

Document Separator Sheet

Plaintiff's Exhibit

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Comes v. Microsoft

MS/CR 0051645

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From: Gina Broel (FASANO)
To: Office XP U.S. Field Marketing Champs
Cc: Wendy Barokas; Cristy Livingston (MEYER); Peter Cray; Ben Graetz; Samantha Bergin; Erina Gehring; Andres Montgomery; Ellen McCartan
Subject: RECAP: 2/26 Office XP Con Call

Thanks everyone for joining in on the call yesterday. Attached are some of the notes and action items from the call. Please send me any questions you have or issues that you'd like discussed on next Monday's call. Thanks.

Field Marketing Action Items (week of 2/26/01)

1. Continue to fill in the event worksheet in the "FM Launch Workbook" ([\\cpitgcf17\fmpl\public\officexplaunch\fm-launch-workbook.xls](file://\\cpitgcf17\fmpl\public\officexplaunch\fm-launch-workbook.xls)) with your event details -- *this information is critical for the Office team to finalize plans and recommendations.*
2. Continue to fill in the demand generation worksheet in the "FM Launch Workbook" ([\\cpitgcf17\fmpl\public\officexplaunch\fm-launch-workbook.xls](file://\\cpitgcf17\fmpl\public\officexplaunch\fm-launch-workbook.xls)) -- *information will help Office team plan demand generation activities.*
3. Include your pre and post-launch reach number estimates into the attached reach goals workbook: ([\\cpitgcf17\fmpl\public\officexplaunch\office-xp-reach-goals.xls](file://\\cpitgcf17\fmpl\public\officexplaunch\office-xp-reach-goals.xls)) -- *this information will be used with the GMs and RVPs.*
4. Identify desired cities for eXtreme events and send to Wendyba or your regional FMM lead if you've already received the request.
5. Send your cool and innovative Office XP reach ideas and strategies to *reach-it*, and we'll reward you with great Office XP merchandise!

Con Call Discussion Topics

Launch Plan (Wendyba)

The attached Launch Event Plan covers all topics discussed on the call yesterday day, including activity and budget owners:



Office xp Launch
Event Plan.do...

Also attached for your reference is an Office XP Launch timeline with key dates and milestones included:



Office xp Launch
Event Timelin...

Note: Above documents will be continually updated on the Office XP Launch share ([\\cpitgcf17\fmpl\public\officexplaunch](file://\\cpitgcf17\fmpl\public\officexplaunch)) - make sure to access these for the most up-to-date information.)

Other notes:

- The external announce of the Office launch date is scheduled simultaneously with the RTM announce (press release/presspass currently scheduled for 3/5). Please avoid communicating launch date to customers before this time.
- Customers will be able to pre-register for the launch events (corp. working on a flyer template for pre-registration/demand generation to be posted soon. Also o.k. to input event information into WW Events, if known, at this point).
- There will not be actual product to sell onsite at the launch events, but in the notebooks/coupon books given away at the launch events there will be numerous special offers from retailers, DMRs etc.

Reach Goals (Wendyba)

MS/CR 0051646

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- Overall reach goal for Office XP launch activities (both pre and post launch) is 100,000 people (65% KW, 35% IT/TDM).
- The attached spreadsheet outlines approximate reach goals for each district/city (note: this should be used as an general guideline to help us reach 100K people overall - if you exceed these numbers, great!). Please fill in your pre and post-launch reach number estimates - this information will be used with the GMs and RVPs.
\\cpitgcfs17\fm\public\office\explaunch\office-xp-reach-goals.xls
- To help drive toward that 100,000 reach goal, we are extending a challenge to all the districts to tell us the great, innovative ways you're planning on reaching KWs and TDMs with your Office launch activities from now through the launch, and we'll reward the best ideas weekly with some cool Office XP merchandise in return! (not to mention be entered into the running for a \$1,500 grand prize post-launch). Attached is a doc with all the details:



The Office 100K
Challenge.doc

Contact Strategy & Demand Generation (Erinage)

- Corp. currently working on contact strategy and demand generation plans (full plan to be ready by next week).
- Please make sure to fill out all the information in the launch workbook so Erina and team can plan effectively. They will provide contact strategy overviews for each district and work with each to determine needs and most effective strategies.
- Corp. will drive as much demand generation centrally as possible to take advantage of cost efficiencies, tracking capabilities, etc. Will be opportunities to provide local event information into general demand generation pieces.
- Direct Mail: Only using where we can really target our audiences. Web/e-newsletters: Will be creating rich media content, will be including information in special edition newsletters, etc. More details to come.
- Attached is a preliminary Office XP demand generation summary and timeline outlining the various vehicles and owners:



OfficeXP Dem Gen
Summary.xls

Office XP Volume Licensing Overview/Update (bengr)

Attached is the volume licensing overview deck that Ben went over in the call (includes important information on changes to pricing, Tech Guarantee and version upgrade eligibility; key dates to be aware of; information on what you can do today to target customers; and helpful customer scenarios that explain how to buy Office XP). Make sure you read through this!



Licensing.ppt

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Office XP Launch Plan – Updated 02/05/01

<p>Field Actions: Week of Feb 26, 2001</p>		
<p>1. Identify desired cities for extreme and send to Wendyba or your regional FMM lead if you've already received the request.</p>		
<p>2. Finalize your local advertising and demand generation plans (in addition to what corporate will provide) and post to \\cpitgcs17\frmp\public\office\exp\launch\districtdemand\generation\plans</p>		
<p>3. Complete data in the fm launch workbook</p>		
<p>Key Contacts</p>		
<p><i>Launch Events and Promotions</i></p>	<p>Wendy Barokas</p>	
<p><i>Launch Advertising, Demand Generation and PR</i></p>	<p>Samantha Bergin</p>	
<p><i>IKW Audience Ongoing Interest and Follow-Up Post Event</i></p>	<p>Wendy Barokas</p>	
<p><i>TDM Audience Closed Loop Selling</i></p>	<p>Cristy Livingston</p>	
<p>Product Launch Date</p>	<p>Budget</p>	<p>Owners</p>
<p>Thursday, May 31</p>		
<p>Phase One Launch Events</p>		
<p>Main Target Audience – April - June</p>		
<p>TDM (Technical Decision Maker) – 35K</p>		
<p>TSKW (Technically Savvy Knowledge Worker) – 65K</p>		
<p>Events, Dates and Locations</p>		
<p>Thursday, May 31</p>	<p>Corporate</p>	<p>Corporate/NYC FMM</p>
<p>New York City – press event with Billg and TDM audience (1500+ - customers & press)</p>		
<p>➤ The event with Billg in NYC is to drive national press attention to the launch of Office xp.</p>		
<p>➤ The event will be streamed on the Web post Thurs, May 31 for visitors to view off ms.com/office</p>		
<p>➤ Components of the content used in NYC will be leveraged for the WW field and all other US events, i.e. videos, demos, "stunts", etc.</p>		
<p>➤ There will not be an opportunity to downlink the NYC event to other local markets</p>		

