

- not essential for good support reputation (no wait time, good attitude from technicians, and good answers are the most important things)
- different plans for different products (we already have some differences that probably no one cares about, but can you go 800 on Win Word and Excel, but not Mac versions, or not Win PowerPoint and Project?)
- may not be sustainable for longterm (although WordPerfect proves that it is)

I am still looking into how we can get at this with research, but I think it will be a judgment call because we won't be able to quantify upside benefits.

From jeffr Mon Nov 25 19:53:44 1991
To: billg mikemap steveb
Subject: FYI-IBM, Win Pen-reading the tea leaves
Date: Mon Nov 25 19:53:42 1991
Mail-Flags: 0000

Too early to say, but maybe IBM will open up to Win Pen. Sue King is the key VP working for Cannavino (I think). I think Kathy Vieth reports into King, or perhaps dotted line.

>From gregs Mon Nov 25 08:38:46 1991
To: pradeeps tonya
Subject: Sue King (IBM) want Windows for Pens!!
Cc: jeffr johnsa luanns
Date: Mon Nov 25 08:37:52 1991

I think we should tackle the second problem (political) before the first (shipping beta). We have been bending over backwards to get them betas (they had our previous beta). We are sending IBM J our beta but that is driven by our belief that IBM J is less concerned about the Win vs OS/2 battle.

What can Sue or we do to get around the fact that they will most likely not sign up with us (particularly in light of their expected push of OS/2 for pens)? If Sue doesn't think this is possible, why do we want to give them our beta? We know this group works closely with the OS/2 for pen group.

Pradeep and I should meet with Tony to go over our options.

Luann, can you set up a meeting with the three of us.

>From pradeeps Mon Nov 25 01:35:41 1991
To: gregs tonya
Subject: Sue King (IBM) want Windows for Pens!!
Cc: jeffr johnsa
Date: Mon Nov 25 01:35:22 1991

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I met Sue King (runs the pen project at IBM - reports to Watabe) at the SEF conference. She said she wants to be able to support Windows for Pen and does not know how to get by the 'political' problems between the two firms. (I wonder if losing the Philip Morris deal has had an immediate effect!). By the way, she was confident that they can ship hardware in the spring and that PenPoint will be shipping as well. Also she indicated they would offer a DOS solution as well (she is looking around for one); that she would like to offer

W4Ps and of course they would have PenPoint.

There were two sets of issues:

(a) she wants our December beta so that they can get working on the drivers. Tony: is there a problem in us giving them the beta? Sue King claimed that no one in IBM has Win 3.1 and that may be a stumbling block for W4Ps. Is that true? She also proposed that we could give the beta to a third party who could do the drivers. Potentially, IBM Japan!

(b) She wanted to know how she could get W4Ps to her customers. I told her that IBM would need to licence it, of course! She didn't think IBM would do that and wanted to know if it was possible for a third party to buy the hardware from them and licence the OS from us. I was not encouraging - I said this was an OEM product and that we were not set up to sell and support it directly just for IBM.

So- things appear to looking up with IBM. Action item is to figure out if we can send them a beta. Tony?

From jeffr Mon Nov 25 20:44:04 1991
To: billg mikemap
Subject: FYI-Unusual use of File Find
Date: Mon Nov 25 20:44:00 1991
Mail-Flags: 0000

You guys could use this also to follow up on interest in specific product problems. Jeff

>From jonre Fri Nov 22 16:30:25 1991
To: chrisp jeffr
Subject: File Find
Date: Fri Nov 22 16:29:16 1991

A great example of a customer scenario! Make sure your name isn't on any of the thousands of pages of field reports!

>From juliebi Wed Nov 20 17:05:54 1991
To: obumktg
Subject: Field Reports
Date: Tue Nov 20 23:24:27 PDT 1990

The field's monthly reports to SMSD management are up on \\sales\salesop\monthend\execsumm. The whole server is full of reports by district, region, channel, you name it.

If you want to make sure your name's not on any of the reports (especially under the three alarm, four alarm sections), use Word 2.0's file find with your name in the "any text" box of the search dialog! File find is also useful to select out the reports with your district in them since the subdirectoires aren't very explicitly named - not sure what's what.

