

MS Pricing Study
ASP by Distributor Cost

MS Pricing Study
Summary of Products by Distributor Cost

Products <\$50 Distributor Cost

MS Part No.	Distributor	Direct	ERP	Direct Market Reseller	Hardware Outbound	Software Outbound	Retail Combined	Academic Bookstores	TOTAL - Average ASP per Product
Microsoft Windows NT Server Client Access License									
VUP/ICUP Single User									
Return of Arcades									
MS Home Mouse (Serial Connector) with Arcade									
MS SideWinder (Analog)									
Cinemania 1986 for Windows CDROM									
Creative Writer									
Creative Writer AE									
Money									
MS EasyBall with Freddy Fish									
Microsoft Windows NT Server Client Access License Single User									
Ercarta Deluxe for 32-Bit Windows AE									
Magic School Bus - Human Body									
Monster Truck Madness									
Nickelodeon 3D Movie Maker									
Visual J++ for 32-Bit Windows AE									
Visual C++ Standard for Windows AE 4.0									
Bookshelf for Windows AE									
Bookshelf for Windows									
Deadly Tools									
Ercarta for 32-Bit Windows version 1997									
Works for Windows 95 AE									
Publisher 2.0 for Windows 95 Eng NA AE 3.5									
MS Mouse Combi Interface									
Word for Windows 95 Upgrade									
351-00173					\$17.19	\$19.78	\$29.00	\$0.00	\$21.06
256-251v100					\$29.84	\$28.78	\$29.98	\$0.00	\$28.65
411-00032					\$29.46	\$27.26	\$30.75	\$0.00	\$29.22
398-00002					\$31.28	\$24.11	\$32.10	\$0.00	\$28.31
194-00009					\$28.20	\$30.29	\$30.02	\$0.00	\$29.84
265-00010					\$30.46	\$29.99	\$29.21	\$0.00	\$29.61
265-00011					\$28.98	\$24.57	\$0.00	\$0.00	\$26.77
105-00006					\$29.06	\$27.60	\$30.89	\$0.00	\$28.13
568-00001					\$48.13	\$42.58	\$49.49	\$0.00	\$46.74
351-00187					\$32.08	\$32.99	\$35.85	\$0.00	\$34.35
196-00031					\$61.30	\$49.00	\$59.99	\$68.71	\$59.20
299-00021					\$40.05	\$32.76	\$39.54	\$0.00	\$38.13
461-00001					\$37.42	\$32.76	\$39.98	\$0.00	\$37.49
421-00001					\$38.75	\$39.88	\$39.99	\$0.00	\$39.42
560-00005					\$45.47	\$38.62	\$0.00	\$48.96	\$44.01
254-00013					\$49.30	\$39.31	\$0.00	\$51.63	\$47.56
086-356v1996					\$52.30	\$49.17	\$49.00	\$55.16	\$50.12
086-056v1996					\$46.61	\$43.11	\$49.00	\$0.00	\$47.43
425-00002					\$46.73	\$44.11	\$45.99	\$0.00	\$46.88
196-00055					\$47.73	\$44.71	\$45.88	\$0.00	\$47.31
070-354v400					\$50.47	\$48.25	\$0.00	\$54.77	\$51.12
164-351v200					\$58.30	\$47.39	\$0.00	\$57.17	\$53.46
365-00011					\$54.14	\$51.00	\$53.45	\$0.00	\$54.55
059-054-701					\$56.14	\$53.90	\$60.81	\$0.00	\$57.31

Average Selling Price \$40.68
Average Cost from Distributor \$30.80
Average Margin to Distributor Pricin 24.28%

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Comes v. Microsoft
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MS Pricing Study
ASP by Distributor Cost

