

**From:** Paul Matt  
**Sent:** Thursday, August 17, 2000 2:27 PM  
**To:** Arlene Huff  
**Subject:** FW: Counter Proposal for SONY

Perhaps this clarifies the request more?

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

**From:** Masataka Fujiwara  
**Sent:** Thursday, August 17, 2000 2:20 PM  
**To:** Paul Matt  
**Subject:** RE: Counter Proposal for SONY

Thanks for your suggestion, Paul.

Office Team (EdMcc) has completed thorough analysis of StarOffice5.2 and competitive papers ready for our use. The information has been provided to Magnus (hard copies) and also on DAD web.

I may have misled you, but I'm not looking for StarOffice feature review at this time (I already have one).

The thing I need to see is the feature comparisons of Works 6.0 over StarOffice 5.2 which are commonly used tasks by home / consumers.

An example would be "letter templates" offered by both products. How easy are they to use? Better GUI? Easier access to help contents, etc???

Please let me know if You or ArleneH are not clear about the request.

Thank you very much.

**Masataka (TAKA) Fujiwara**  
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-----Original Message-----

**From:** Paul Matt  
**Sent:** Thursday, August 17, 2000 1:12 PM  
**To:** Masataka Fujiwara  
**Subject:** RE: Counter Proposal for SONY

Forgot to mention this (although you probably already thought of it). Arlene suggested you contact the Office group if you want whatever competitive info they would cite in an Office vs. Star Office match up. With Works Suite, our focus is on the consumer segment, while Office is viewed throughout MS as a business app and not really intended for home use.

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

**From:** Paul Matt  
**Sent:** Wednesday, August 16, 2000 11:28 AM  
**To:** Masataka Fujiwara  
**Cc:** Magnus Larsson; Hakan Olsson  
**Subject:** RE: Counter Proposal for SONY

ArleneH has agreed to try and do the competitive paper you request as soon as she can. That too will hopefully be posted by 8/31. I'll send you the final PPT as soon as it's done, again targeting before the 31<sup>st</sup>.

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

**From:** Masataka Fujiwara  
**Sent:** Tuesday, August 15, 2000 3:38 PM  
**To:** Paul Matt; Hakan Olsson  
**Cc:** Magnus Larsson  
**Subject:** RE: Counter Proposal for SONY

Thank you, Paul.

The PPT looks good. Please forward the final copy to me before posting to OEMWEB. I definitely need it before 8/31.

I also need a "Competitive Positioning Paper" type feature comparisons against StarOffice, if you can.

For example, the document should specifically address;

- 1) Compatibility with / Upgrade opportunity to Office 2000
  - 2) Ease of Use (GUI) for first-time PC users
  - 3) Easy Support Structure and Availability?
  - 4) Digital Imaging and Editing
  - 5) Common day-to-day letter templates
- and so on...

The document should help us sell the true demands of home users and address typical feature sets people look for Consumer PCs (which Works 6.0 nicely addresses).

Thank you very much.

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

From: Paul Matt  
Sent: Tuesday, August 15, 2000 3:00 PM  
To: Masataka Fujiwara  
Cc: Hakan Olsson; Magnus Larsson  
Subject: RE: Counter Proposal for SONY

I'm awaiting any other potential competitive info from the Works group, however, the attached is a **draft** of a new Works line PPT I'm working on. It is not final, however, it will hopefully give you a good foundation, including the Star Office competitive info we currently have.

<< File: Works 2001 Line Presentation (OEM).ppt >>

Updated PPTs and other info will be posted to the newly designed OEMWeb by the end of the month.

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

From: **Magnus Larsson**  
Sent: Tuesday, August 15, 2000 2:08 PM  
To: Paul Matt  
Cc: Masataka Fujiwara; Hakan Olsson  
Subject: RE: Counter Proposal for SONY

Believe Paul looked into the positioning vs Star Office. Paul?

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

From: Masataka Fujiwara  
Sent: Tuesday, August 15, 2000 2:04 PM  
To: Magnus Larsson; Hakan Olsson  
Subject: RE: Counter Proposal for SONY  
Importance: High

Magnus,

I'm planning to have a meeting with SEL on 8/31 again. I'm thinking about inviting Hakan for this meeting.

At that time, I'd like to propose our ideas of pushing Works 6.0 for their Desktop models.

Would you kindly work with Hakan and create "Competitive Positioning Paper" which compares Works 6.0 and StarOffice5.2? (based on the documents I provided to you).

I understand this is not a fair comparison, but it should express and address the real "Consumer Needs," based on our analysis.

As you know, StarOffice definitely is NOT for Consumer, and it should be replaced with "Consumer-Focused" Works 6.0.

Thanks for your helps on this.

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

From: Masataka Fujiwara  
Sent: Monday, July 31, 2000 6:34 PM  
To: Magnus Larsson  
Cc: Candace Grisdale; Hakan Olsson; Joerg Jaeger  
Subject: Counter Proposal for SONY

Magnus,

Please find the possible counter proposal we talked about today to SONY against StarOffice deal. The key objective HERE is to secure SONY's long-term **socket** commitment and drive SUN away, for good, rather than immediate revenue returns.

**(1) Free mail-in-rebate / discount coupon (drop-in-the-box) for Works 2000 and other MS FG packages.**

Pro: No risk to Sony and high possibility of its acceptance for immediate execution.

Con: This needs to accompany with 1) attractive discount price, 2) ease of end user implementation, and 3) logistics for fulfillment. This can be a costly operation w/ no real win to MS w/ low coupon redemption rate.

**(2) Sample Works 2000 CD drop-in-the-box with a 30-day trial time-bomb.**

Pro: No risk to Sony and high possibility of its acceptance for immediate execution.

Con: Costly and may lead customer dissatisfactions after the initial 30-day period. Solutions to secure happy end customers (discount purchase option, etc) may be required.

**(3) Std OEM license (12 months or more) for Works 2000 and Works 6.0 w/ a free bundle of Flight Sim Classic CD for the first year.**

Pro: Simple value-add to our Works 2000 proposal to give a reason to maintain high royalty rate.

Con: Costly and most likely not suitable for Sony's strategy to bundle "the latest & the greatest."

**(4) Std OEM license (12 months or more) for Works 2000 and Works 6.0 w/ a special holiday bundle (- 12/31/2000) of free AoE and StarLancer CDs.**

Pro: Simple value-add to our Works 2000 proposal to give a reason to maintain high royalty rate.

Con: Very costly and possible devaluation of AoE and StarLancer in retail / OEM channels.

**(5) Std OEM license (12 months or more) for Works 2000 and Works 6.0 w/ a special holiday royalty discount (- 12/31/2000) for Works 2000.**

Pro: The simplest value-add to our Works 2000 proposal to possibly accelerate SONY's purchase decision.

Con: The discount has to be very very attractive to SONY for making long-term commitment.

I'll think this over once again and provide you Plan A & B proposals for further discussion.

Thanks much.

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