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From richab Mon Apr 15 07:09:50 1991
To: bradsi jonro richt
Subject: Re: Offering Windows in direct upgrade offer
Date: Mon Apr 15 07:06:53 1991

the ISV offer needs to be figured out so we can at the very least notify the isvs.

Billg seemed to think we could simply send the ISV to distribution. My preference is to make the same offer to the ISVs' direct from MS. If the price is not different, referral to Dist is probagbly ok...so long as we communicate the opportunity to the isv.

ISVs which will require direct notification on this are Spinnaker (David Suess or Lynn Weise), and WP (Deven Durrant)....both have requested direct deals in the past.

The big advantage to referral to distribution is that in a sense, this is not a new option...it's always been an option of sorts...all depends on the price.

Given the ISV climate, we should be careful on this.

> From richt Sat Apr 13 09:32:43 1991
To: bradsi jonro richab
Subject: Re: Offering Windows in direct upgrade offer
Date: Sat Apr 13 09:29:03 1991

> From mikemap Fri Apr 12 15:13:22 1991
To: josephk
Cc: hankv jonre markk mattmi peteh richt ruthannl
Subject: Re: Offering Windows in direct upgrade offer
Date: Thu Apr 11 14:07:42 1991

OK on the test.

concerning 5, we should not buy from Distribution, but offer the same price that they do plus a small handling fee. There is no reason to funnel money to them.

SteveB said he wants to offer the same deal to ISVs last weekend. I dont

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know where this stands now.

| > From josephk Fri Apr 12 13:23:12 1991
| To: hankv mikemap peteh
| Cc: jonre markk mattmi richt ruthannl
| Subject: Offering Windows in direct upgrade offer
| Date: Fri Apr 12 12:18:55 1991

| Mike,

| Here is the current thinking/situation with offering Windows:

- | 1. We think offering Windows along with an app may be the key
| to a successful formula for direct selling to the 123, WP base.
| We want to only offer Windows bundled with an app, never
| alone, in order to maximize app purchases and minimize
| Windows non-usage.
- | 2. There is no time to do a meaningful test before July. Neither
| our consultant nor O+M would do it. July 1 is the earliest
| we could test this in a meaningful way, which also may be
| the day the upgrade program starts if WordPerfect ships.
- | 3. Therefore we would like to go ahead and include the
| Windows offer in all the mailings we are developing for target
| audiences that do not have Windows.
- | 4. The Windows group does not want to formally let ISV's distribute
| Windows. But, as per Billg's mail, it is likely that they
| will allow ISV's to buy from distribution.
- | 5. To be even-handed, we should follow the same procedure,
| perhaps doing a transaction with IMD to show no preferential treatment.
- | 6. We are meeting with Legal on Wed to discuss.
- | 7. SteveB, BradSi are out now but back next week, we need to
| coordinate with them.

| Thoughts?

| Joe

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