

Include Product Name
Issues: How to position
Windows & Microsoft
reposition WordPerfect

Word for Windows

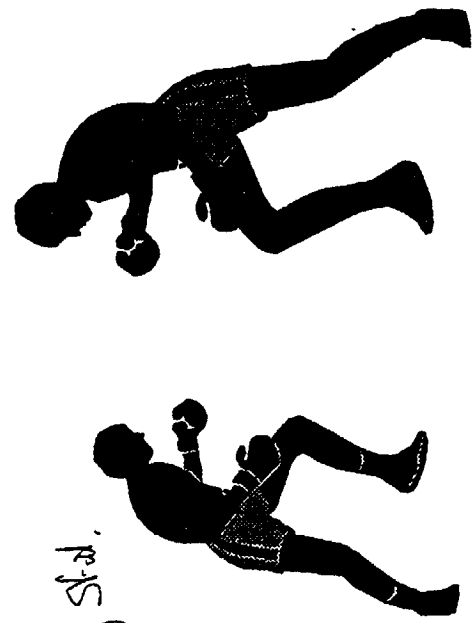
Leverage Family
- PSS

Marketing Plan for FY '91

Problem: What is sales strategy?
#1 Windows
#2 Disrupt WordPerfect, who are switchers
#3 " " " " " " should be

More Specifics about PR strategy?
How do we get
Growing Market Share in FY 91
Family Strategy

#1 Perception
Trial
- Switching Cost.



John Parkey

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Agenda

- Current Situation/Implications
- Objectives for FY 91
- Strategies and Tactics

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Current Situation

- 6-9 month window of opportunity to capture market share and dominate the GUI word processing market before WordPerfect for Windows ships.
- Win 3 sales are way up (150,000/mo.), WinWord sales have only doubled (to 11,000 units/mo.)
- Many Windows owners are using CUI word processors rather than switching to WinWord
- Many customers think WinWord has few clear advantages over CUI products, but many have not seen or tried WinWord
- Our most significant competitive advantage over Windows WordPerfect and Ami Pro is our customization/integration capability

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Our Strategy

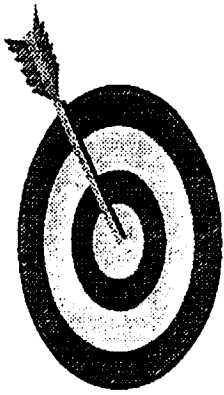
- Gain market share quickly by emphasizing trial programs (focus on Windows owners)
- Evangelize and support users who will exploit our customization/integration capabilities.
- Position Win Word as the clear GUI WP leader, which must continue after Windows WordPerfect ships

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Fit with Applications Division Strategies

- * We will leverage and drive the shift to graphical word processing, where we will be the market leader. As the mix of word processing shift towards graphical, our overall market share will increase.
- * Emphasizing our customization and integration capabilities, reinforces our division's strategy of providing a full line of GUI applications that can be easily integrated into a customized corporate workstation.

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Business Objectives

80/500 ⇒ 18%

- 1) Aggressively build market share
 - 10-15% of the Windows installed base
 - Capture 10-15% overall unit word processing market (at least an average of 19,400 units/month)
 - 60% of GUI word processing market (June '91)
 - Increase distribution breadth to 70-80% of Windows'
- 2) Win 90% of all evaluations in our top 300 named corp accounts who are using Windows. Don't lose any current accounts.
- 3) Establish WinWord as the preferred product for IEU's and business professionals using Windows (as measured by surveys)

4) Win Reviews

↳ Windows Users
w

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Increasing Market Share: Trial

	Models		Seminars	
	Fall	Winter	Fall	Winter
- Direct mail	7k	12k	20k	20k
- Advertising	25k	20k	5k	5k
- In-box coupons	20k	20k	0	0
- Reseller and OEM distribution	8k	10k	0	0
- MS Field, other programs	5k	3k	1k	1k
Some with telesales follow-up	65k	65k	26k	26k

* Other Trial/Seeding: User Groups, Corporate Seeding

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Pushing Customization/Integration

- Get customers to use WinWord's styles, macros, and templates
- Develop and distribute example disk; Push Macro Training Kit
- Get broad base of consultants and corporate developers using Win Word to create customized solutions
- 3rd party support program
- Develop and evangelize 3rd party solutions such as FAX, E-mail, PROFS, Q+E, Scanner, and others
- Videotapes, reprints, PR, Editor's Choice