Products \$50 to \$100. Distributor Cost

MS Part No.	Distributor	Direct	ERP	Direct Market Reseller	Hardware Outbound	Software Outbound	Retail Combined	Retail Computer	Retail Electronic	Retail General Merchandise	Academic Bookstores	TOTAL - Average ASP per Product
499-00003	\$54.20	\$57.21	\$71.85	\$65.89	\$59.06	\$64.99	\$70.54	\$63.38	\$71.81	\$69.69	\$0.00	\$65.12
328-00002	\$43.83	\$57.33	\$71.85	\$65.50	\$80.01	\$63.76	\$71.74	\$57.41	\$70.54	\$70.73	\$0.00	\$65.25
196-00030	\$35.80	\$49.31	\$79.35	\$71.41	\$67.83	\$69.99	\$75.72	\$78.27	\$71.32	\$71.32	\$0.00	\$71.24
164-052/200	\$31.00	\$33.38	\$39.22	\$70.38	\$68.59	\$71.72	\$77.08	\$77.19	\$75.94	\$75.94	\$0.00	\$71.94
3122374v400	\$63.00	\$73.78	\$99.05	\$88.64	\$76.33	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$82.49
560-00006	\$27.22	\$31.53	\$38.35	\$84.85	\$83.32	\$87.06	\$93.91	\$92.55	\$97.00	\$97.00	\$0.00	\$87.29
203-056-205	\$76.90	\$105.20	\$139.65	\$88.52	\$84.35	\$90.08	\$99.99	\$122.07	\$110.00	\$100.00	\$0.00	\$88.48
203-00044	\$56.00	\$66.22	\$103.00	\$95.97	\$87.50	\$129.00	\$99.99	\$95.86	\$100.00	\$100.00	\$104.71	\$103.43
046-056v400	\$76.00	\$90.22	\$139.35	\$97.75	\$84.62	\$86.15	\$94.31	\$85.35	\$93.91	\$93.91	\$0.00	\$88.21
2867051v100	\$77.38	\$93.26	\$139.35	\$89.65	\$85.69	\$91.24	\$95.06	\$85.35	\$93.91	\$93.91	\$0.00	\$90.41
059-354v700	\$72.23	\$87.82	\$100.00	\$95.47	\$90.35	\$99.00	\$99.99	\$83.38	\$100.00	\$77.00	\$112.97	\$99.56
318-00026	\$75.99	\$85.38	\$139.65	\$90.99	\$88.42	\$94.31	\$97.99	\$83.38	\$100.00	\$100.00	\$0.00	\$92.93
254-00003	\$79.00	\$83.39	\$139.35	\$89.24	\$87.87	\$95.59	\$93.90	\$83.38	\$100.00	\$100.00	\$0.00	\$91.65
065-054-701	\$82.50	\$95.97	\$103.00	\$91.81	\$90.81	\$91.23	\$101.07	\$101.07	\$101.07	\$101.07	\$0.00	\$93.73
362-00243	\$81.81	\$97.30	\$103.00	\$92.71	\$93.96	\$81.30	\$87.91	\$83.38	\$100.00	\$100.00	\$0.00	\$93.97

Average Selling Price \$85.71
 Average Cost from Distributor \$72.34
 Average Margin to Distributor Pricin 15.60%

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MS Pricing Study
ASP by Distributor Cost

