



From joachimk Fri Jun 29 13:08:47 1990
To: jons richardf
Cc: billg jeremybu mikehal mikenap richmac scotto
Subject: RE: Aetna and Dec
Date: Fri Jun 29 12:55:02 1990

As soon as I heard from DEC that they were trying to buy through OEM I advised Richardf and Pascalm to work with USSMD to work out what is best for MS. I am surprised to hear that "DEC will be taking the sales".

Richard, Can You update us?
>From jons Thu Jun 28 14:45:23 1990
To: joachimk richardf
Cc: billg jeremybu mikehal mikenap richmac scotto
Subject: Aetna and Dec

I just learned about Dec taking the sale at Aetna that USSMD had worked on. I am surprised because I would have thought that the DEC contract does not allow them to sell software onto others hardware. If in fact that is how the contract reads then we should prevent DEC from taking this sale.

It is not in the best interests of Microsoft to transfer USSMD sales to OEM sales at lower prices. (in this case, MUCH lower). The field sales force made this sale, 100%. DEC did nothing, OEM did nothing. I know, this was my personal account and I saw the big effort USSMD put into this sale. We cannot afford a field sales force to go out and create demand for OEM's to grab due to lower pricing. We should not price applications in such a way as to make this attractive and we should enforce our contracts.

I thought that we had full agreement that the lowest discount OEM would offer on a non-bundled application was equal to our distributor discount. Now I hear it is 50% which is lower than our disti deal.

The last thing that we need as a company is to have our own channel conflict. I am really disappointed that this is happening.

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