

From: Charlotte Guyman [charlotg]  
Sent: Wednesday, June 09, 1993 5:19 PM  
To: Donna Garrison; Gary Gigot; Jeff Raikes; Mike Appe; Mike Maples; Steve Ballmer  
Cc: Elaine Werffeli; Hank Vigil; John Neilson; John Sage; Mike Houston; Mike Metzger; Susan Boesch; Tom Reeve  
Subject: RE: "Office" For Small Businesses

We all agree we want to sell our "high end" apps everywhere we can (at the expense of Works of course...Microsoft makes more money). We just need to have seamless coverage for all types of buyers and our small biz research on segmentation shows there ARE niches/buyers for an integrated package (so we leverage our competitive advantage of a whole line of products).

Given that we agree on strategy, we now need to agree on how best to make that happen. I propose a meeting in which Office group (we've been working primarily with Robbieb & John Sage there) and the consumer folk's (Mikeme, Donnag, Elaine & Mikehou) bring you up to speed on why we think the best way to do this is by having more than one "type" of Office for small biz. Mikehou is natural leader of this effort and so should drive.  
charlotte

From: Jeff Raikes  
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  
Date: Tuesday, June 08, 1993 10:14PM

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 sited 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)

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- 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

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