-Julie

From dartylr Tue Nov 26 09:07:07 1991
To: billg mikemap
Subject: FW: 3 year plan followups...Who uses WATT
Date: Tue Nov 26 10:11:11 PDT 1991
Mail-Flags: 0000

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customers, please let me know.

Thanks,

SteveF

From michelew Tue Nov 26 10:11:38 1991
To: mikemap
Subject: Robbin Bushnell/Edward Sinni
Cc: michelew nataliey
Date: Tue Nov 26 10:11:23 1991
Mail-Flags: 0000

Good morning, I am the recruiter for MS's facilities and finance dept. I have received and reviewed with my managers both of your referrals-- Robbin Bushnell and Edward Sinni- and I wanted to update you on their status.

Robbin Bussnell-
Unfortunately, Robbin's experience in property management is not the experience facilities is looking for in their Project Manager. We are looking more for tenant improvement experience. I plan on calling Robbin and explaining our situation, offering to hold the resume for future openings.

Edward Sinni-
He is best suited for a position in the field sales offices. His experience as a branch manager as well as his experience with IBM will be a great asset to him in their openings. I have forwarded his resume to gwenwe and asked her to have it considered by her field generalists for their openings.

Please let me know if you have any questions.
Thank you for sending these candidates to us,
Michele

From hankv Tue Nov 26 11:02:11 1991
To: dougl markk mikemap
Subject: Re: Confirmation on Excel Mktg \$
Date: Mon Nov 25 12:03:38 1991
Mail-Flags: 0000

>From hankv Mon Nov 25 11:56:53 1991
To: richmac
Cc: peteh scotto
Subject: Re: Confirmation on Excel Mktg \$
Date: Mon Nov 25 11:56:51 1991

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Rich, we didn't pimp the field. We presented a whole array of programs without trading any of them off against each other. When we rolled all the programs up for purposes of presenting, there wasn't a great deal of detail for any program. When questioned,

I argued that we really wanted to fund the discretionary district dollars, and the things that people would fund would be local seminars, macro conversions, use of local trainers and consultants. Bill was pretty receptive, he just wanted to see a memo from scott or you about how your troops would spend it. He really wanted district level detail, which we didn't really have, so this was left as an open request with the action item of getting the info to him.

Part of issue is that the Migration seminars (post sales transition support), the LMI guarantee (a program clearly aimed at large account opportunities, but not really understood until we do one), and the district funds implicitly overlap in some areas. We knew this going in.

I think the best next step is to meet and determine how best to get the detail to him. He seemed very disposed (i.e. would fund this at some level) once we had a bit more info. He said at one point that he expected the DM's to provide specific ideas. He also felt that the funds were most leveraged in the reseller channel (this prompted by our position that we thought that some of the discretionary \$ be available to the RAM's).

Let's meet. I'm around all day tomorrow.

Hank

>From richmac Mon Nov 25 20:25:34 1991
To: hankv
Subject: Confirmation on Excel Mktg \$
Cc: glenag johnni martat micheles
Date: Mon Nov 25 20:24:59 1991

Hank, what EXACTly do you need? So you got \$4.125...fine, good on you. What the H do you need to justify the \$1MM proposed for discretionary funds for the Districts. It looks like you got what you wanted and pimped the Field on discretionary funding (which is what I really care about). I haven't even seen a copy of the stuff the field (glenag, johnni, martat) recommended.

I don't understand your Friday request for more info now on W4W and Windows for incremental spending? Who is leading this charge? Is this in my lap now? I don't mind if it is but I need to know.

>From hankv Mon Nov 25 17:41:01 1991
To: billg frankga mikehal mikemap scotto
Cc: bradsi chrisp frankga garygi jonre martyv peteh richmac rickde
Subject: Confirmation on Excel Mktg \$
Date: Sun Nov 24 18:42:01 1991

Pete, Markk and I met today to confirm the decisions made last Thursday regarding incremental Excel Marketing \$

Adv: The Broadcast proposal will be decided with more input. The Excel portion will be included in this decision.

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