

# White Paper

## Description, Writing and Formatting of White Papers

A white paper is a focused document written by businesses as a technical report on a specific subject within a particular industry or business. A white paper is more like a marketing presentation meant to persuade customers and partners for promoting a product or service. White papers are also influential tools in generating leads for content marketers which can be used to position companies as a concept leader in presenting credible research and information about specific products and services. Details on how to write a white paper is given in [1]. Two example white papers are presented in [2, 3] about machine learning usage in smart grids.

- [1] FOLEON, 2022 Ultimate Guide: How to Write and Format a White Paper.  
<https://www.foleon.com/topics/how-to-write-and-format-a-white-paper>.
- [2] NIST & Smart Grid Co-ordination Group, White paper of NIST and SG-CG on standardization of Smart Grids, <https://www.nist.gov/system/files/documents/smartgrid/eu-us-smartgrids-white-paper.pdf>.
- [3] IEEE Smart Grid Big Data Analytics, Machine Learning and 10 Artificial Intelligence in the Smart Grid Working Group, Big Data Analytics in the Smart Grid.  
[https://smartgrid.ieee.org/images/files/pdf/big\\_data\\_analytics\\_white\\_paper.pdf](https://smartgrid.ieee.org/images/files/pdf/big_data_analytics_white_paper.pdf).