

# Street Pricing

- ◆ Pricing pressure in licensing deals
- ◆ Academic pricing vs. competition

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	Win/Crs Office Pro			Win/Crs Office			Win/Crs Word			Win/Crs Excel		
	FY95	Q95-2	Q94-4	FY95	Q95-2	Q94-4	FY95	Q95-2	Q94-4	FY95	Q95-2	Q94-4
	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Actual	Budget	Actual	Actual
FPP Street Price - Microsoft	579	557	557	484	464	463	309	299	299	314	299	297
FPP Street Price - Competition	445	441	441	445	441	441	284	278	281	307	297	298
FPP Street Price Markup	18%	14%	13%	18%	14%	15%	17%	13%	13%	17%	12%	20%
CLP Street Price - Microsoft	389	359	359	281	274	269	121	119	119	122	121	117
CLP Street Price - Competition	294	288	288	294	288	288	104	101	101	97	99	95

Source: IDC

Year-to-Date

FY95 Mid-Year Review

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# DAD Market Share

## Windows Office

Market Share - Licenses	Actual		MYR		Budget	
	Jun-93	Jun-94	Jun-94	Dec-94	Jun-95	Jun-95
Office	85%	82%	82%	89%	78%	78%
Lotus	14%	17%	17%	10%	21%	21%
Novell *	1%	1%	1%	1%	1%	1%
Total Market Users	745	1,819	1,640	1,640	2,138	2,138
Total MS Installed Base	826	2,325	3,738	3,738	3,588	3,588

\* Previously Borland/WordPerfect bundle

## Windows Word Processing

### Includes Office

Market Share - Licenses	Actual		MYR		Budget	
	Jun-93	Jun-94	Jun-94	Dec-94	Jun-95	Jun-95
Word	50%	56%	56%	62%	56%	56%
Novell *	37%	32%	32%	29%	33%	33%
Lotus	12%	12%	9%	11%	11%	11%
Other	1%	0%	0%	0%	0%	0%
Total Market Users	3,096	4,238	3,039	4,353	4,353	4,353
Total MS Installed Base	2,933	5,376	7,269	7,269	7,175	7,175

\* Previously WordPerfect

### Stand-Alone

	Actual		MYR		Budget	
	Jun-93	Jun-94	Jun-94	Dec-94	Jun-95	Jun-95
	39%	37%	37%	32%	33%	33%
	49%	54%	54%	61%	64%	64%
	11%	9%	9%	7%	3%	3%
	1%	0%	0%	0%	0%	0%
	2,351	2,418	1,399	2,215	2,215	2,215
	2,107	3,051	3,531	3,531	3,587	3,587

## Windows Spreadsheet

### Includes Office

Market Share - Licenses	Actual		MYR		Budget	
	Jun-93	Jun-94	Jun-94	Dec-94	Jun-95	Jun-95
Excel	53%	59%	59%	77%	61%	61%
Lotus	38%	29%	29%	21%	31%	31%
Novell *	9%	12%	12%	2%	8%	8%
Other (Far East only)	0%	0%	0%	0%	0%	0%
Total Market Users	2,690	3,831	2,270	6,969	3,838	3,838
Total MS Installed Base	2,982	5,299	6,969	6,969	7,055	7,055

\* Previously Borland Quattro Pro

### Stand-Alone

	Actual		MYR		Budget	
	Jun-93	Jun-94	Jun-94	Dec-94	Jun-95	Jun-95
	41%	38%	38%	44%	40%	40%
	47%	40%	40%	50%	45%	45%
	12%	22%	22%	6%	15%	15%
	0%	0%	0%	0%	0%	0%
	1,946	2,013	630	1,710	1,710	1,710
	2,156	2,974	3,231	3,231	3,467	3,467

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# Other Market Share

## Windows Databases

### Includes Office

### Stand-Alone

Market Share - Licenses	Actual		MYR		Actual		MYR	
	Jun-93	Jun-94	Dec-94	Jun-95	Jun-93	Jun-94	Dec-94	Jun-95
Access	51%	41%	42%	45%	51%	44%	22%	28%
FoxPro	11%	9%	4%	5%	11%	13%	6%	11%
Borland *	30%	27%	38%	28%	30%	37%	63%	55%
Lotus	8%	23%	16%	22%	8%	6%	9%	6%
Total Market Users	957	1,552	1,602	2,239	957	1,053	966	1,059
Total MS Installed Base	588	1,363	1,948	2,382	588	1,188	1,377	1,548

\* includes Windows Dbase and Paradox

## File and Print Servers

Market Share - Licenses	Actual		MYR		Actual		Budget	
	Jun-93	Jun-94	Dec-94	Jun-95	Jun-93	Jun-94	Jun-95	Jun-95
MS File Servers	5%	6%	9%	12%	5%	6%	9%	12%
IBM - OS/2 Servers	4%	4%	3%	3%	4%	4%	3%	3%
Unix - OS	38%	37%	35%	33%	38%	37%	35%	33%
Novell	47%	48%	49%	49%	47%	48%	49%	49%
Total Market Users	521	575	330	670	521	575	330	670
Total MS Installed Base	55	67	91	120	55	67	91	120

## Mail Servers

Market share - Licenses	Actual		MYR		Actual		Budget	
	Jun-93	Jun-94	Dec-94	Jun-95	Jun-93	Jun-94	Jun-95	Jun-95
MS Mail	12%	15%	24%	18%	12%	15%	24%	18%
Lotus cc: Mail & Notes	23%	24%	28%	25%	23%	24%	28%	25%
WordPerfect	7%	8%	10%	9%	7%	8%	10%	9%
Total Market Users	166	189	126	250	166	189	126	250
Total MS Installed Base	20	48	74	93	20	48	74	93

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