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Third Party Support Program

- Authorized Consultant Program: Direct mailing, Ads, \$50 product, Certification
- Support: Macro Training Kit, Sample Macro disk, Compuserve Forum, \$295 OnLine
- Developer's Conference
- Strategic ISV evangelism
- Editor's Choice catalog

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Becoming #1 in Perception

- Focus PR and advertising efforts on these areas:
 - Benefits over CUI word processors
 - Sales success, corp and government wins
 - Unique customization, integration capabilities
 - Win line and Word family messages
- Target Windows owners in PR, Advertising, Direct Mail, and Seminar programs

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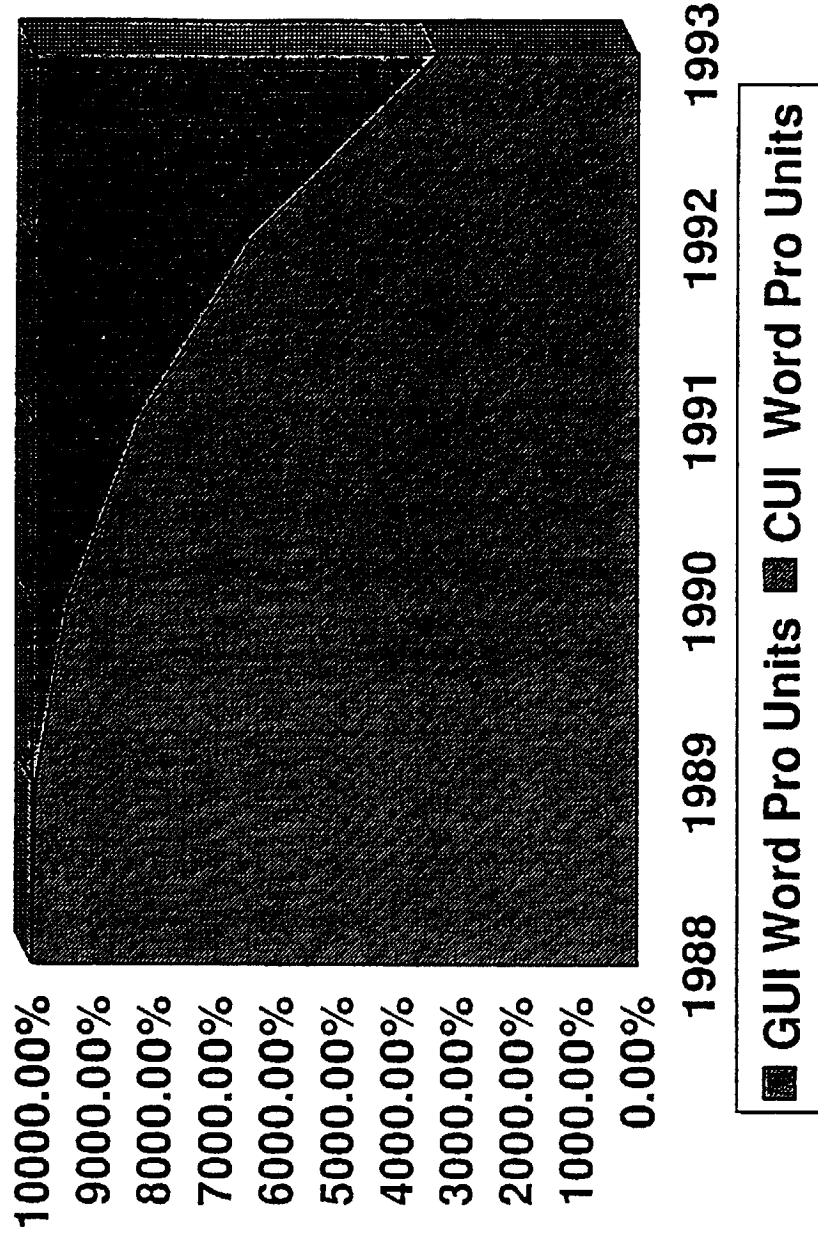
Help Corp Accounts Switch

