

To: SMTP@Services@DS3 Hou(<SteveFl@XGATE.COMPAQ.com>)
 From: Bob Jackson@Comr DT
 Cc:
 Bcc:
 Subject: re: FW: FYI: Office Offerings update
 Attachment:
 Date: 3/9/97 9:03 AM

Steve,
 "Dell is no longer bundling Office"?

Bob

 Original Text

From: "Flannigan, Steve" <SteveFl@XGATE.COMPAQ.com>, on 3/9/97 8:57 AM:
 To: "Gerber, Jeri" <JeriG@XGATE.COMPAQ.com>
 Cc: <Bob=Jackson@Comr=DT@PCMkt=Hou@xgate.compaq.com>

Jeri,
 I need your help.

Can you look into or have someone look into this "Weblicator" thing. I need to know if this is going to send Silverberg off the deep end when you guys do this (Kiss the Winkler - Silverberg connection goodbye). I don't have any big issue on SmartSuite vs. Office 97SBE in SMB. I am deeply concerned about an Internet blow up. Is this an IBM Trojan horse to push Notes, Domino, etc across your line. Also is "The Weblicator Workspace", another name for a desktop, etc. You can certainly go this way but we need a lot more horsepower behind this to pull this thing off.

As you know I am in favor of direct confrontation with MS when our facts are correct. That's what I'm looking for here, facts. Since Dell is no longer bundling Office, there is no need for this move in our commercial business. So this is about SMB I assume or have I missed something.

It would be to IBM's advantage to use our emotional (not factual) reaction this year to Dell and Office in large accounts, to capitalize on building their technology across your line. Since we can't target SMB only, these bundles will go into large accounts, your know our field, etc.

MS already knows about SmartSuite in some EMEA countries, they don't know about the whole deal of course and certainly not the Internet, Notes, Domino connection. They also are thinking of this in SMB terms, not in the larger context this could take on.

Thanks
 Steve

-----Original Message-----

From: Flannigan, Steve
 Sent: Saturday, March 08, 1997 1:29 PM
 To: Plotner, Greg; Heil, Mike; Decker, Steve; Winkler, Mike
 Cc: McLaughlin, Glenn; Rose, John; Shealy, Mike; Winkler, Mike;
 Kurtzman, Ken; Francois, Jean-Christophe
 Subject: RE: FYI: Office Offerings update

TROJAN HORSE - TROJAN HORSE - TROJAN HORSE ----- ALERT!!!!

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"The bundle offering now includes Weblicator at no additional cost, a browser plug-in that uses Notes-style replication applied to the Web for easy downloading of web content to your desktop. More info on <http://www.lotus.com/information/beta.htm>"

BEFORE YOU ALL SIGN THIS DEAL I NEED A POINT CLARIFIED.

To some extent I understand why Lotus SmartSuite 97 in SMB might make sense. Certainly now that Dell is transitioning out of Office bundles in large accounts there is no need for us to use this to counter Dell in large account business, so this is just an SMB issue. At first glance Weblicator looks to me to be a very, very hot issue and Lotus "Trojan Horse". I need someone to explain this in the context of SMB. Please read the page this link points to.

It's one thing to fight a limited war with Microsoft over SMB, it's quite another to fight a World War over Internet standards.

I will definitely need briefing material for the Rose-Ballmer meeting and the Gates-Pfeiffer meeting that are coming up quickly.

Greg: You, Decker, McLaughlin and I should discuss this.

Shealy and Jean-Christophe Francois: I need briefing material to use for Rose and Pfeiffer in front of MS quickly

Steve

-----Original Message-----
From: Plotner, Greg
Sent: Friday, March 07, 1997 9:57 AM
To: Flannigan, Steve; Heil, Mike; Decker, Steve
Cc: McLaughlin, Glenn; Rose, John; Shealy, Mike
Subject: fwd: FYI: Office Offerings update

fyi...

Original Text
From Jean-Christophe Francois@PC Products@HQ, on 3/7/97 4:12 PM:
To: Greg Plotner@Pur@Pur Hou

Well done Greg!

Have a nice Week-end.

JC

Jean-Christophe FRANCOIS
Commercial Software PM
Compaq EMEA ext. 2216

From Jean-Christophe Francois, on 07-03-97 15:53:
To: Eur Mkt Prod Desk@PC Products

Hi all.

First of all, thanks a lot for your feedback on Lotus SmartSuite97.
It was

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so good I want so more.

I have attached an update of the presentation of the SmartSuite bundle I sent you earlier this month. Here's what's new:

.. We now have a corporate agreement with Lotus on SmartSuite97 that brings the Royalty down to \$5 and therefore the total cost of the bundle to only \$9!

In this perspective, I invite you to have another look at your bundling plans and forget any shyness: go for it! This is the most attractive offer we can make given that won't have any compelling Microsoft offering in the foreseeable future. Bundle it on all desktops or on a whole product range (Dekspro 2000) and we can restore some competition on the office suite market. We have a chance to break the vicious circle of the dependence to Microsoft in this market and this is all in Compaq's advantage. And even if it doesn't work as well as expected, what have we got to loose?

.. The bundle offering now includes Weblicator at no additional cost, a browser plug-in that uses Notes-style replication applied to the Web for easy downloading of web content to your desktop. More info on <http://www.lotus.com/information/beta.htm>

.. We have told Microsoft that we were pursuing a deal with one of their competitors and they have come back with a word 97 bundle proposition:

- \$23 royalty for a 400K minimum EMEA commitment
- bundled with every desktop
- APM kit dropped in the box (\$3.5 cost per APM)
- Media fulfilled at no charge for the end-user (\$15 cost per CD)
- MS will not support the product (local CCC or outsourced)

More details attached.

I am waiting for your feedback before the end of next week and would like to insist that it is necessary to help us understand the potential of the Office Suite business in maintaining our competitive position and creating incremental business.

Have a nice week-end.

JC

Jean-Christophe FRANCOIS
Commercial Software PM
Compaq EMEA ext. 2216
<< File: bundle2.ppt >>

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