



Hank Vigil

From: Jeff Raikes
To: Charles Stevens; Daniel Petre; Hank Vigil; Orlando Ayala; Rolf Skoglund
Cc: Eva Camp; Pete Higgins; Robbie Bach
Subject: RE: Email to Send: Preparation for WWRDM
Date: Wednesday, January 26, 1994 6:10PM

I think Rolf and Daniel provided very good feedback and agree those are key topics. I would add/emphasize:

1. We are getting killed in standalone apps share (2 to 1). I know people don't like to think of that way since we do and should focus on Office, but we must review this key competitive problem. We are at a key pricing disadvantage --- should we respond? If not, what is our counter punch?
2. Lotus is learning how to use Notes to sell SmartSuite. What is our counter punch?
3. IBM is selling Lotus. Lotus is viewed by customers as being a more cross-platform oriented company (OS/2, Unix support). How do we counter punch?
4. Do you think these are the key punches we must counter? Do you see others that are important?
5. What are we going to do about Office in SMORGs?
6. What are our offensive punches? (ie. I don't want to spend all the time on counter punching!) How are we taking advantage of Chicago? what else?
7. We got out-advertised and PR'ed badly in the last 6 months. (I know this is too harsh, but you really have to feel that way when you put their ads and evaluation wins up against ours.) I think there has been a lot of great work by product marketing that will result in turning this around in the next 6 months (GREAT PC Computing review of Office vs. Smart Suite!!)
8. This may not be interesting because of differences in WW strategy, but consider covering how we will really take advantage of our superior product support and policy as a competitive weapon.
9. Airbox --- was it successful, would we do it again, do we have a different strategy for next time?

Great idea to get the feedback Hank --- thanks. Jeff

From: Hank Vigil
To: Charles Stevens; Daniel Petre; Jeff Raikes; Orlando Ayala; Rolf Skoglund
Cc: Eva Camp; Pete Higgins; Robbie Bach
Subject: FW: Email to Send: Preparation for WWRDM
Date: Tuesday, January 25, 1994 5:55PM

In preparation for the Worldwide Regional Director's Meeting, we would like your quick feedback on what issues/topics you want to discuss in the Office/DAD Strategy session. Here is our current thinking:

Office Session Discussion Topics

- WW Market overview (business results, competitive situation, market share)
- DAD 3-Year Strategic goals
- 3-year product release plan and the strategy behind it (including localization)
- FY95 Key Marketing Strategies

Pre-Reading

- 2HFY94 research and plans
- DAD Missions memo
- DAD 3-Year Product Plan

Please send your topline feedback today and cc: Evacamp/Robbieb.

Thanks.

FL AG 0031785
CONFIDENTIAL

MX 1147019
CONFIDENTIAL