

From jonl Mon Nov 25 00:22:37 1991
Subject: Re: Marketing synergy
To: bradsi (bradsi)
Date: Mon, 25 Nov 91 0:22:32 PST
Cc: billg (Bill GATES), steveb (Steve BALLMER), mikehal (Mike HALLMAN),
mikemap (Mike MAPLES), scotto (Scott OKI)
Mail-Flags: 0000

While I think we benefit from the seperation of systems and applications seminars in terms of 'purity' I don't think that we will ever get any credit for it.

I think we are OK as long as we also run some "systems pure WTWs" and continue to make the materials available to other ISVs who want to run seminars.

We are working on providing list access (for joint mailings only) to ISVs so I think we are OK on the reg lists and I don't think the relative importance of the WRK list will ever be an issue.

Of course, I can't judge the 'FTC' implications.

From egons Mon Nov 25 01:48:36 1991
To: mikemap
Cc: cwedell egons
Subject: software ergonomie
Date: Sun Nov 25 10:46:32 PDT 1990
Mail-Flags: 0000

Hi mike,

Feb 26th and 27th 92 we are invited to present some subjects at the university in LINZ (160 km from Vienna). Target audience are middle to large industry in this area. About 100 people are expected. Beside subjects like our systems strategy, Office products, Multimedia, I also thought of your favorite subject which is software usability. I was impressed by your speech at the WWCM about all the findings in the usability lab and wonder wheter this can be put into a presentation of about one hour lengh. I would highly appreciate your inputs on that and also if somebody from your group could do the presentation.

best regards
Egon Salmutter

From bradsi Mon Nov 25 08:38:50 1991
To: jonl
Cc: billg mikehal mikemap scotto steveb
Subject: Re: Marketing synergy
Date: Mon, 25 Nov 91 08:38:49 PST
Mail-Flags: 0000

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my issue was not at all with separation of systems and applications, purity, or any of those concepts. but simply with the effectiveness of the seminars.

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From susnsh Mon Nov 25 09:27:29 1991
To: mikemap
Subject: Thanks
Cc: cathyw judysh
Date: Mon Nov 25 11:25:05 1991
Mail-Flags: 0000

Thank you again for taking the time to visit-Texas Instruments. I'm sure the meeting helped to continue cement the MS/TI relationship along with providing valuable information on many topics. For our next meeting (in six months or so), we'll target getting an appointment with John White, President of the Information Technology Group. Hope you had a good time on your hunting expedition - the weather turned out to be perfect for you!

Susan Shanks
P.S. Thanks to Cathy, too, for all her help in setting this up. Happy Thanksgiving to you both.

From carle Mon Nov 25 10:42:03 1991
To: mikemap
Subject: MacLab
Date: Mon Nov 25 10:45:04 PDT 1991
Mail-Flags: 0000

I'd like to talk with you sometime about the status of the whole mac thing with Art's departure. Much of it has fallen to me by default.

Charlie

From richab Mon Nov 25 11:29:16 1991
To: mikemap
Subject: Ascend: Personal Information Manager from Newquest Technologies
Cc: bradsi
Date: Mon Nov 25 11:28:49 1991
Mail-Flags: 0000

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pluses

- supports "switching": getting people to move to our Win apps
- enhances our image--we'd try to get as much mileage from it as possible
- removes an obstacle relative to WordPerfect
- puts more cost pressure on Lotus (and other competitors except Wpf) if they elect to match us

minuses

- cost
- not essential for good support reputation (no wait time, good attitude from technicians, and good answers are the most important things)
- different plans for different products (we already have some differences that probably no one cares about, but can you go 800 on Win Word and Excel, but not Mac versions, or not Win PowerPoint and Project?)
- may not be sustainable for longterm (although WordPerfect proves that it is)

I am still looking into how we can get at this with research, but I think it will be a judgment call because we won't be able to quantify upside benefits.

From jeffr Mon Nov 25 19:53:44 1991
To: billg mikemap steveb
Subject: FYI-IBM, Win Pen-reading the tea leaves
Date: Mon Nov 25 19:53:42 1991
Mail-Flags: 0000

Too early to say, but maybe IBM will open up to Win Pen. Sue King is the key VP working for Cannavino (I think). I think Kathy Vieth reports into King, or perhaps dotted line.

>From gregs Mon Nov 25 08:38:46 1991
To: pradeeps tonya
Subject: Sue King (IBM) want Windows for Pens!!
Cc: jeffr johnsa luanns
Date: Mon Nov 25 08:37:52 1991

I think we should tackle the second problem (political) before the first (shipping beta). We have been bending over backwards to get them betas (they had our previous beta). We are sending IBM J our beta but that is driven by our belief that IBM J is less concerned about the Win vs OS/2 battle.