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Events, Dates and Locations (Cont.)		
<p>May 31 -Mid-June</p> <p>Mixed audience launch events in major metros at district selected venues</p> <ul style="list-style-type: none"> ➤ These events are to be primarily coordinated, produced and funded by the districts <ul style="list-style-type: none"> ○ FM to secure venues and coordinate all on-site break-outs, expos, staff and manage on-site registration and evaluation, etc ○ Corporate Office Marketing will support these events through*: <ul style="list-style-type: none"> ○ Centralized url for the launch to register for all US events ○ Centralized registration and evaluation engine for both audiences enabling closed loop selling ○ Demand generation for TDM and !KW audience (local and nat. adv. em, dm, etc) ○ General session and breakout session content ○ Attendee give-aways ○ Supporting budget for venue and AV costs related to additional reach to end-users (this will be allocated to major metro cities for larger launch events) <p>*Details of each corporate offering are listed in the appropriate sections throughout the plan.</p> <p>Key Dates</p> <ul style="list-style-type: none"> ➤ Feb 28 final list of venues and cities for May 31 and post May 31 launch events ➤ March 19 – event descriptions, break-out session content descriptions and titles posted for field Web sites and local news to promote your events ➤ March 19 – Demand generation messaging and content finalized and posted for field flyers, hand-outs, etc. ➤ March 30 – All US field events entered into WW events ➤ April 9 – Registration and events site live 	<p>Primary – District Supporting - Corporate</p>	<p>Primary – District Supporting - Corporate</p>
<p>Saturday, June 2</p> <p>eXtreme events in 50+ theatres around the US (target !KW, tech enthusiasts, user groups)</p> <ul style="list-style-type: none"> ➤ extreme will have their own demand generation and Web registration that will coordinate with the traditional Office launch events. ➤ EXtreme events will be held live (probably from Redmond corporate campus) and down -linked to the 50+ theatres in the US ➤ The events will be held for 2 hours ➤ Content for these events will be Office xp, Windows xp and Xbox ➤ HRD reps and Office reps will be asked to share the responsibility to host, welcome and run registration at these events (specific resource needs will be allocated in early April) 	<p>Primary - Corporate Addit locations - District</p>	<p>Corporate (HRD extreme team and Office Marketing)</p>

<p>Extreme events, cont.</p> <ul style="list-style-type: none"> ➤ Corporate will fund at least 2-3 theatres per district. For those districts that want additional cities – the cost will be approx. 7K per district, which a district can fund and add to the overall extreme cities in tertiary markets. Once the proposed list is posted, districts can identify which additional cities they want to add. ➤ There is an option for some districts to hold these events later in June as a tape-delayed show (this will be coordinated on a 1:1 basis with each district) <p>Key Dates</p> <ul style="list-style-type: none"> ➤ Feb 28 – proposed list of eXtreme cities posted ➤ March 9 – final list of extreme cities posted ➤ April 9 – extreme registration site live 			
<p>Audience Acquisition (main acquisition investments, outside of districts flyers, newsletters, local contacts, etc.)</p> <p>E-Contact Strategy: e-mail, newsletters, web sites, list-serves (Microsoft and 3rd Party)</p> <ul style="list-style-type: none"> ➤ Electronic invites and promotion of the launch events will all have the same call to action – go to ms.com/(? – tbn) to register for an event. From that site, users will select a city and be directed to your launch events or an extreme event. <p>Key Dates</p> <ul style="list-style-type: none"> ➤ April 9 - E-drop through all electronic channels (registration via WW events will be ready at that time) ➤ April 9 – Registration and events Web site live ➤ Mid-April – Mid-May - Additional postings, emails, e-invites will go out aggressively 	<p>Budget</p> <p>Corporate</p>	<p>Owners</p> <p>Corporate</p>	
<p>Direct Mail</p> <ul style="list-style-type: none"> ➤ DM will be used for very targeted lists only -- MS named accounts and carefully selected rental names or names from target publications ➤ 250K pieces will drop mid-April – 60K to named accounts, 190K to rental lists ➤ Corporate Contact Strategy will produce and distribute all DM for the districts ➤ Creative will be available by mid-March for the field if additional pieces are desired over and beyond what Corporate will mail <p>Key Dates</p> <ul style="list-style-type: none"> ➤ March 5 - Erina Gehring and Ellen McCarlan will post a full plan for FMMs to review ➤ April 9 - Special mailing to enterprise customers and named accounts (letter from Billg) ➤ April 16 – DM piece drops to 190K TDM rental lists and 60K named accounts ➤ May 1 - extra DM may be used to drive additional attendance in some markets 	<p>Budget</p> <p>Corporate</p>	<p>Owners</p> <p>Corporate</p>	

Local Advertising and Promotions	Corporate/District	Corporate/District
<ul style="list-style-type: none"> ➤ In April, May and June the goal of local radio ads and promotions, cable TV or print advertisements should be to drive attendees to launch events on May 31 and ongoing events around Office xp. ➤ Corporate will work with the MS advertising agency to evaluate whether or not a centralized radio buy can be more efficient than each district negotiating on their own. ➤ Radio and television spots will be developed by corporate for the field – 30-60 second spots. ➤ Creative will be available to download for local ads <p>Key Dates</p> <ul style="list-style-type: none"> ➤ March 5 – District allocation of corporate funds for local advertising and promotions ➤ March 12 – Radio plan finalized and posted ➤ March 19 – Creative ready for local ads ➤ April 25 – Radio and TV spots ready ➤ May 14 – Radio promotions and advertising begins through May 30 	Corporate	Corporate
<p>National Advertising: call to action, ms.com/office – events will be highlighted on the site</p> <ul style="list-style-type: none"> ➤ National advertising to the IKW will likely begin in Mid-May. If this is the case, those ads will drive people to the Web site where they can learn about the product and events they can attend. 	Corporate	Corporate
<p>Event Content and Presenters</p> <p>90-minute Packaged General Session Presentation for Office xp launch events</p> <ul style="list-style-type: none"> ➤ The Office Solutions Group and the Office Marketing team will build a 90-minute presentation to be used for general sessions to a mixed audience or to a unique set of TDMs or IKWs. <ul style="list-style-type: none"> ○ Videos will feature Billigs and other BLT execs, demos will focus on the individual, team and organization benefits of the product – highlighting out-of-the-box features and partner solutions ➤ Content will be produced and distributed as a packaged presentation with scripted demos, videos and other "event theatrics". Nuggets will be able to be de-coupled and used in a modular fashion to accommodate unique opportunities in some districts. 	Corporate	Corporate
<p>Key Dates</p> <ul style="list-style-type: none"> ➤ March 19 - Session content descriptions will be available for local news and Web sites ➤ May 1 - All general session event content distributed to field for training and rehearsals 	Corporate	Corporate