Products \$100 to \$300. Distributor Cost

MS Part No.	Distributor	Direct	ERP	Direct Market Reseller	Hardware Outbound	Software Outbound	Retail Combined	Academic Bookstores	TOTAL - Average ASP per Product
392-00010	\$102.97	\$17.85	\$123.00	\$117.25	\$113.10	\$124.32	\$0.00	\$0.00	\$118.22
Office Standard for Windows 95 AE				\$134.30	\$128.38	\$159.00	\$139.00	\$156.26	\$143.39
Office Pro for Windows 95 Lic Pack AE				\$142.22	\$138.00	\$149.99	\$149.99	\$0.00	\$144.80
Project for Windows 95 Upgrade				\$133.94	\$132.01	\$135.01	\$147.58	\$0.00	\$137.14
Frontpage				\$136.08	\$132.86	\$142.32	\$143.62	\$0.00	\$138.72
Office for Macintosh AE				\$173.22	\$156.59	\$199.00	\$189.00	\$187.14	\$178.99
Office Professional for Windows 95 AE 3.5				\$166.63	\$155.72	\$199.00	\$189.00	\$197.54	\$181.58
Office Standard Upgrade (Prev Version or 1 MS App) Microsoft Open License Program - Level C				\$156.82	\$157.96	\$163.20	\$0.00	\$0.00	\$159.26
Office Standard Upgrade (Prev Version or 1 MS App) Microsoft Open License Program - Level B				\$162.07	\$162.53	\$168.17	\$175.00	\$0.00	\$166.94
Office Standard Upgrade (Prev Version or 1 MS App) Microsoft Open License Program - Level A				\$167.36	\$167.47	\$173.78	\$180.00	\$0.00	\$172.15
Microsoft Open License Program - Subscription for Windows 95				\$181.72	\$177.54	\$185.24	\$196.99	\$0.00	\$185.37
Window 95 & IESK				\$181.84	\$184.08	\$182.19	\$196.59	\$0.00	\$186.17
Visual Basic for Windows Professional Competitive Upgrade				\$223.87	\$219.80	\$228.16	\$239.65	\$0.00	\$227.87
Office Standard Upgrade for Windows 95				\$222.16	\$219.69	\$220.09	\$235.06	\$0.00	\$224.25
Excel for Windows 95 MLP				\$251.84	\$246.97	\$253.22	\$0.00	\$0.00	\$250.66
Windows NT Workstation 4.0 English NA CDROM				\$265.17	\$260.56	\$261.11	\$278.65	\$0.00	\$266.37
Microsoft Windows NT Server Client Access License				\$279.11	\$264.33	\$292.56	\$305.78	\$0.00	\$290.45
VUP/CLIP 20 User				\$294.98	\$296.97	\$320.78	\$0.00	\$0.00	\$304.24
Excel for Windows 95				\$292.04	\$293.39	\$294.17	\$306.79	\$0.00	\$296.60
Word for Windows 95				\$293.40	\$292.77	\$294.03	\$307.48	\$0.00	\$296.92
Exchange CA Lic 20-pack (licenses only) AE				\$344.47	\$305.42	\$0.00	\$0.00	\$0.00	\$324.95
Office Professional Upg for Windows 95				\$309.44	\$309.50	\$311.48	\$333.08	\$0.00	\$315.88
Exchange Client Access Licenses 5-pack (licenses only)				\$330.25	\$324.24	\$337.21	\$369.00	\$0.00	\$340.18

Average Selling Price \$219.61
Average Cost from Distributor \$191.09
Average Margin to Distributor Pricin 12.99%

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MS Pricing Study
ASP by Distributor Cost

Products \$301 to \$500 Distributor Cost

MS Part No.	Distributor	Direct	ERP	Direct Market Reseller	Hardware Outbound	Software Outbound	Retail Combined	Retail - Computer	Retail - Electronic	Retail - General Merchandise	Academic Bookstores	TOTAL - Average ASP per product
269-051-435	\$318.21	\$351.06	\$351.06	\$352.81	\$351.06	\$351.68	\$384.66	\$379.37	\$1,000.00	\$389.89	\$0.00	\$360.05
Visual Professional Upg for Windows v 4.3												
2034055v400	\$330.00	\$375.28	\$375.28	\$383.02	\$375.28	\$402.17	\$429.99	\$429.99	\$1,500.00	\$470.00	\$0.00	\$397.62
Visual Basic Professional for Windows MLP												
0214055v700	\$344.19	\$380.36	\$380.36	\$387.66	\$380.36	\$384.56	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$384.19
Office Standard for Windows 95 MLP												
076-051v400	\$378.50	\$414.55	\$414.55	\$427.14	\$414.55	\$417.92	\$461.66	\$453.32	\$50.00	\$0.00	\$0.00	\$430.32
Project for Windows												
076-056v410	\$401.00	\$421.18	\$421.18	\$418.60	\$421.18	\$433.13	\$459.15	\$453.35	\$0.00	\$0.00	\$0.00	\$433.02
Project for Windows 95												
2031056-205	\$400.00	\$442.90	\$442.90	\$455.26	\$442.90	\$455.30	\$499.99	\$493.99	\$0.00	\$0.00	\$0.00	\$463.36
Visual Basic Enterprise Version Upgrade												
2031056-400	\$400.00	\$443.21	\$443.21	\$447.47	\$443.21	\$466.71	\$482.63	\$482.63	\$1,000.00	\$77.48	\$0.00	\$460.01
Visual Basic Professional for Windows												
562-00008	\$370.00	\$439.45	\$439.45	\$456.30	\$439.45	\$469.17	\$499.00	\$499.00	\$1,990.00	\$0.00	\$0.00	\$466.98
Visual C++ Enterprise Upgrade												
048-175v400	\$404.00	\$444.43	\$444.43	\$455.45	\$444.43	\$469.38	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$456.42
Visual C++ Professional (RISC)												
048-056v400	\$370.00	\$441.70	\$441.70	\$456.59	\$441.70	\$469.38	\$499.99	\$499.99	\$0.00	\$0.00	\$0.00	\$466.92
Visual C++ Professional Sub FPP												
021-054v700	\$404.19	\$444.40	\$444.40	\$446.63	\$444.40	\$443.88	\$490.82	\$490.82	\$0.00	\$0.00	\$0.00	\$456.43
Office Standard for Windows 95												
021-051v420	\$365.00	\$443.26	\$443.26	\$446.19	\$443.26	\$432.96	\$486.64	\$486.64	\$0.00	\$0.00	\$0.00	\$452.26
Office Standard for Windows v 4.2												
269-051v430	\$485.41	\$532.26	\$532.26	\$533.00	\$532.26	\$546.75	\$599.96	\$599.96	\$0.00	\$0.00	\$0.00	\$554.24
Office Professional for Windows v 4.3												
269705-4v700	\$383.00	\$533.17	\$533.17	\$533.71	\$533.17	\$530.36	\$582.05	\$582.05	\$0.00	\$0.00	\$0.00	\$544.82
Office Professional for Windows 95												

