

From rogersw Thu Jan 31 17:40:51 1991  
To: richab  
Subject: RE: Trip to WordPerfect, 1/25/91  
Date: Thu Jan 31 17:39:14 PDT 1991

Faxed the Windows Fairs info to Devan this afternoon. Any more info on WP in WinWorld?

Rogers

>From richab Sun Jan 27 15:32:37 1991  
To: alexn bradsi cameronm davidw jonro martyta rogersw rossc steveb viktoryg  
Cc: russw winmktg  
Subject: Trip to WordPerfect, 1/25/91

Date: Sun Jan 27 15:30:14 1991

Alex Nader and I met with individuals from WordPerfect at their offices in Orem, Utah on Friday 1/25/91. Our purpose for the visit was: 1) to establish contact with and initiate a dialoge with the Product Marketing side of WP on WP for Windows and, 2) establish a similiar point of contact and dialog with the Product Support organization.

Attendees:

Devin Durrant, Product Marketing Manager, Windows and OS/2  
Donna Crompton, Customer Support Team Leader  
Kathryn Thomas, Customer Support Trainer  
Doug Lloyd, Executive Director - Manufacturer/Developer Relations  
Brent Garlick, Senior Manager - Manufacturer/Developer Relations  
Rich Abel  
Alex Nader

Marketing Discussions

I pitched both the Windows World opportunity and the Windows Discovery Fairs opportunity to Durrant. He seemed interested in both, although noted that he'll be placing priority on his corporate users during the time when we're running Win Fairs. In both cases, I think that he will consider them seriously and recommend that WP participate.

Action items: Rogersw - send Devin info package on WinFairs as soon as it is available. Martyta / richab: follow up with Milt at IFG on Winworld. Note that Andre' Petersen is the decision maker on WinWorld. WP has a 40X60 at Spring Comdex. We need to get them to have a presence at WinWorld as well. Rogers: we need to be sure that WP has an opportunity to participate in the appropriate product shootouts.

WP for Windows status: Durrant was pretty coy about specifics and didn't even know (or didn't seem to know) the answers to some of our product questions (eg: will you have a win based setup?). My sense is that they are late and that WinWorld might end up being a possible product launch platform for them. I believe viktoryg / cameronm actually will get better info on WP for Win status than I will be able to.

Demo Engine: Durrant had several questions on the Demo engine. Claims he had requested to obtain it but hadn't yet. We filled him in. Sounds likely that they'll do a WP for Win working model. Action: Ross: send demo engine info to Durrant.

Bundling: Both Durrant and Lloyd had interest and questions on the various bundling options that might be available to them. I explained that we don't sell Windows direct to ISVs. I discouraged hard bundling via the channel and questioned they're desire to do so. It turns out that Egghead

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has recommended this to them...primarily being driven by Eggs desire to differentiate themselves from the rest of the channel. I strongly suggested that of any of the key players in the channel, Egghead would be capable of successfully executing a soft bundle or other promo between Windows 3 and WP for Windows.

OS/2, etc: Durrant had not spoken with the WP representative who attended the SDR in December and consequently had questions on the future of OS/2 and Windows, etc. I took him through our plans for the products and emphasized the strategic nature of the Win APIs in the future. Durrant owns both the OS/2 (now shipping) version of WP as well as the Win version. He is very interested in the Windows Libraries. Action: Viktor / David: can we get some additional info to Durrant on Winlo?

Other marketing opportunities: I indicated my interest and willingness to work with WP on pr associated with their launch. Direct mail to the win reg base or other co-promotion was not discussed at all.

Support: Alexn will report on this. They recognize that due to 800 number that they will be providing perhaps more Windows support than other ISVs might. They are now gearing up for this. There are reports of a problem running the current version of DOS WP under win 3: not able to read or write to floppy drives. Alexn will follow up on this. We need to figure out a standard scheme for getting our Windows knowledgebase to large ISVs to help them better support Windows customers.

Other / Misc: They're doing a trade up program for owners of their DOS product: \$125 to move from dos to Windows version of WP. Retail price of WP for Win will be \$495, same as dos version.

Very nice people. They understand church and state very well.

rich

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