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<p>Break-Out content</p> <ul style="list-style-type: none"> ➤ The product groups will build content for between 5-7 break-outs for the launch events ➤ Break-out content will be optimized for 60 minutes ➤ Break-out content can be used for ongoing briefings post May 31 launch events as you drill deeper into Office xp benefits for individuals, teams and organizations. ➤ Majority of break-out content will be optimized around the TDM/IKW, assuming the tips and tricks sessions will attract a significant TSKW audience. ➤ Example sessions may be: <ul style="list-style-type: none"> ○ Windows xp preview ○ Sharepoint and Sharepoint portal server ○ Smart Tag Solutions (partners included here) ○ Web Components ○ Visio ○ Office xp "Tips and Tricks" <ul style="list-style-type: none"> ▪ Could be held in an expo fashion with kiosks for each key app and staffed by a local CTEC (promoting their training classes) ▪ Office xp speech/handwriting recognition (optimized for the tech enthusiast) <p>Key Dates</p> <ul style="list-style-type: none"> ➤ March 19 - break-out session content titles and descriptions available for preparation to post on local Web sites, hand-outs, etc. ➤ May 1 - break-out content delivered to the field for training and rehearsals <p>Local partner solution demos or case studies</p> <ul style="list-style-type: none"> ➤ Each district will need to decide how it will highlight partners in and around the launch events. Whether you are doing an expo or creating a handout to highlight partner solutions, each district will be responsible for setting the strategy and coordinating this. <p>Event presenters/host</p> <ul style="list-style-type: none"> ➤ Each district will be responsible for Office xp launch event presenters. In some districts where BLT executives are traveling, there will be additional speakers and demo resources (this will be coordinated on a 1:1 basis). ➤ All extreme events will simply need a host to welcome guests and close the events, not a demo resource. HRD reps will participate in this as well. 	Corporate	Corporate
	District	District
	N/A	District

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Event Special Offers and Give-Aways	Budget	Owner
<p>Event give-aways for both the TSKW and TDM. Quantity 100K, allocated to the districts based on reach guidelines for launch:</p> <ul style="list-style-type: none"> • Attendee notebook - filled with tips and tricks, special partner offers, licensing and FPP purchase information • End-User Trial Kits • Whistler Beta • \$100 Rebate Coupon for Office xp Special Edition • Office xp T-shirt • (possible partner offerings/trinkets) <p>➤ All attendee give-aways, except the notebook, should be given away when evaluations are completed and turned in. They can be packaged or placed in a bag supplied by a local partner if you choose to sell a local sponsorship for that. Corporate may secure a nationwide sponsor for this - tbd by mid-March.</p> <p>➤ Notebooks should be handed out at registration, to be used by attendees during the events.</p> <p>Key Dates</p> <ul style="list-style-type: none"> ➤ March 16 - national sponsorship determined for give-away bags ➤ May 5-10 - Attendee give-aways delivered to each district office for local distribution to venues 	Corporate	Corporate
<p>Registration and Evaluation</p> <p>Centralized registration for both launch events and eXtreme</p> <ul style="list-style-type: none"> ➤ All demand generation will drive people to a centralized event Web site and WW events to register for an event. ➤ Users will simply select the city(s) they are interested in, and then view all events held in that area <p>Key Dates</p> <ul style="list-style-type: none"> ➤ April 9 - Launch event and registration site live - URL ready for broad distribution <p>Centralized Evaluation Process</p> <ul style="list-style-type: none"> ➤ Engine in place to facilitate immediate email follow-up and track attendees ➤ Closed loop selling process in place for TDM/IT Pros. <ul style="list-style-type: none"> ○ Ready for immediate reporting to the US field for customer follow-up within days by MS reps or partners ○ Centralized TSKW follow-up and tracking to drive continued interest and purchase ○ Post event email on June 4 as a thank you for coming with additional product incentives 	Corporate	Corporate

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Launch Creative and Promotional Elements Executing "Buzz" Campaign at the Local Level	Budget	Owner
<p>Corporate will coordinate and launch a "buzz" campaign to generate interest and intrigue about Office xp – "the version that puts the Office Assistants out of a job" – the Paperclip, "Clippit" will be the main character "bent" out of shape that he's going to become obsolete since xp is so good!</p> <p>Corporate will provide creative plans and guidelines for each district to launch "viral marketing" campaign in each city around the "Retiring of the Office Assistants". Creativity at the local level is welcome.</p> <p>"Clippit" costumes, cardboard cut-outs, posters and other items will be available for each district to use for local PR stunts and hype</p> <p>Key Dates</p> <ul style="list-style-type: none"> ➤ April 9 – Field will receive all necessary packets, guidelines and collateral for execution of the viral campaign in each district ➤ May – local districts to start driving stunts around "Clippit" <p>Venue Staging</p> <ul style="list-style-type: none"> ➤ Staging design elements will be available for the launch events and posted to the launch events Web site by mid-March ➤ A fulfillment house will be used to distribute all graphics and design elements needed for local production companies. 	Corporate	Corporate/ District
<p>Office xp launch graphics</p> <ul style="list-style-type: none"> ➤ Launch graphics and design elements will be available Mid-March for local collateral, hand-outs, signs, ads, etc ➤ All creative treatment will carry the theme ... "the experience" with tag lines such as... "will you feel it? Did you see it" It's coming May 31" <p>Key Dates</p> <ul style="list-style-type: none"> ➤ Mid-March – launch graphics and design files posted and ready to be accessed. <p>Office xp autodemo give-aways</p> <ul style="list-style-type: none"> ➤ Auto-demos will be developed for district activities with local sponsors or community events ➤ Quantity and distribution are tbd 	Corporate	Corporate

	Corporate	Corporate
Launch Event Sponsor Promotions	Budget	Owners
Possible added give-aways or promotional opportunities through national sponsorships of the launch events (cars, computers, vacations, etc to be used to drive demand to events and drive PR day-of events)	Corporate	Corporate
PR	Corporate/District	Corporate/District
Office xp pre, day or and post launch PR in industry, Business, and National News	Corporate/District	Corporate/District
Office xp pre, day or and post launch PR in local metros		

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DATE	Office xp Launch Event Action/Milestones
FEBRUARY	
28-Feb	Final list of venues and cities for May 31 and post May 31 launch events
28-Feb	Proposed list of eXtreme cities posted
MARCH	
05-Mar	Erina Gehring and Ellen McCartan will post a full plan for FMMS to review
05-Mar	District allocation of corporate funds for local advertising and promotions
09-Mar	Final list of extreme cities posted
12-Mar	Radio plan finalized and posted
16-Mar	National sponsorship determined for give-away bags
19-Mar	Demand generation messaging and content finalized and posted for field flyers, hand-outs, etc.
19-Mar	Creative ready for local ads
19-Mar	General session content descriptions will be available for local news and Web sites
19-Mar	Break-out session content titles and descriptions available for preparation to post on local Web sites, hand-outs, etc.
26-Mar	All US field events entered into WW events
APRIL	
09-Apr	Registration and events site live
09-Apr	Extreme registration site live
09-Apr	E-drop through all electronic channels (registration via WW events will be ready at that time)
09-Apr	Special mailing to enterprise customers and named accounts (letter from Billg)
16-Apr	DM piece drops to 190K TDM rental lists and 60K named accounts
25-Apr	Radio and TV spots ready
MAY	
01-May	All general session event content distributed to field for training and rehearsals
01-May	Break-out content delivered to the field for training and rehearsals
05-May	Attendee give-aways delivered to each district office for local distribution to venues
14-May	Radio promotions and advertising begins through May 30
May	Additional postings, emails, e-invites will go out aggressively

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The 100,000 Challenge

The Office XP launch is all about reaching people and showing them that "Seeing is Believing." We've set a goal to reach **100,000** people across the country – it's a big task, but with great collaboration between CMO and Field Marketing, we know we can do it!

