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cc:

From: Dave Lavery

Date: 10/26/93 11:19:58 PM

Subject: Hype vs Fact: The True MS Office Story

On Oct. 19th MS announced Office 4.0 with much hype about future products and future technology directions, none of which is available today! and most of which is in response to our strong product line and our Working Together strategy. What are we doing to respond?

- 1) A three page position paper titled "Straight Shooting on Software Suites" was faxed to key press and analysts the day before the MS announcement. It highlights our position (relative to MS) in the areas of application integration, completeness, usability, workgroup computing and support.
  - 2) Last Tuesday MS distributed a 15 page comparative study titled "Microsoft Office vs Lotus SmartSuite". It contains many inaccurate and false statements about SmartSuite. We are in the process of developing a comprehensive response which will call into question Microsoft's strategy. We plan to have it completed next week and will distribute it to the field, channel, press and analysts. This is a top priority for PR, product management and product marketing.
  - 3) We have developed in-depth presentations that explain and take apart the Microsoft Office 4.0 strategy piece by piece, exploiting what appears to be marketing hype. We have also re-packaged June's and John's presentations from the Technology Briefing. These clearly outline our desktop/workgroup strategy and demonstrate what we are delivering on today. We have a team delivering these presentations to each district sales office (14 will have been completed by the end of this week). These presentations have also been posted on the SmartSuite discussion databases.
- This field tour also focuses very heavily on Notes/FX - stressing benefits and examples.
- 4) Our Technical Workshop Seminars for Corp Evaluators are well underway and have been conducted in over 15 cities, averaging over 100 attendees per city (7 more are planned through early Nov.). These sessions focus on both SmartSuite and Notes with content dedicated to integration, SmartSuite ABC's and an in-depth segment on Notes/FX.
  - 5) An advertising campaign in the WSJ (Lame Duck) is also underway which exposes Microsoft's weakness' and highlight our key strengths.