Average Selling Price \$451.83
 Average Cost from Distributor \$396.30
 Average Margin to Distributor Pricin 12.29%

MS Pricing Study
ASP by Distributor Cost

Products \$501 to \$1000 Distributor Cost

MS Part No.	Distributor	Direct	ERP	Direct Market Reseller	Hardware Outbound	Software Outbound	Retail Combined	Retail - Computer	Retail - Electronic	Retail - Merchandise	Academic Bookstores	TOTAL - Average ASP per product
Windows NT Server 4.0 MQLP - Level C	\$500.00	\$500.00	\$500.00	\$547.64	\$544.78	\$572.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$554.91
Windows NT Server 4.0 MQLP - Level B	\$500.00	\$500.00	\$500.00	\$577.94	\$579.86	\$610.76	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$589.52
Microsoft Windows NT Server Client Access License 20 Pack	\$500.00	\$500.00	\$500.00	\$593.58	\$590.09	\$610.39	\$649.00	\$0.00	\$0.00	\$0.00	\$0.00	\$610.77
Backoffice CA Lic for Win NT AE 5 Client	\$500.00	\$500.00	\$500.00	\$660.96	\$619.67	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$640.32
Windows NT Server 4.0 MQLP - Level A	\$500.00	\$500.00	\$500.00	\$613.86	\$599.64	\$632.76	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$615.35
Backoffice Server for Windows NT Version Upgrade	\$500.00	\$500.00	\$500.00	\$710.04	\$682.75	\$709.28	\$799.99	\$0.00	\$0.00	\$0.00	\$0.00	\$725.52
Visual Basic Enterprise Edition Microsoft Open License Program - Level C	\$500.00	\$500.00	\$500.00	\$700.28	\$699.32	\$722.94	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$707.31
Visual Basic Enterprise Edition Microsoft Open License Program - Level B	\$500.00	\$500.00	\$500.00	\$711.02	\$710.55	\$731.86	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$717.81
Microsoft Windows NT Server 5 Client Open License Program - Level A	\$500.00	\$500.00	\$500.00	\$723.38	\$726.55	\$771.13	\$795.31	\$0.00	\$0.00	\$0.00	\$0.00	\$754.09
SQL Server for Win NT Database Management System License Pack	\$500.00	\$500.00	\$500.00	\$722.87	\$716.17	\$740.23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$726.42
Visual Basic Enterprise MLP	\$500.00	\$500.00	\$500.00	\$763.36	\$780.00	\$810.39	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$784.58
Visual Basic Enterprise FPP	\$500.00	\$500.00	\$500.00	\$771.59	\$759.53	\$803.04	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$778.05
Visual C++ Enterprise FPP	\$500.00	\$500.00	\$500.00	\$903.91	\$896.40	\$927.37	\$959.99	\$0.00	\$0.00	\$0.00	\$0.00	\$931.92
Exchange Server with 5 Client Access Licenses	\$500.00	\$500.00	\$500.00	\$907.53	\$893.79	\$947.02	\$1,019.00	\$0.00	\$0.00	\$0.00	\$0.00	\$941.84
Backoffice Server for Windows NT AE	\$500.00	\$500.00	\$500.00	\$911.78	\$899.48	\$943.25	\$999.00	\$0.00	\$0.00	\$0.00	\$0.00	\$938.38
Microsoft Windows NT Server 10 Client Exchange Client Access Licenses 20-pack (licenses only)	\$500.00	\$500.00	\$500.00	\$1,114.63	\$1,011.89	\$0.00	\$1,199.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,108.51
				\$1,023.86	\$1,005.79	\$1,057.14	\$1,129.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,053.95
				\$1,041.05	\$1,020.45	\$1,070.08	\$1,149.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,070.15