In order to achieve this 100,000 goal, we are challenging each district to come up with the most innovative and effective ways to reach both the IT/TDM and TSKW audiences with the Office message from now through the end of June. Any non-traditional ways you're reaching out to these audiences? Are there creative ways you'll be using cable TV or radio? Are you planning an innovative training or event?

Tell us the ideas and strategies you're using in your districts surrounding the Office launch over the next few months and we'll reward the best ideas each week!

Here's how it works:

- Send your IT/TDM and TSKW reach ideas and strategies to *reach-it*, and members of the Field Marketing and Office teams will choose the best idea of the week for each audience.
- If yours is the winner, we'll feature it on an upcoming Office FM Champs conference call and promote your strategy with the WW GMs. In recognition of your efforts to breakthrough standard marketing - we'll send you an Office XP gift, compliments of Office Marketing and the Corporate Field Marketing Group.
- All the ideas and strategies will be evaluated based on their success following the launch, and will be entered into a pool for a grand prize of \$1,500 for your field marketing team to be used however you want (a great big party, a spa retreat, etc.). The grand prize will be awarded at MGB 2001 in July.

So let's get out there and reach those 100,000 people together! There are endless opportunities for us to show customers what a great product Office is. Remember....."Seeing is Believing, but Reaching is Everything"!

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Corporate	Media	Notes
Digital	CAS ITDM 15,000 ME ITDM 37,000 ITDM Rental Names 198,000 Internal Newsletters (ITPro & iKW) 10,000,000 External Newsletters (ITPro & iKW) 150,000 CAS ITDM 15,000 Internal Placements 17,000,000 External Placements 100,000 PR/Advertising Press Releases and Print Ads 0/N/A Total 27,515,000	All ITDM contacts at key accounts will be mailed Only high end MIE accounts that have been profiled will be mailed. LTS rental names & potentially other key ITPro publications will be mailed. Audience hard to target given little profile data in Genesis so we will undoubtedly hit other audiences here. Hope is message will allow user to properly self-select This number is still being worked based on advertising credit availability CAS team will probably fulfill out of Siebel to all ITDM contacts at the key accounts. This may include MSN This would be run of site, advertorial or content placements, not necessarily banner ads Not including in estimate as it will drive buzz, not necessarily event demand generations.
District	ITPro 0 Local News 3,500,000 USA Site 0 Local Events TBD Registration Confirmation Email TBD Radio, Outdoor, Print, etc 0/N/A Total 3,500,000	We do not recommend direct mail to the iKW audience. We are currently assuming that the direct mail corporate will fulfill will suffice, but will confirm this once all event details are provided by each district. We could find that some districts need to send additional direct mail, in which case we'll help select the lists & fulfill. Not sure if these placements drive significant portion of demand - asking Brent Hill for web stats. TBD TBD Not including in estimate as it will drive buzz, not necessarily event demand generations.

Total 30,817,000
 Response Rate 0.54% ***
 Registration 167,439
 Drop Off 66,976 ***
 Attendees 100,463

*These numbers are not de-duped - individuals could exist on multiple lists/sources

** Creative costs are not available yet & will reduce the direct mail & 3rd party names we can leverage

*** Derived from past launch/events targeted at ITPro & iKW (see Response Ratio Worksheet for details)

DRAFT Demand Generation Timeline

#	Task	Owner	Due Date	Status	Notes
1	Review overall contact strategy & demand generation plan with Office Team & business segment owners	RM	2/23	Done	
2	Review overall contact strategy & demand generation plan with FMMs	RM	2/26	Scheduled	
3	Fill in cities, reach goals, venue limits, target aud & SCF on event spreadsheet for ITPro & IKW events (including extreme)	Field	2/26	In Progress	
4	Review 3rd party placement plan with Office team & determine if any merchandising credits can be applied	RM/Office	2/26-3/2	Scheduled	
5	Create individual district contact strategy to confirm demand generation plan will meet district reach goal & review with FMM	RM/Field	3/5-3/12	In Progress	
6	Create tracking process for all demand generation	RM	3/5-3/12	In Progress	
7	Obtain McCann local media plan for districts	Office/Field	TBD	In Progress	
8	Obtain ITDM direct mail lists from corporate & external contacts	RM/Office	3/12		
9	Finish ITDM direct mail creative & review with FMMs	RM/Office/Field	3/12		
10	Create newsletter & website creative with agency	RM/Office	3/12		
11	Review web & newsletter copy with districts	RM	3/19		
12	Communicate tracking process to all people executing dem gen	RM/FMM/SalesRep	3/19		
13	Send ITDM to key accounts (Enterprise, CAS & ME)	RM	4/9		
14	Send CAS ITDM email	Field Sales	4/9		
15	Send ITDM to rental lists	RM	4/16		
16	Start internal/external newsletter & website placements	RM	4/16		
17	Check registration rates to determine if dem gen needs to be pumped up	RM	5/7		
18	Start corporate advertising	Office	TBD		
19	Start local PR & Advertising	Field	TBD		
20	Send registrants confirmation email	Field	TBD		

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Reach Goal & Target Audience:

iKWs
65,000 Attendees*
35,000 ITPro*

Past Response Rate

0.16% Q1 KW Excite Events*
0.47% Exchange 2000 Launch Event
1.00% Windows 2000 Launch Event**
0.54% Estimate Response Rate

* These events used Office 2000 content so we are including past launches to offset this low response

** Higher than normal response rate as huge PR drove large amount of walk-ins

Response Projections

100,000 Attendees
66,667 40% drop off (nationwide, 40% of registered customers do not attend the event)
166,667 Registrations needed
0.54% Average response rate of all demand generation vehicles
30,674,847 Estimated number of demand generation pieces needed to meet reach goals

* Please see iKW & ITPro Taxonomy tab for description of target audience

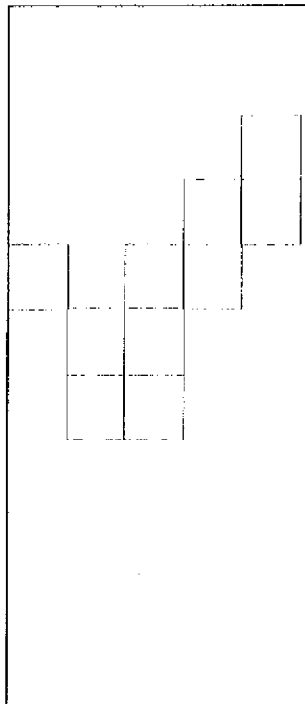
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Coming Soon

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**Microsoft Office XP:
Volume Licensing
Overview**

**DO NOT SHARE WITH
PARTNERS OR
CUSTOMERS UNTIL 3/1/01**

1

Thank you for joining us for a discussion of a number of significant changes to volume licensing that will occur with Office XP. The discussion will be focused on explaining the changes to volume licensing and stepping through customer scenarios based on these changes.

