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MS-PCA 2599309

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Financial Model
GUI Benefits Cover Letter - Sales Reps
10/1/90

Demonstrate the financial benefits of moving to the Windows environment, the easy way!

Dear Microsoft Sales Representative:

Perhaps one of the biggest reasons customers resist changing, or adding new software is the fear of the financial implications. They assume it will cost them hours of productivity before their employees get up to speed with the new program.

The new, easy to learn and to use Microsoft Windows environment version 3.0, overcomes most of that resistance. With over a million copies already in use, Microsoft Windows version 3.0 is rapidly becoming the new standard interface for PCs. A recent study shows that Windows applications help people work faster, better and longer, with less fatigue. In short the Windows environment creates higher productivity for businesses of all sizes.

To help customers understand what Windows applications can do for their specific business, we've developed an interactive Benefits Model. This model can help them determine the specific financial benefits they can expect from moving their businesses to the Windows environment. The model is being offered in ads—running in leading computer publications—which feature Microsoft's most sought after Windows applications:

Microsoft Word for Windows - the word processor top rated by leading computer publications, makes it easy to speed through jobs, and allows users to easily mix text, graphics, and data on a single page.

Microsoft Excel for Windows - the leading Windows spreadsheet with the most powerful features on the market, including a lightning-fast data base, outstanding graphics, and impressive analytical tools.

Microsoft PowerPoint(R) for Windows - the presentation software that makes it easy for anyone—even those with no graphics background—to create professional quality overhead and 35-mm slide presentations right on the PC.

Microsoft Project for Windows - the new-generation business-planning system that organizes, schedules, charts, and summarizes every aspect of a project and lets users customize it to suit their preferences.

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The enclosed Benefits Model can be used with either Microsoft Excel for Windows or a working model of Microsoft Excel, just by following these easy steps.

1. Copy the contents of the model disk into either the Microsoft Excel directory or the Microsoft Excel working model directory.
2. Start Microsoft Excel on the working model.
3. Choose Open from the File menu.
4. Choose the BEGIN.XLW file
5. Follow the instructions on the screen.

The model asks for specific information about the user's company and provides a list of assumptions from which the user chooses the ones that apply. The model then provides the user with the 3-year Net Present Value financial analysis of moving a specified number of users to the Windows environment. The model is easy to use and takes only 10 minutes to complete. So it's practical for a customer to run through it right in your store. Or you can give them a copy to take back to the office.

Because customers plug in their own specific information, the results produced with this model have a great deal of credibility. The customers are less skeptical about their own numbers.

We've enclosed _____ Benefits Model disks for you to distribute to your sales people. If you need additional copies please call _____ and ask for part number _____.

Thank you for your support for the Microsoft Windows version 3.0 *environment*
~~environment.~~

Sincerely,

Pat Crenshaw
Microsoft Customer Service

Enclosure

Microsoft, the Microsoft logo, and PowerPoint are registered trademarks, and Windows is a trademark of Microsoft Corporation.

1090 Part No. _____

MS-PCA 2599311

CONFIDENTIAL

Financial Model
GUI Benefits Cover Letter - Info Center
10/1/90

Discover the financial benefits of moving to the Windows environment!

Dear Customer:

Your interest in the Microsoft(R) Windows environment is well timed. With over a million copies of Microsoft Windows version 3.0 already in use, it is rapidly becoming the new standard interface for PCs. The reasons are obvious. A recent study shows that Windows applications help people work faster, better and longer, with less fatigue. In short, the Windows environment creates higher productivity for businesses of all sizes.

To demonstrate what Windows applications can do for your specific business, we've included an interactive Benefits Model on the enclosed disk. In just ten minutes, this model can help you determine the specific financial benefits your business can expect from moving to the Windows environment.

When you do make that move you'll have a choice of the most sought after business productivity tools in the Windows environment.

Microsoft Word for Windows - the word processor top rated by leading computer publications. MS(R) Word makes it easy to speed through every kind of word processing job. And it allows you to easily mix text, graphics, and data on a single page.

Microsoft Excel for Windows(TM) - the leading Windows spreadsheet with the most powerful features on the market, including a lightning-fast data base, outstanding graphics, and impressive analytical tools.

Microsoft PowerPoint(R) for Windows - the presentation software that makes it easy for anyone—even those with no graphics background—to create professional quality overhead and 35-mm slide presentations right on the PC.

Microsoft Project for Windows - the new-generation business-planning system that organizes, schedules, charts, and summarizes every aspect of a project and lets you customize it to suit your preferences.

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You can use the enclosed Benefits Model with either Microsoft Excel for Windows or a working model of Microsoft Excel. Just follow these easy steps.

1. Copy the contents of the model disk into either the Microsoft Excel directory or the Microsoft Excel working model directory.
2. Start Microsoft Excel on the working model.
3. Choose Open from the File menu.
4. Choose the BEGIN.XLN file
5. Follow the instructions on the screen.

The model will ask for specific information about your company and will provide a list of assumptions from which you choose the ones that apply. Based on the information you plug in, the model will provide you with the 3-year Net Present Value financial analysis of moving a specified number of users to the Windows environment. It takes only 10 minutes to complete and can result in adding many hours of productivity to your bottom line.

If you need a working model of Microsoft Excel for Windows, call _____ and we'll send you one free.

Once you see how productive Windows applications can be for your business, you'll want to see them in action. Visit your nearest Microsoft reseller or call _____ for the name of the reseller near you.

Sincerely,

Pat Crenshaw
Microsoft Customer Service

Enclosure

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