Average Selling Price \$791.63
 Average Cost from Distributor \$692.52
 Average Margin to Distributor Pricin 12.52%

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Products \$1000+ Distributor Cost

MS Pricing Study
ASP by Distributor Cost

MS Part No.	Distributor	Direct	ERP	Reseller Direct Market	Hardware Outbound	Software Outbound	Retail Combined	Academic Bookstores	TOTAL - Average ASP per product
377-00001	\$1,033.00	\$1,178.45	\$1,305.00	\$1,197.69	\$1,171.25	\$1,243.13	\$1,299.00	\$0.00	\$1,227.77
377-00004	\$1,096.00	\$1,199.00	\$1,280.00	\$1,323.30	\$1,237.06	\$0.00	\$0.00	\$0.00	\$1,280.18
3121075v400	\$1,072.00	\$1,123.68	\$1,333.00	\$1,259.97	\$1,229.17	\$1,270.55	\$1,399.00	\$0.00	\$1,289.67
228-00021	\$1,130.00	\$1,182.78	\$1,329.00	\$1,266.00	\$1,248.54	\$1,380.85	\$1,359.00	\$0.00	\$1,318.60
389-00001	\$1,210.00	\$1,277.22	\$1,459.00	\$1,371.70	\$1,321.12	\$1,408.52	\$1,499.00	\$0.00	\$1,400.09
321-00036	\$1,154.00	\$1,248.00	\$1,350.00	\$1,682.59	\$1,674.14	\$1,747.52	\$0.00	\$0.00	\$1,701.42
228-00020	\$1,620.00	\$1,718.01	\$1,878.00	\$1,812.22	\$1,794.41	\$1,863.19	\$1,999.00	\$0.00	\$1,867.21
3122075v400	\$1,185.00	\$1,241.52	\$1,450.00	\$1,958.11	\$1,926.80	\$2,030.27	\$1,999.00	\$0.00	\$1,978.55
321-00015	\$1,172.00	\$1,238.01	\$1,380.00	\$1,982.01	\$1,951.12	\$2,107.14	\$2,159.00	\$0.00	\$2,059.82
3122475-400	\$2,878.00	\$3,199.80	\$3,538.00	\$3,294.87	\$3,189.53	\$3,269.08	\$0.00	\$0.00	\$3,244.49
3122475v400	\$3,895.00	\$4,241.83	\$4,630.00	\$3,628.55	\$3,643.56	\$3,721.96	\$3,899.99	\$0.00	\$3,723.52
377-00002	\$3,338.80	\$3,777.04	\$4,100.00	\$3,749.50	\$3,748.48	\$3,824.70	\$4,159.00	\$0.00	\$3,870.42
3121475-400	\$3,841.00	\$4,180.00	\$4,480.00	\$4,516.04	\$4,344.89	\$4,285.59	\$0.00	\$0.00	\$4,382.17
3121475v400	\$4,170.00	\$4,593.82	\$4,940.00	\$4,855.58	\$4,810.46	\$4,954.13	\$0.00	\$0.00	\$4,873.39
228-00018	\$6,495.00	\$6,855.89	\$7,599.00	\$7,148.15	\$7,123.90	\$7,314.88	\$0.00	\$0.00	\$7,195.84
228-00017	\$13,800.00	\$14,722.88	\$15,800.00	\$14,509.70	\$14,410.88	\$14,688.28	\$0.00	\$0.00	\$14,536.29

Average Selling Price \$3,496.83
 Average Cost from Distributor \$3,099.66
 Average Margin to Distributor Pricin 11.36%

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