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Agenda

- Pricing & Technology Guarantee
- Office XP Volume Licensing Specifics
 - Key Dates
 - Version Upgrade (VUP) & Upgrade Advantage (UA) Eligibility
 - Volume Licensing & Retail Media
- How to Buy Office XP

2

The agenda will cover:

- Pricing changes for Office XP
- 2. Changes to the Technology Guarantee
- 3. Key dates for the announcement of pricing to the channel and customers.
- 4. Changes to version upgrades.
- 5. Discussion of eligibility for Upgrade Advantage
- 6. Significant changes to how customers acquire media for licensing.
- 7. Finally, customer scenarios which explain how to buy Office XP.

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Office XP Pricing & Technology Guarantee

- Volume licensing prices increasing with Office XP on 5/1
 - Reflects significant new value in product
 - Less than 5% average adjustment across license types
- Office 2000 sku's and pricing removed from volume licensing price list on 6/1
 - Office XP includes downgrade rights to previous versions of Office
- No volume licensing technology guarantee
 - Enterprise Agreements & Upgrade Advantage provide best value to customers
 - FPP & OEM tech guarantee available April 2 to June 30

3

Volume licensing prices will increase with Office XP on average less than 5% across licensing types. A price increase for Office has not occurred in a long time (verify since Office 97?) and reflects the significant new value in the product.

The Technology Guarantee will no longer be available for volume licensing customers. Office XP is the first product to discontinue TG, but other MS products in the future will not offer TG in volume licensing as well.

EA and UA are the means for customers to "get current and stay current" during the term of their agreement. In essence, EA and UA are the TG for volume license customers.

TG will still be available for FPP (retail) and OEM Sku's from 4/2-6/30.

Important: All previous Office sku's/prices will be removed from the price list one month after the Office XP appears on the price list. (plan date is 6/1/01). However, Office XP includes downgrade rights. If you purchase an Office XP sku, you have the ability to run/deploy earlier versions of Office while being licensed for the current version Office XP.

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US Key Dates

	Milestones
March 25	<ul style="list-style-type: none"> ■ May Select/Open price list published to channel
May 1	<ul style="list-style-type: none"> ■ Office XP orderable from May Select/Open price list; customers can purchase Office XP version upgrades, new licenses ■ Office Professional UA prices adjusted on May price list ■ Office Standard UA prices remain unchanged
June 1	<ul style="list-style-type: none"> ■ Previous version Office SKUs removed from June price list including Office 2000 version upgrades, new licenses, competitive and product upgrades

4

Key dates for the Field:

3/25: Channel (LAR, DMR, Dist) receive May Select/Open price list. The channel will most likely begin to talk about Office XP pricing at this time with customers.

5/1: IS KEY DATE!

- Office XP appears on Select price list. Customers can purchase Office XP sku's: new license, version upgrades.
- Customers can also purchase Upgrade Advantage.
- ****KEY POINT: on 5/1: the Office PRO UA will reflect the new price which is approx 6% greater than Office Pro UA prior to 5/1.*****Customers that want to save money and purchase Office Pro UA should purchase prior to 5/1.
- ****KEY POINT: on 5/1: the Office STD UA price does not change because the Office Std UA price prior to 5/1 and after 5/1 remains the same. Customer that want to purchase Office STD UA can do so before or after 5/1 at the same price.
- 6/1: All Office 2000 version upgrades, new licenses, competitive upgrades and product upgrades are removed.
- KEY NOTE: If customer want to purchase a competitive upgrade or a product upgrade they MUST DO SO by 6/1. Competitive upgrades and product upgrades are not available with Office XP.

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Office XP Suites

- Office XP delivered thru volume licensing media will contain additional features & capabilities for deployment not available thru retail media
- Office Professional with FrontPage only available in volume licensing
- Office Small Business & Office Premium not available with Office XP
- Publisher not in any Office SKUs sold thru volume licensing

Apps	Office XP Standard	Office XP Professional	Office XP Pro with FrontPage	Office XP Developer
Word	?	?	?	?
Excel	?	?	?	?
Outlook	?	?	?	?
PowerPoint	?	?	?	?
Access		?	?	?
FrontPage (Includes Sharepoint Team Services)			?	?
Developer Tools				?

5

Office XP delivered through volume licensing contains deployment, administration, and security features that are not available thru FPP retail media.

Office Pro with FP only available in volume licensing.

Office Pro SE only available through FPP (retail). Sku contains: publisher and mouse. This is only way to get Publisher with Office.

Office Small Business and Office Premium are not available with Office XP.

STS is feature available in Office Pro w/ FP or Developer. One license per server is required to run STS.

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Office XP Version Upgrade Eligibility Has Changed

- Customers with Office 97 or 2000 **can** upgrade to Office XP
- Customers with Office 97 or 2000 standalone applications **can** upgrade to same version 2002 application
 - i.e. Word 97 can upgrade to Word 2002
- Customers with Office 95 or prior suites **can not** upgrade to Office XP
- Customers with Competitive versions (CUP) **can not** upgrade to Office XP
- Customers choosing a Product Upgrade (PUP) **can not** upgrade to Office XP

6

Very Important Slide!

Many customers consider a version upgrade when purchasing Office via Select/Open. Again, given the licensing changes, we will strongly encourage customers to consider purchasing EA or UA to give them the rights to get current and stay current during the term of their agreement.

Should they choose to purchase a VUP, here are the changes:

1. Customers with Office 97 and Office 2000 can upgrade to Office XP.
2. Customers with Office 95 or prior suites, Office standalone or competitive app's **CAN NOT** purchase a version upgrade.
****What should a customer do? Will discuss in the scenario section.****
3. No Competitive or Product Upgrades are available.
4. Customers with Office 97/2000 single applications can upgrade to the same version of Office 2002. (Single app's are called 2002. Office XP refers to the suite).

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Upgrade Advantage Eligibility Has Not Changed

- Customers can purchase UA and “get current” from any version of Office
 - Office Standard UA
 - Must have Office Standard OR
 - Must have Word, Excel AND PowerPoint
 - Office Professional UA
 - Must have Office Professional OR
 - Must have Office Standard AND FoxPro or Access OR
 - Must have Word, Excel, PowerPoint AND FoxPro or Access

7

VERY IMPORTANT SLIDE!

Sell UA. Sell UA. Sell UA.

- UA or EA is our answer to the removal of TG.
- ANY version of Office can purchase UA and get current.
- This addresses the lack of version upgrade for Office 95 or prior versions.

