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 Subject: DRI in commodore
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below is an excerpt from my trip report that i thought would interest you. i will be sending you a hard copy of this information. let me know if you have any questions.

3. NEGOTIATION OF DOS 5.0 CONTRACT
 We rolled out our strategy on the pricing of DOS 5.0 and their subsequent price increase on 286/386 processors to \$17.00. Jeff immediately countered with "that's too high" and followed with an explanation of what he is doing with DRI. He has been watching what DRI has been doing and was interested enough to call and solicit a copy. He has been running it on his own 386 machine. He feels himself technically proficient enough on DOS to pronounce the differences between our products as "technically trivial". He did find a bug, but called it insignificant. He is in the process of getting pricing from them right now. He has recommended to his marketing group that it makes "financial sense" for CM to go with DRI. When I asked him what was going to influence the decision he said that the issue was extremely price sensitive. He did say that he would not be making the decision on DOS, but that Bill Sydnas, the marketing group and some general managers would. It also depended on whether the marketing department even thought they could sell the DRI product.

ACTION ITEMS:

1. isolate actual DOS 5.0 decision makers
2. determine actual threat of DRI with decision makers
3. personally prepare for a DRI vs MS DOS 5.0 presentation
4. give a competitive presentation to the decision makers
5. determine what our negotiating gambits and pricing will be
6. continue to negotiate the agreement

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