What can Sue or we do to get around the fact that they will most likely not sign up with us (particularly in light of their expected push of OS/2 for pens)? If Sue doesn't think this is possible, why do we want to give them our beta? We know this group works closely with the OS/2 for pen group.

Pradeep and I should meet with Tony to go over our options.

Luann, can you set up a meeting with the three of us.

>From pradeeps Mon Nov 25 01:35:41 1991

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To: gregs tonya
Subject: Sue King (IBM) want Windows for Pens!!
Cc: jeffr johnsa
Date: Mon Nov 25 01:35:22 1991

I met Sue King (runs the pen project at IBM - reports to Watabe) at the SEF conference. She said she wants to be able to support Windows for Pen and does not know how to get by the 'political' problems between the two firms. (I wonder if losing the Philip Morris deal has had an immediate effect!). By the way, she was confident that they can ship hardware in the spring and that PenPoint will be shipping as well. Also she indicated they would offer a DOS solution as well (she is looking around for one); that she would like to offer W4Ps and of course they would have PenPoint.

There were two sets of issues:

(a) she wants our December beta so that they can get working on the drivers. Tony: is there a problem in us giving them the beta? Sue King claimed that no one in IBM has Win 3.1 and that may be a stumbling block for W4Ps. Is that true? She also proposed that we could give the beta to a third party who could do the drivers. Potentially, IBM Japan!

(b) She wanted to know how she could get W4Ps to her customers. I told her that IBM would need to licence it, of course! She didn't think IBM would do that and wanted to know if it was possible for a third party to buy the hardware from them and licence the OS from us. I was not encouraging - I said this was an OEM product and that we were not set up to sell and support it directly just for IBM.

So- things appear to looking up with IBM. Action item is to figure out if we can send them a beta. Tony?

From jeffr Mon Nov 25 20:44:04 1991
To: billg mikemap
Subject: FYI-Unusual use of File Find
Date: Mon Nov 25 20:44:00 1991
Mail-Flags: 0000

You guys could use this also to follow up on interest in specific product problems. Jeff

>From jonre Fri Nov 22 16:30:25 1991
To: chrisp jeffr
Subject: File Find
Date: Fri Nov 22 16:29:16 1991

A great example of a customer scenario! Make sure your name isn't on any of the thousands of pages of field reports!

>From juliebi Wed Nov 20 17:05:54 1991
To: obumktg
Subject: Field Reports
Date: Tue Nov 20 23:24:27 PDT 1990

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The field's monthly reports to SMSD management are up on \\sales\salesop!monthend\execsumm. The whole server is full of reports by district, region, channel, you name it.

If you want to make sure your name's not on any of the reports (especially under the three alarm, four alarm sections), use Word 2.0's

and possible uses for their purposes.

6) Apps/Systems User-ed

The same status and plans are in place for this community as are for the Development communities.

If there are any further questions regarding the usage of WATT, suggestions of groups we should be targeting or ideas of how to educate potential customers, please let me know.

Thanks,

SteveF

From michelew Tue Nov 26 10:11:38 1991
To: mikemap
Subject: Robbin Bushnell/Edward Sinni
Cc: michelew nataliey
Date: Tue Nov 26 10:11:23 1991
Mail-Flags: 0000

Good morning, I am the recruiter for MS's facilities and finance dept. I have received and reviewed with my managers both of your referrals-- Robbin Bushnell and Edward Sinni- and I wanted to update you on their status.

Robbin Bussnell-
Unfortunately, Robbin's experience in property management is not the experience facilities is looking for in their Project Manager. We are looking more for tenent improvement experience. I plan on calling Robbin and explaining our situation, offering to hold the resume for future openings.

Edward Sinni-
He is best suited for a position in the field sales offices. His experience as a branch manager as well as his experience with IBM will be a great asset to him in their openings. I have forwarded his resume to gwenwe and asked her to have it considered by her field generalists for their openings.

Please let me know if you have any questions. Thank you for sending these candidates to us, Michele

From hankv Tue Nov 26 11:02:11 1991
To: dougl markk mikemap
Subject: Re: Confirmation on Excel Mktg \$
Date: Mon Nov 25 12:03:38 1991
Mail-Flags: 0000

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>From hankv Mon Nov 25 11:56:53 1991
To: richmac
Cc: peteh scotto
Subject: Re: Confirmation on Excel Mktg \$
Date: Mon Nov 25 11:56:51 1991

Rich, we didn't pimp the field. We presented a whole array of programs without trading any of them off against each other. When we rolled all the programs up for purposes of presenting, there wasn't a great deal of detail for any program. When questioned, I argued that we really wanted to fund the discretionary district dollars, and the things that people would fund would be local seminars, macro conversions, use of local trainers and consultants. Bill was pretty receptive, he just wanted to see a memo from scott or you about how your troops would spend it. He really wanted district level detail, which we didn't really have, so this was left as an open request with the action item of getting the info to him.

