

From: Kunju Kothari
Sent: Monday, October 26, 1998 3:45 PM
To: Christine Mullaney
Cc: Kunju Kothari
Subject: RE: ss we discussed

Thanks. An alternative way of looking at the situation may be to map what a customer would buy over a 3 year period to get the same value as an EA? - one full std license and 3 years worth of Upgrade Advantage. If you compare using this method, the pricing is pretty close. As Select and Open is both cheaper, I wonder why the customer buys EA? Let me know what you think.



Open_Select_EA.xls

Is the price that you use for Open C and Select A Street price? If so, it is interesting to note that Open is sold at a lower price than Select. Thanks


—Original Message—


From: Christine Mullaney
Sent: Thursday, October 22, 1998 4:44 PM
To: Kunju Kothari
Subject: ss we discussed

<< File: Open_Select_EA.xls >>

Thanks - Chris

 email: christie@microsoft.com

 voice: 425.936.3969

 fax: 425.936.7329

500 Desktop Example

	Desktops	Office Pro		One Year Total	3 Year Total	Kunju's 3 year total	
		Office Pro	One Year UA				
Open C	500	\$350	\$108	\$228,920	\$686,760	\$336,920	85%
Select A	500	\$364	\$110	\$237,024	\$711,072	\$347,306	88%
EA B	500	\$263		\$131,680	\$395,040	\$395,040	100%

Assumptions:

EA Pricing is the PLATFORM PRICE

All prices are NET prices

Zero installed base of Office

Up-front purchase of all 1000 points

1000 Desktop Example

	Desktops	Office Pro		One Year Total	3 Year Total	Kunju's 3 year total	
		Office Pro	One Year UA				
Open C	1000	\$350	\$108	\$457,840	\$1,373,520	\$673,840	89%
Select A	1000	\$364	\$110	\$426,643	\$1,151,937	\$694,612	92%
EA B	1000	\$251		\$251,015	\$753,045	\$753,045	100%

Assumptions:

EA Pricing is the PLATFORM PRICE

All prices are NET prices

Zero installed base of Office

Up-front purchase of all 2000 points - under Select this means that they could just buy their Office Pro licenses - no UA - and get the 10% discount