From jeffr Fri Jun 21 18:31:10 1991
To: billg jeremybu mikehal mikemap scotto
Subject: FYI-PC word processing share
Date: Fri Jun 21 18:31:00 1991
Mail-Flags: 0000

>From elainew Fri Jun 21 18:04:11 1991
To: chrisp jeffr jonre
Cc: ronso
Subject: RE: Share
Date: Thu Jun 21 17:20:22 PDT 1990

We do compensate for WordPerfect's international royalty issue on a
quarterly basis. With the help of Jeff's undercover source numbers for

WordPerfect, I was able to figure this out the compensated share for the first quarter of CY91.

For WW revenue share:

Microsoft total: 40%
WordPerfect   : 47%

For International revenue share:

Microsoft total: 56%
WordPerfect: 30%

For Domestic revenue share:

Microsoft total: 23%
WordPerfect: 62%

If you are interested at looking at this in more detail you can find the spreadsheet on \\WORDMKTG\PUBLIC\MAM\MKTSHARE in ALL4MKSH.XLS AND ALLUNIT.XLS.

I must admit I didn't get really bold so this doesn't include compensation for the fact that Displaywrite is not reported in the international SPA market data. I hope this share info helps to gauge our progress.

Elaine
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>From   jeffr Thu Jun 13 14:58:52 1991
To: chrisp elainew jonre
Cc: ronso
Subject: RE: Share

Date: Thu Jun 13 14:58:12 1991

Estimating is not impossible to do.

1. In the last quarter, WP reported revenues of $116M, of which 24% was intl. Since we know the intl revenue is a 50% royalty on the subsidiary sales, that means their revenue was actually about $144M (1.24 x 116M). We also found out that 80% of their revenue comes from word processing and 90% of that is from DOS (or 71% of the total).

2. So in that quarter they reported $28M in Intl revenue instead of $56M. I estimate they reported $20M in Intl DOS WP revenue instead of reporting $40M. (Just multiplied by 71%.) So add $20M to the Intl and WW SPA DOS word processing totals for that quarter and you will get a more reasonable estimate to base our share on.

3. If you want to get really bold, you can try to estimate Intl DisplayWrite. Assume they have higher share outside the US, but I still think that makes them less than $100M annually in Intl revenue, and maybe even less than $50M. I would put their Intl revenue at $20M a quarter. (This could be checked by using DataQuest or other data for Europe, and comparing their position with WordPerfect or Word.)

Jeff

```
>From elainew Thu Jun 13 13:56:33 1991
To: chrisp jeffr jonre
Cc: ronso
Subject: RE: Share
Date: Wed Jun 13 13:12:39 PDT 1990
```

SPA only reports the entire market figures. We calculate our market
share from the sales numbers that we report to SPA. We don't alter the

international market numbers on a monthly basis because there is no way

to determine what of the remaining share is due to WordPerfect.

I checked with SPA and DisplayWrite sales ARE NOT reported to SPA in
the International Market. SPA only receives DisplayWrite domestic sales

numbers.

Hope this info helps.
Elaine
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```
>From      jonre Thu Jun 13 09:45:11 1991
To:        elainew
Cc:        ronso
Subject: Share

Date: Thu Jun 13 09:44:20 1991
```

I assume we don't adjust SPA for WordPerfect underreporting, but
it would be interesting to have a general factor we apply to adjust
these which wouldn't have to be 100% accurate from month to month but
would get us in the right ballpark. Can you reply to Jeffr?
******
```
>From chrisp Thu Jun 13 09:40:08 1991
To: blasga elainew
Cc: jonre
Subject: FW: AMAZING! Market Share
Date: Thu Jun 13 09:39:53 PDT 1991


>From      jeffr Thu Jun 13 09:31:25 1991
To:        chrisp
Subject: FW: AMAZING! Market Share

Date: Thu Jun 13 09:30:45 1991
```

The Intl revenue share needs to be adjusted to reflect under-reporting
by WordPerfect.

Also, I'm not sure if DisplayWrite Intl is in the program (units or $)
which would also reduce our share. Please have mktg check.

Thx.

```
>From chrisp Wed Jun 12 19:34:27 1991
To: jeffr
Subject: FW: AMAZING! Market Share
Date: Wed Jun 12 19:34:21 PDT 1991
```

>From   blasga Wed Jun 12 16:45:32 1991
To: obumktg
Cc: blasga chrisp
Subject: AMAZING! Market Share

Date: Wed Jun 12 16:44:30 PDT 1991

looking at the SPA spreadsheet that elainew has put
together, I realized that in Q1CY91 we did better than what
I thought. I don't know if everybody is aware of this, but
I was very happy to see the results.
The following table shows US, INTL, and WorldWide market
share for DOSWord, WinWord, and Total (PC+Win).

		DOSWord	WinWord	TOTAL	
US	units	2.4%	15.1%	17.5%	
	revenue	4.0%	19.6%	23.6%	
INTL	units	21.5%	26.7%	48.1%	not bad!
	revenue	33.8%	41.8%	75.6%	WOW!!!
WW	units	7.9%	18.4%	26.4%	
	revenue	16.5%	28.9%	45.5%	buenisimo!

From chrisp Mon Jun 24 15:28:44 1991
To: jeffr
Cc: mikemap
Subject: FYI
Date: Mon Jun 24 15:28:13 PDT 1991
Mail-Flags: 0000

>From   chrisp Fri Jun 21 16:42:41 1991
To: robg
Cc: wobumgrs
Subject: Windows Bookshelf

I've been talking to some people over here and we are
quite excited about offering a CD ROM with Windows Bookshelf/Windows
Word. We would add some macro code to NORMAL.DOT so that
Bookshelf specific features would appear on the WinWord menus.
"Homebase" for the user to access bookshelf features would be
WinWord 2.0. I think if we move on this we can ship in January.
SRP of $595? We would give your business unit $100 of this?
Anyway, I've asked GerardBa (group program manager) to make it
happen.

Can we set up a time next week to see some other demos? Monday
or Tuesday at 1:00?