

Microsoft Ltd

Systems Report - October, 1990 Sandy Duncan - OEM Sales Manager

Sales Results

| | \$ Doltars |
|---------------------|------------|
| October Billings | 8,046 |
| October Budget | 108,000 |
| 0.15 | |
| Billings OTD | 8.046 |
| Budget QTD | 108,000 |
| Billings YTD | 3,558,753 |
| Budget YTD | 1,740,875 |
| % of Budget YTD | 2012 |
| | 204% |
| Forecast - November | 75,000 |
| Forecast - December | 2,000,000 |
| Forecast - January | 100,000 |

October was a quiet month for billings. This is reflected in the budget. Not clear where the \$108K comes from as it was under the heading of "Ltd Other".

Packaged DOS sales were excellent at 206% of budget this month at 2,582 units. This compares with 974 units for the same month last year. The spread of business throughout our top twenty accounts was encouraging and DOS 4.01 sales were 73% of total sales.

<u>News</u>

Dale Borland is fitting into MS tid and his new role as ICL account manager quickly. This is beginning to allow me to spend more time with Amstrad and Apricot as well as my other royalty customers.

Amstrad meeting with Jeff Lum was a vary positive one. We will be pursuing the Windows, Works and mouse driver opportunities appressively.

Brother Europe have agreed to extend their DOS license to a 20K unit commitment and add Windows 3.0 per system I - This is worth an extra \$1 Million over the remainder of their contract.

Opus agreement has finally been signed by Redmond. Another DRI prospect bites the dust with a per processor DOS agreement. Opus look good for a Windows license in March/April next year.

Internal numours suggest that Amstrad are having a tough time financially. Roland Perry has quit as technical consultant.

ICL submitted their Q1 royalty report. They sold a total of 19,970 units in the quarter (very encouraging !!). 486 sales were particularly interesting at 1,865 units ! - this is only for the desktop model. We will monitor this trend closely in the next two quarters as this signifies a substantial shift in buying patterns for ICL customers who have traditionally (avoured 8086/286 machines.

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Principle Objectives October

Successful OEM briefings

Exceed FG DOS budget by > 50%

Close Windows business at ICL

Close Windows business at Brother

Progress/Close Amstrad PC 4000/5000 opportunity

Clear up outstanding license issues with Opus, RML and ICL

Keep up momentum with DOS 5 beta program

Meet with Active Book Company

Done

Done (106% !)

Ongoing

Done !!

Progressing well

Opus, done

Ongoing

Done

Principle Objectives November

Exceed FG DOS budget by at least 50%

Sign Brother Amendment

Sign Torus Amendment

Continue Dale Bortand's induction

Progress ICL/Windows Opportunity

Close Amstrad PC4000/5000 business

Ship DOS 5 Beta III to UK OEMs

Set objectives for next review period

Complete all outstanding account plans.

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