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7

Volume Licensing, Retail Media Changes & Implications

- Office delivered thru worldwide fulfillment & Select CDs will include features not included on retail media
 - Office Resource Kit (also available on Web)
 - Pluggable UI for multi-language
 - Support Setup /a, Setup /q
 - Custom Installation Wizard
 - Custom Maintenance Wizard
- Office delivered thru retail media (FPP)
 - **Will not work** as media for Select/Open license deployment
 - Activation required via Office Activation Wizard
- EA/Select/Open customers receive volume license keys to bypass Office Activation Wizard

8

VERY IMPORTANT SLIDE:

- Volume licensing media contains features not included in retail media.
- Retail media WILL NOT work with enterprise deployment tools.
- Volume license customers receive volume license keys that inhibit Office Activation Wizard. Retail customer MUST activate their product.
- Discourage volume licensing customers from purchasing FPP product to get media quickly.
- Worldwide Fulfillment is improving their distribution of media to decrease lag time between ordering and receiving media.

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What Licensing Option Should I Present to My Customer?

- Enterprise Agreements provides the best value proposition
- If customer will not purchase EA, you should recommend UA
 - UA available thru Open & Select licensing programs
 - UA allows customers to get & stay current
 - Includes right to install latest version of product released during term of agreement even after agreement ends
 - Customers get UA benefits for 2 full years by signing new Select agreement or getting Open new authorization #
- Any previous version of Office qualifies for UA
 - Includes Office 2000, Office 97, Office 95 and prior versions
 - Any license type qualifies (Select, Open, OEM, Academic)

9

Key Point: ANY VERSION of Office qualifies for UA. To purchase Office Pro UA, you must have "Pro suite" licenses but regardless of version you can purchase Office Pro UA.

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How to Buy Office XP?

	Now-6/1	6/1-6/30
<i>Office 97 or 2000</i>	<ul style="list-style-type: none"> ■ New or renew EA ■ Office Pro UA by 5/1 ■ Office Standard UA 	<ul style="list-style-type: none"> ■ New or renew EA ■ Office Pro UA ■ Office Standard UA ■ Office XP VUP
<i>Office 95 or prior version</i>	<ul style="list-style-type: none"> ■ New EA ■ Office Pro UA by 5/1 ■ Office Standard UA ■ Office 2000 VUP + UA 	<ul style="list-style-type: none"> ■ New EA ■ Office Pro UA ■ Office Standard UA ■ New Office XP License
<i>Competitive suite/apps</i>	<ul style="list-style-type: none"> ■ New EA ■ Office 2000 CUP+UA by 5/1 for Office Pro ■ Office 2000 CUP + UA by 6/1 for Office Standard 	<ul style="list-style-type: none"> ■ New EA ■ New Office XP license
<i>New License</i>	<ul style="list-style-type: none"> ■ New EA 	<ul style="list-style-type: none"> ■ New EA ■ New Office XP License

Summary Slide that covers options discussed.

KEY POINT: since this is the only slide covered in deck for How to Buy you must cover:

- Price of Office Pro UA is increasing 5/1.
- Price of Office STD UA is not increasing.
- Office 2000 VUP, CUP, PUP, New License is removed from price list on 6/1.
- No CUP, or PUP available on Office XP. Only VUP and New License and UA are available on Office XP.
- Customers with Office 95 or previous version **ONLY** upgrade path other than purchasing New License is to Office UA after 6/1.
- EA is the best solution because it is a platform solution.

Key point: Sell EA. If not EA, Sell UA. Best solution for customers based on ability to get current and stay current.

Opportunity: Sell Office Pro UA before 5/1 and realize 6-9% savings.

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UA Upfront Payment Offering

- Available today for Select customers
 - 10% discount for upfront payment
 - LAR receives discount and may or may not pass on to customer
- UA Upfront Proposal (details being finalized)
 - Increase UA discount to 15% for upfront payments
 - Reduce VUP discount to 5%
 - Be public with customers to drive awareness of discount
- This is an offering to discuss with customers to generate interest in UA

11

Here's the reality:

- Less than 5% of the Office purchases are UA.
- Less than 1% of the Select purchases use the Upfront payment.
- So, position this as a tool/offering for the rep to use in discussions with customers to generate interest in UA.
- If the difference for Office PRO UA is 6-9%, this reduces the delta down to 3-5%. This is not going to help sell Office Std UA.

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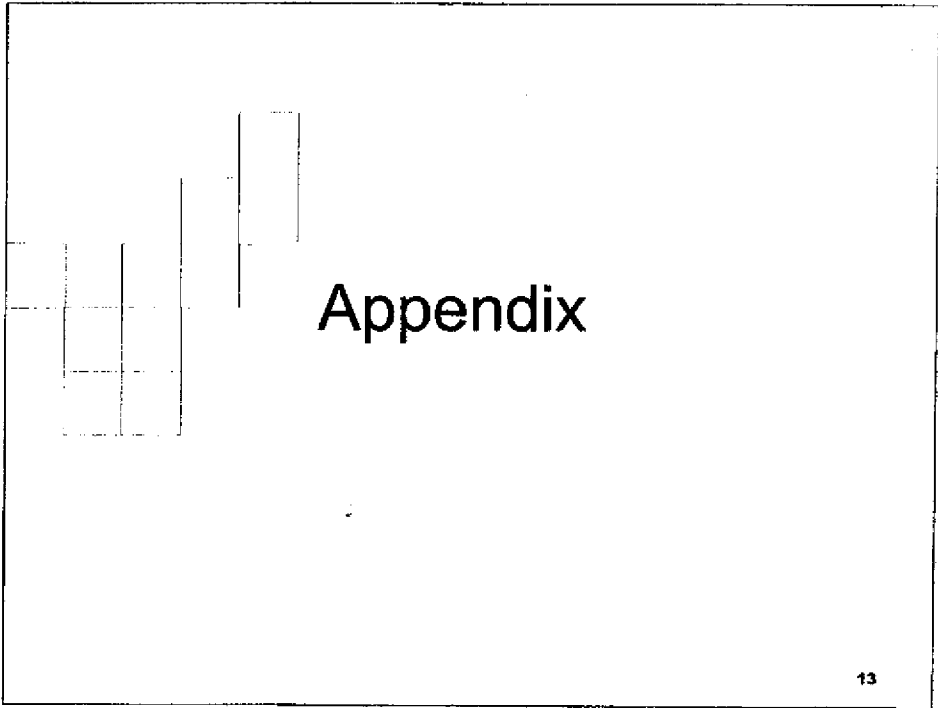
What You Can Do Today?

