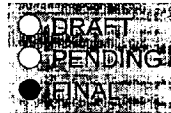


Author: Kathryn Roy
Composed: 05/27/1993 05:58:18 PM
Modified:

Meeting Minutes

Product:
Topic: SmartSuite Promotion

Status:



Called By: Eileen Rudden
Date: 03/26/1993
Time: 8:30 - 10
Location: 7185
Attendees: Deb Besemer; Eileen Rudden; Cheryl Quist; Allen Carney; Cliff Conneighton; Brenda Kelly; Jeff Berlin; Mike Wyzga; Kathy Carbonneau; Paul McNulty; Dave Lavery; Jacqueline Franklin; Bill Heenehan; Barbara Baird; Paul Paget; Jay Gauthier; Kirty Davies; Susan Challenger; Kathryn Roy

Supporting Documentation:

SmartSuite Promotion

Paul McNulty and Kathy Carbonneau proposed a response to Microsoft's Upgrade Your World Program. Microsoft's program, in addition to giving a free upgrade to any customer who purchases more than \$365 during the promotion, introduced an upgrade version of Office at \$565 SRP (\$349 street). Owners of a previous Microsoft product get an additional \$50 rebate, bringing their street price to \$299.

The Lotus proposal was to sell the SmartSuite Upgrade for \$299 street price during a similar promotional period and make owners of competitive products eligible for the SmartSuite Upgrade. The current SmartSuite street price is around \$349. The pricing committee approved allowing owners of competitive products to qualify for the Upgrade price. Further investigation of the \$299 street price will be completed before a decision is reached.

Pricing Committee, Steve O'Neill, Rudden Directs, William Heenehan, Dave Barrett, Larry McMenemy, Tony Santoro, Paul Ohrenberger, Colin Wyatt, Marsha Connor, Jim Burkhardt, Jane Ridgley, Hemang Dave, Bob Weiler, Frank Ingari, Cheryl Quist, Neal Goldman, Don Bulens, Dave Tyler, Brenda Kelly, Neal Parry, Brian McPhee, Michele Fitzpatrick, Don Bulens, Mark Hardardt, Jeff Berlin, Kirty Davies, Susan Challenger, Kathy Carbonneau

Comments: