

**From:** Jeff Raikes [jeffr]  
**Sent:** Tuesday, June 08, 1993 10:14 PM  
**To:** Donna Garrison; Gary Gigot; Mike Appe; Mike Maples; Steve Ballmer  
**Cc:** Charlotte Guyman; Elaine Werffeli; Hank Vigil; John Neilson; Mike Houston; Mike Metzger; Susan Boesch; Tom Reeve  
**Subject:** RE: "Office" For Small Businesses

I want to sell Office/Word/Excel etc to Small Businesses. I have not seen any data to indicate we should instead push Works. When I spoke with MicroWarehouse in April they were very successful selling Office to small business. I don't want to encourage them and other key resellers to instead sell Works.

I do like the idea of getting Profit and Publisher involved in our efforts to small businesses and think there could be a link with Office.

**From:** Donna Garrison  
**To:** Gary Gigot; Jeff Raikes; Mike Appe; Mike Maples; Steve Ballmer  
**Cc:** Charlotte Guyman; Elaine Werffeli; Mike Houston; Mike Metzger; Susan Boesch; Tom Reeve  
**Subject:** "Office" For Small Businesses  
**Date:** Monday, June 07, 1993 6:27PM

The Consumer Division will be launching a brand new product bundle this fall, targeted at brand new small business computer users. This mail is to bring you up to speed on this product's naming strategy, and make sure you're all okay with it!

The product: We'll bundle WinWorks 3.0, Publisher 2.0 and Profit 1.0, plus some additional value added like a getting started manual, unified setup, additional clip art and a letter library.

**Privilege Material**                      **Redacted**  
descending order) 1) FirstOffice 2) EntryOffice 3) Entre'Office

Top contenders are (in

The rationale: You may have noticed the use of "Office" in the names mentioned above. While this is a strategy change for us (we were intending to call this Microsoft Business Manager, but opted not to for the reason's cited below), we have decided that it makes sense to leverage the use of the Office name with this small business offering for the following reasons:

- a) "Scalable Office": Discussions with some folks in the field, with resellers, as well as with some SMSD mgmt and "Office" marketers have reinforced our belief that the use of the office name makes sense/cents! This enables MS to position and provide an entire line of offerings to software buyers, leveraging the Office brand. We'll emphasize the fact that MS can provide an Office product/offering no matter who the customer is, or what their expertise level may be. There will also be an office offering waiting for them, should they decide to upgrade.
- b) Small business messaging: Enables MS to provide a cohesive message to small business users, and a product line that takes care of their breadth/depth needs.
- c) Allows for clarity in communications to customers, resellers and the field.
- d) Enables CD to leverage programs, promotions, tools etc that make up the "Year of the Office" and corresponding efforts. (We are working with the Office folks to facilitate participation in their campaign, and also to determine the best product positioning and consumer messages, in order to maximize our success)

We are currently in the midst of putting our fall plans together, and would appreciate your blessings on this approach.

thanks for your support.

donna garrison

MS-PCA 2603753

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**From:** Mike Houston [mikehou]  
**Sent:** Tuesday, June 08, 1993 8:27 AM  
**To:** Donna Garrison; Gary Gigot; Jeff Raikes; Mike Appe; Mike Maples; Steve Ballmer  
**Cc:** Bruce Jacobsen; Charlotte Guyman; Elaine Werffell; Hank Vigil; John Sage; Liz Welch; Mike Houston; Mike Metzger; Nancy Gullick; Robbie Bach; Susan Boeschen; Tom Reeve  
**Subject:** RE: "Office" For Small Businesses

This is good, except I would offer one caution as the guy responsible for organizing our small business efforts company-wide for the coming year.

Many small businesses buy "high" end apps like 123, Excel, Word, Word Perfect, etc. In fact, 123 and Word Perfect are beating Excel and Word 2.5 to 1 in this segment. I am working with the Office team to develop tactics to address that.

One clear fact is that other things being equal, we want people to buy Excel, Word, Access, and Office, since they generate more revenue and profits, our primary goal.

So, I am concerned that if we name this product "small business version" we will distract and confuse the many small business customers who are better bets for "classic" office (there are many, amny DOS 123 and Word Perfect users still out there).

A better approach, in my opinion, is to use a name like the ones outlined in Donnag's mail, a qualifier that makes it clear that the Entry Office is for the naive, new user who is very confused, extremely price sensitive (street will be around \$199).. We should target Entry/First Office at the very entry customers only, and develop promotional approaches for small business across many products (Profit,Excel, Word is a favorite example).

Net: Agree with everything in your mail gary, except that naming explicitly sm biz may not be optimal (if you are in fact proposing that).

-mikehou

>From garygi: Tue Jun 8 07:42:31 1993  
X-MSMail-Message-ID: 1F03D21D  
X-MSMail-Parent-message-ID: BE3CB628  
X-MSMail-Conversation-ID: DA1C5307  
From: Gary Gigot <garygi@microsoft.com>  
To: donnag jeffr mikeap mikemap steveb  
Date: Tue, 8 Jun 93 07:39:07 PDT  
Subject: RE: "Office" For Small Businesses  
Cc: charlotg elainew lizw mikehou mikeme nancyg susanb tomr

I have seen the prototype package designs on the "Office" for small business and think we need to consider the following: 1)gain concurrence that the sku will be positioned as part of the Microsoft Office campaign for fall, 2)look at new package designs that follow the current Microsoft Home approach where there is a common design scheme for the line of products and a common logo mark that would indicate your sku is part of the Microsoft Office, 3)name your product the small business version, with the product components shown strongly on the package i.e. Works, Publisher, Profit.

Liz/nancyg will work up these alternatives for your review.

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From: Donna Garrison  
To: Gary Gigot; Jeff Raikes; Mike Appe; Mike Maples; Steve Ballmer  
Cc: Charlotte Guyman; Elaine Werffeli; Mike Houston; Mike Metzger;  
Susan Boesch; Tom Reeve  
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