- **Target Office 97 Office Pro Customers**
 - Sell EA or Renew EA
 - Sell Office Pro UA prior to 5/1 and Save 6-9%
 - Discuss UA Upfront Payment Offering and Save 15%
- **Target Office 95 Std/Pro Customers**
 - Sell EA
 - Discuss Removal of VUP for Office XP
 - Sell Office Pro UA prior to 5/1 and Save 6-9%
 - Discuss UA Upfront Payment Offering and Save 15%
- **Target Competitive Customers**
 - Sell EA
 - Discuss Removal of CUP for Office XP
 - Sell Office 2000 CUP + UA prior to 6/1
 - Purchase new Office XP license after 5/1
- **Resources**
 - UA Letter/Marketing Bulletin: //for/select
 - UA Upfront Payment Offering: //for/select after 3/10
 - Licensing questions: contact your Licensing Business Executive

12

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Customer Scenarios

- Customer doesn't have previous Office license
- Customer has Office 97 or 2000 license
- Customer has Office 95 or prior version license
- Customer has license for competitive product
- Customer has standalone Office application licenses, but not suite licenses

14

This discussion is specifically about How To Buy Office based on what version the customer has today. It is not a sales presentation but rather a starting point to understanding the changes in licensing so as to facilitate a discussion amongst the customer, rep and reseller as to the most effective path to volume licensing.

For customers with 250 or more PC's, EA is the best option. If an EA is not being considered, than Open or Select UA is the next best option.

For customers with less than 250 PC's, Open UA is the best option.

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No Previous License

■ Alternatives

- Enterprise Agreement
- Office 2000 new license + Office XP Version Upgrade
- Office 2000 new license + UA
- Office XP new license

■ Recommendations

- 250+ desktops: EA better value than purchasing new license**
- <250 desktops: Office XP new license to get new product value**

ERP Prices		Office Standard			Office Professional		
		2000 New Lic + XP VUP	2000 New Lic + UA	Office XP New Lic	2000 New Lic + XP VUP	2000 New Lic + UA (pre B/T)	Office XP New Lic
Open	NL	551	596	377	718	715	454
	C	521	569	369	678	682	445
Select	A	549	592	375	714	711	452
	B	511	555	349	666	665	420
	C	471	518	320	618	621	385
	D	449	497	295	584	585	357

Office component EA is \$200/year/desktop ERP at lowest volume level

15

No Previous License

Alternatives:

- EA
- Office 2000 new license AND then purchase Office XP Version Upgrade
- Office 2000 new license VUP AND Office Upgrade Advantage
- Office XP New License

Recommendation:

- 250+ Desktops: EA is best option. Office Pro Component EA is \$200/year/desktop ERP at lowest level. New Select Level C Office Pro XP license: \$357 ERP.
- <250 Desktops: Purchase New Office XP license: Open C Office XP Pro: \$445

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Office 97 or 2000 Professional

■ Alternatives

- Office Professional UA before May 1
- Office Professional UA after May 1
- Office XP Version Upgrade

■ Recommendation

- 250+ desktops: new or renew EA. Otherwise Office Professional UA before 5/1**
- <250 desktops: Office Professional UA before 5/1**

Office Professional

ERP Prices		Office UA (pre 5/1)	Office XP VUP	Office UA (after 5/1)
	NL	270	271	284
Open	C	270	268	284
Soleot	A	268	271	284
	B	268	269	281
	C	268	265	281
	D	268	257	281

16

Customer currently has Office 97 or Office 2000 Pro.

Alternatives:

- Office Pro UA (before 5/1 which will be Office 2000 pricing)
- Office Pro UA (after 5/1 which will be Office XP pricing)
- XP VUP

Recommendation:

- 250+ desktops: new or renew EA. Otherwise, SELL OFFICE PRO UA BEFORE 5/1 and customer saves approx 6-9%
- 250 or less: Sell Open Office Pro UA before 5/1. This is the licensing option to get customers current and stay current. Close before 5/1 to save 6-9%

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Office 97 or 2000 Standard

■ Alternatives

- Office Standard UA before or after May 1
 - Office Standard UA prices do not change
- Office XP Standard Version Upgrade

■ Recommendation

- 250+ desktops: new or renew EA. Otherwise Office Standard UA**
- <250 desktops: Office Standard UA**

Office Standard

ERP Prices		Office UA	Office XP VUP	Office 2000 VUP
Open	NL	226	181	175
	C	226	178	169
Select	A	224	181	176
	B	224	180	171
	C	224	177	167
	D	224	176	161

17

Customer has Office 97 or 2000 Standard.

This is the most difficult scenario to sell.

Alternatives:

- Office Std UA before or after 5/1. Prices remain the same at \$224-226
- Office XP VUP: prices range from \$176-181.

Recommendation:

- 250+ desktops: new or renew EA, or Office Std UA. This is a difficult sell.
- <250 desktops: Office Std UA: again difficult sell based on \$'s.

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17

Office 95 & Office version 4

■ Alternatives

- Office 2000 Version Upgrade + Office XP Version Upgrade
- Office 2000 UA before May 1

■ Recommendation

- 250+ desktops: renew or new EA**
- <250 desktops: Office Professional UA before 5/1 or Office Standard UA depending on eligibility**

ERP Prices		Office Standard		Office Professional	
		2000 VUP + XP VUP	UA	2000 VUP + XP VUP	UA (pre 5/1)
Open	NL	356	226	533	270
	C	347	226	520	270
Select	A	357	224	534	268
	B	351	224	523	268
	C	344	224	509	268
	D	337	224	491	268

18

Office 95 or previous versions

Important to remember that Office 95 or previous versions DO NOT qualify for VUP with Office XP.

Alternatives:

- Purchase Office 2000 VUP and Office XP VUP
- Purchase Office UA before 5/1

Recommendation:

- 250+ desktops: Renew or New EA. If no, EA purchase Office UA. Any version of Office qualifies for UA. You can save 6-9% of purchase Office Pro UA before 5/1.
- <250 desktops: Purchase Office Pro UA prior to 5/1 or Office Std UA. Customer may consider purchasing Office 2000 VUP and not moving to Office XP. Sell UA to get them current and to stay current.

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Competitive Suites/Apps

■ Alternatives

- Office 2000 Competitive Upgrade + Office XP Version Upgrade
- Office 2000 Competitive Upgrade + Office UA (pre May 1)
- Office XP new license

■ Recommendation

- 250+ desktops: New EA**
- <250 desktops: New License or Office 2000 CUP + Office Pro UA by 5/1 or Office 2000 CUP + Office Std UA**

ERP Prices		Office Standard			Office Professional		
		Office 2000 CUP + XP VUP	Office 2000 CUP + UA	Office XP New Lic	Office 2000 CUP + XP VUP	Office 2000 CUP + UA (pre 5/1)	Office XP New Lic
Open	NL	405	450	377	582	581	454
	C	394	442	369	568	572	445
Select	A	405	448	375	582	579	452
	B	397	441	349	567	566	420
	C	387	434	320	551	554	385
	D	379	427	298	531	542	357

19

Customer has Competitive Suite/Applications: Corel, Lotus, etc...

NOTE: No Competitive Upgrade with Office XP. The Competitive Upgrade to Office 2000 is removed from price lists on 6/1.

Alternatives:

- Office 2000 CUP + Office XP VUP
- Office 2000 CUP + UA
- New Office XP License

Recommendation:

- 250+ desktops: New EA (price of \$200 per desktop/per year) makes this very attractive.

