updates, newsletters, and leadership communications.
* Fully integrated with Microsoft Teams, Outlook, and mobile platforms (iOS/Android).
* Supports rich content types: text, images, video, polls, and embedded files.
* Notifications through push, email, or Teams alert.

**3.2 Smart Targeting & Personalization**

* Dynamic audience segmentation based on role, department, location, and tenure.
* Personalized greetings, recommendations, and featured content based on user profiles.
* Message scheduling by time zone and audience availability.

**3.3 Engagement Analytics Dashboard**

* Real-time tracking of open rates, click-through rates, and message interactions.
* Sentiment analysis using natural language processing (NLP) on comments and feedback.
* Heatmaps showing engagement trends across departments and regions.
* Exportable reports for stakeholders and leadership teams.

**3.4 Employee Interaction & Feedback**

* Reaction buttons (e.g., thumbs up, curious, celebrate) on all communications.
* Optional feedback prompts after key messages.
* Micro-polling and pulse surveys for instant feedback on culture, initiatives, and morale.
* Anonymous feedback option to encourage open communication.

**3.5 Campaign Management & Templates**

* Drag-and-drop message builder with customizable templates for campaigns (onboarding, wellness, compliance, etc.).
* Multi-message campaign scheduling with automated delivery timelines.
* Reusable content blocks (e.g., CEO updates, HR policies) to maintain consistency.

**3.6 Compliance & Accessibility**

* WCAG 2.1 Level AA compliance for inclusive content delivery.
* Data encryption at rest and in-transit.
* Administrative control over permissions, message approval workflows, and data retention policies.
* Full audit logs for transparency and accountability.

**4. Integration & Compatibility**

* **Platforms:** Microsoft 365, Microsoft Teams, SharePoint, Outlook
* **APIs:** RESTful APIs for custom integrations with intranets and HR systems
* **Mobile Support:** Fully responsive design with native apps for iOS and Android
* **Languages Supported:** English (initial release), with additional language support scheduled in future releases

**5. Deployment & Support**

**Deployment Options**

* Cloud-based (Azure-hosted SaaS)
* Single-tenant or multi-tenant hosting available
* Estimated implementation time: 4–6 weeks including onboarding and training

**Support**

* 24/7 helpdesk and technical support
* Dedicated Customer Success Manager for enterprise clients
* Onboarding toolkit and video training library included

**6. Competitive Advantages**

* Native integration with Microsoft 365 ecosystem for seamless user experience
* Real-time engagement insights help refine messaging strategy and prove ROI
* Designed by communication professionals, for communication professionals
* Strong focus on interactivity, feedback, and employee sentiment

**7. Roadmap (Next 12 Months)**

* AI-powered content suggestions based on previous communications
* Employee recognition tools and “kudos wall” integration
* Deeper integration with Microsoft Viva
* Multilingual content auto-translation and localization features
* Expanded analytics for video and multimedia content

**8. Contact**

For product inquiries, demos, or partnership discussions, please contact:

**Adatum Corporation**Communications Dept.  
Email: pulse@adatum.com  
Phone: +1 (800) 555-0199  
Website: www.adatum.com