Part of issue is that the Migration seminars (post sales transition support), the LMI guarantee (a program clearly aimed at large account opportunities, but not really understood until we do one), and the district funds implicitly overlap in some areas. We knew this going in.

I think the best next step is to meet and determine how best to get the detail to him. He seemed very disposed (i.e. would fund this at some level) once we had a bit more info. He said at one point that he expected the DM's to provide specific ideas. He also felt that the funds were most leveraged in the reseller channel (this prompted by our position that we thought that some of the discretionary \$ be available to the RAM's).

Let's meet. I'm around all day tomorrow.

Hank

>From richmac Mon Nov 25 20:25:34 1991
To: hankv
Subject: Confirmation on Excel Mktg \$
Cc: glenag johnni martat micheles
Date: Mon Nov 25 20:24:59 1991

Hank, what EXACTly do you need? So you got \$4.125...fine, good on you. What the H do you need to justify the \$1MM proposed for discretionary funds for the Districts. It looks like you got what you wanted and pimped the Field on discretionary funding (which is what I really care about). I haven't even seen a copy of the stuff the field (glenag, johnni, martat) recommended.

I don't understand your Friday request for more info now on W4W and Windows for incremental spending? Who is leading this charge? Is this in my lap now? I don't mind if it is but I need to know.

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>From hankv Mon Nov 25 17:41:01 1991
To: billg frankga mikehal mikemap scotto
Cc: bradsi chrisp frankga garygi jonre martyv peteh richmac rickde
Subject: Confirmation on Excel Mktg \$
Date: Sun Nov 24 18:42:01 1991

Pete, Markk and I met today to confirm the decisions made last Thursday regarding incremental Excel Marketing \$

Adv: The Broadcast proposal will be decided with more input. The Excel portion will be included in this decision.

For Excel, we should run new media schedules assuming \$1MM (of the \$3MM proposed) incremental Biz print. This HAS NOT yet been approved. Bill also implicitly asked for us to look at composite media schedules for each business publication to ensure we haven't saturated with combined MS ads.

PR: User group shootouts (Miller/Zyman idea) approved at \$100K. Excel 4 launch event and post launch PR approved at \$300K and \$200K respectively.

Direct Mail Quick feed approved at \$175K. Upgrade Inserts in Lotus mag approved at \$450K. Note we will look at PC Week as another option. Ongoing direct mail to new lists approved at \$500K. Version upgrade approved at \$300K. \$500K approved for mailing technical materials to Windows Resource kit recipients.

Feb
Training
Tour and

April
Launch
Blitz:

These programs (joint with Windows) were tentatively approved at \$1.150MM assuming agreement on philosophy.

Share
Drive

Additional funding for Dept. Win/seeding approved at \$275K

Reseller

\$200K approved for a variety of promotinal ideas presented. Reneew and mikene have details.

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User
Group
Support: 100K approved for on-going support assuming intelligent
spending.

=====

Total approved: \$4.125MM

Billg requested more specific information and detailed proposals
on the following programs:

- As above, \$1MM in biz print and \$2.7 in Broadcast (Excel portion)
- LMI guarantee for Named Accounts (\$1MM proposed)
- Discretionary funds for spending at district level (\$1MM proposed)
- Excel Migration Workshops (\$500K proposed)
- Excel Champs Newsletter (\$750K proposed)
- International (Billg wanted specific proposals. We will follow-up
>from Excel Mktg).

As stated in previous email, we will work with the relevant
groups to resolve these open issues by end of next week.

Thanks,

Hank

From scottbe Tue Nov 26 16:36:07 1991
To: mikemap
Cc: cathyw
Subject: setup mail from AETNA
Date: Tue, 26 Nov 91 16:34:29 PST
Mail-Flags: 0000

Mike,

At the EBU ship party you mentioned some mail that I
should see from AETNA regarding Application Setup and
some of their needs in this arena.

Could you please forward it to me?

thanks,
Scott

From hankv Tue Nov 26 19:17:27 1991
To: mikemap
Cc: chrisp jonre markk peteh ruthannl
Subject: Broadcast input
Date: Mon Nov 25 20:18:51 1991
Mail-Flags: 0000

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