No EA: sell Office XP New License

2. <250 desktops: Sell New License.

The CUP + UA options are for customers that will be making a decision to get current and stay current for the term of their UA agreement.

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Standalone Office Applications

■ Alternatives

- Office 2000 VUP + Office XP VUP
- Office XP new license
- Office 2000 VUP + Office UA
- Office UA if standalone apps qualify for UA

■ Recommendation

- 250+ desktops: Enterprise Agreement or UA if apps qualify**
- <250 desktops: UA if apps qualify. Otherwise, Office 2000 VUP + UA by 5/1 for Office Professional and by 6/1 for Office Standard**

Office Standard					Office Professional				
ERP Price		2000 VUP + XP VUP	XP New Lic	2000 VUP + UA	UA	2000 VUP + XP VUP	XP New Lic	2000 VUP + UA	UA (pre 5/1)
	NL	356	377	401	226	533	454	532	270
Open	C	347	369	395	226	520	445	524	270
	A	357	375	400	224	534	452	531	268
Select	B	351	349	385	224	523	420	522	268
	C	344	320	391	224	509	385	512	268
	D	337	296	385	224	491	357	502	268

20

Standalone Office Application

Key Note: with Office XP you do not have the ability to upgrade standalone applications to Office Std or Office Pro even if you're running Word, Excel, PP, Access on your desktop. You do have the ability to purchase an Office 2000 VUP from these individual applications and then purchase an Office XP VUP. This MUST OCCUR by 6/1 prior to the removal of Office 2000 pricing. HOWEVER, the easiest method is to purchase UA if you have all the standalone app's.

Alternatives:

- Office 2000 VUP + Office XP VUP: gets you current to XP but not beyond
- New Office XP License: current only to XP
- Office 2000 VUP + UA: Gets your current, and stay current
- Office UA: if you have all the standalone app's.

Recommendation:

- 250+ desktops: Sell EA or UA.
- <250 desktops: UA if app's qualify. If not, Office 2000 VUP + UA gives you ability to get current and stay current. New XP pricing is more attractive but limits you to that release.

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Enterprise Agreements Provide the Best Customer Value

- Full Microsoft platform of Enterprise products provides the best value proposition
 - Lower Total Cost of Ownership
 - Access to the Most Recent Versions of the Microsoft Enterprise and Additional products
 - Simplified License Tracking
 - Reduced Risks of License Noncompliance and Associated Potential Costs
 - Simplified Budgetary Planning
 - Streamlined Ordering Process
 - Facilitation of a Long-term Relationship with Microsoft

21

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21

How to Buy Office XP

	250+ Desktops	<250 Desktops
<i>No previous license</i>	<ul style="list-style-type: none"> ■ New EA 	<ul style="list-style-type: none"> ■ Wait for: Office XP new license
<i>Office 97 or 2000</i>	<ul style="list-style-type: none"> ■ New or renew EA ■ Otherwise Office Pro UA by 5/1 or Office Standard UA 	<ul style="list-style-type: none"> ■ Office Pro UA by 5/1 or Office Standard UA
<i>Office 95 or prior version</i>	<ul style="list-style-type: none"> ■ New EA ■ Otherwise Office Pro UA by 5/1 or Office Standard UA 	<ul style="list-style-type: none"> ■ Office Pro UA by 5/1 or Office Standard UA
<i>Competitive suite/apps</i>	<ul style="list-style-type: none"> ■ New EA ■ Otherwise Office 2000 CUP+UA by 5/1 for Office Pro and by 6/1 for Office Standard 	<ul style="list-style-type: none"> ■ Office 2000 CUP+UA by 5/1 for Office Pro and by 6/1 for Office Standard
<i>Standalone Office apps</i>	<ul style="list-style-type: none"> ■ New EA or Office UA if standalone apps qualify 	<ul style="list-style-type: none"> ■ Office UA if apps qualify ■ Otherwise Office 2000 VUP + Office UA

22

Summary Slide that covers options discussed.

KEY POINT: since this is the only slide covered in deck for How to Buy you must cover:

- Price of Office Pro UA is increasing 5/1.
- Price of Office STD UA is not increasing.
- Office 2000 VUP, CUP, PUP, New License is removed from price list on 6/1.
- No CUP, or PUP available on Office XP. Only VUP and New License and UA are available on Office XP.
- Customers with Office 95 or previous version ONLY upgrade path other than purchasing New License is to Office UA after 6/1.
- EA is the best solution because it is a platform solution.

Key point: Sell EA. If not EA, Sell UA. Best solution for customers based on ability to get current and stay current.

Opportunity: Sell Office Pro UA before 5/1 and realize 6-9% savings.

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Office XP Upgrade Options

FROM \ TO	Office XP Standard	Office XP Professional	Office XP Pro with FrontPage	Office XP Developer
Office 97/2000 Standard	VUP or UA	VUP	VUP	VUP
Office 97/2000 Professional	VUP or UA	VUP or UA	VUP	VUP
Office 2000 Developer	VUP or UA	VUP or UA	VUP or UA	VUP or UA
Office 2000 Premium*	VUP or UA	VUP or UA	VUP or UA	VUP
Office 97/2000 standalone app	UA only <small>must have Word, Excel & PowerPoint</small>	UA only <small>must have Word, Excel, PowerPoint AND FoxPro/Access</small>	No	No
Office 95 or prior suite or app	UA only <small>must have Office Standard or Word, Excel & PowerPoint</small>	UA only <small>must have Office Pro or Word, Excel, PowerPoint & FoxPro/Access</small>	No <small>Must buy new license</small>	No <small>Must buy new license</small>
Competitive suite or app	No <small>Must buy new license</small>	No <small>Must buy new license</small>	No <small>Must buy new license</small>	No <small>Must buy new license</small>

*Office 2000 Premium UA customers to receive Office XP Professional with FrontPage

23

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Office XP Volume License SKUs

	Office XP Standard	Office XP Professional	Office XP Pro with FrontPage	Office XP Developer
Enterprise Agreement		?		
Select/Open Upgrade Advantage	?	?	?	?
Select/Open New License	?	?	?	?
Select/Open Version Upgrade	?	?	?	?

24

Key Point: EA contains Office XP Pro.

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Quiz!

- My customer has Office 2000 Premium UA, what do they get with Office XP?
- Assuming that their UA is still active, they are eligible for Office XP Professional with FrontPage.

- Can customers buy Office Professional Special Edition thru Volume Licensing?
- No. This is a retail only SKU available for only 90 days after retail launch in the US. Office Professional SE contains Office Professional, FrontPage, Publisher and a Microsoft Mouse.

- My customer has Office 2000 Standard and wants to buy Office Professional UA. How can they do this?
- Customer can buy a PUP before 6/1 to go from Office 2000 Standard to Office 2000 Professional and then purchase Office Professional UA.

- Why should my customer buy Office Standard UA instead of Office 2000 Standard VUP?
- Purchasing Office Standard UA will provide rights to enhancements and product value delivered by Office XP.

25

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25