- Evaluation support
- direct support for all sales issues through marketing group
- marketing to coordinate PSS, program management resources
- Implementation support
 - technical and marketing support to key customer advocates
 - fall pilot program, full program in winter
- Customization/Integration Push
- 3rd Party Support Program

*Top 20
Targets -
what is potential?
when?*

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Shift to GUI Word Processing

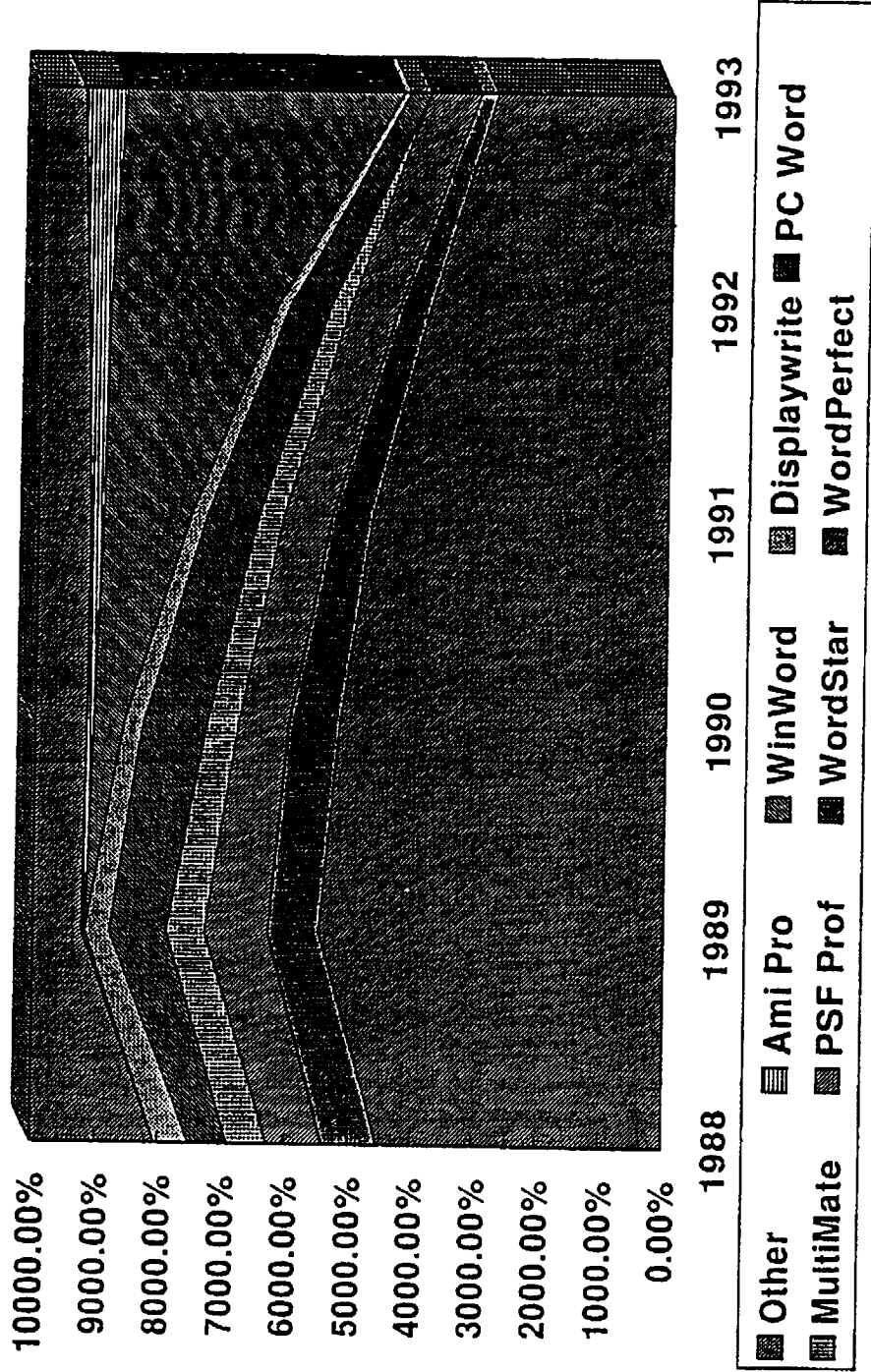


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Market Share Projection



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Q&A

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