From richab Fri Nov 30 13:24:04 1990
To: bradsi jonro
Subject: Windows direct offer revisited
Date: Fri Nov 30 13:24:04 1990

Jon:

I'd be more direct.

Brad: recall we discussed the issues relating to apps direct selling win
apps to those who do not alrready have windows. recall that we raised
several issues which need to be resolved in a sensible manner in order
for them to be able to do this. Among those issues were: the need to
offer similiar terms to other isvs (and the related issue that we have been
very hard core about not selling win packaged product direct to isvs in the
past), the need to be equiped to administer this business if we in fact
chose to do it, etc.

Brad: can you get a sense for what billg had in mind? I think the three of
us all agree that we need sensible policy that considers the isv issues. I
would like to be sure that billg, mikehal, et. al. have considered what it
means to us "level field players" when we "sell" win 3 to the apps group so
they can resell to end users direct.

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>From jonro Wed Nov 28 09:31:10 1990
To: bradsi
Cc: richab
Subject: Windows direct offer revisited
Date: Wed Nov 28 10:18:51 1990

Brad, over a month ago we discussed what sort
of direct sales program we should do with Windows.
At the time, I was under the impression that
you, Rich, and I all thought that direct selling
in conjunction with Apps would probably be the best
route, if we decided to do it all. The issue was
being driven by the Excel group. Naturally, whatever
we where going to do for them, we'd do for the rest
of the market. We tabled the discussion after Excel
decided not to pursue non-Windows owners. Well, Billg
is interested in pursuing non Windows owners, so the
direct selling issue is again active. Attached is Josephk's
mail initiating the discussion again.

FYI,

Jonathan
>From josephk Tue Nov 27 19:08:48 1990
To: jonro richab
Cc: richt ruthannl
Subject: Windows direct offer revisited
Date: Tue Nov 27 20:07:34 1990

Jon, Rich,
We meet a month ago to discuss the possibility of offering Windows
along with our apps in a large scale direct program. At the time,
we were thinking about mailing the universe, and thought that
the problem of batteries not included was critical. What we
kicked around then was an idea that ISV's be treated like
a reseller- sell Windows to ISV's and let them resell. But then
we killed that program in favor of a Windows-base focused effort.

Last week Billg told us to go after lists beyond the Windows base.
Problem revisited. We've noted this issue in our memo outlining
the plan that will go to the execs this week.

Don't know where the execs will fall out on this issue, but would
like to meet to discuss. What about Monday pm?

Thanks,
Joe