

Mike Maples

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From: Tom Evslin  
To: PAMED@or.wagged.com  
Cc: Brian Valentine; Laura Jennings; Todd Warren; Marty Taucher; Mike Maples  
Subject: A lot to do  
Date: Saturday, October 16, 1993 12:19PM

In a memo this week which I'll get you a copy of, BillG put MS behind EMS as our competitor to NOTES in 1994. We have in place a strategy for EMS convergence with Cairo so that is no longer an issue.

Part of the memo says "WGA is charged with leading the attack on NOTES. We should fund a high level of activity. We should completely reconsider our product naming and packaging and pricing. EMS may be an OK name but it is not grand enough to explain that this is a communication and information server with several key benefits:

- a) enterprise mail and Notes
- b) programming with rich, standard tools
- c) costs less money
- d) scales better and cheaper

Owner: Tom Evslin should propose an aggressive approach for this"

Laura, Todd and co. are hard at work with focus groups scheduled this week on positioning, packaging etc. I will certainly propose a very aggressive approach. However, I do not think that our current account team from W-E is strong enough to play the role we require. LoraL and BethH are very pleasant to work with, do a good job at day-to-day tasks, but don't bring us hi level contacts in the press and haven't really been able to accomplish the more limited goals that we've had up to now.

1. I continue to read that Lotus is the "undisputed leader" in EMail. This despite the fact that we've overtaken cc:Mail from way behind. There is no press awareness of our gain in marketshare.
2. We have documented a list of Notes weaknesses and failures; we know that Manzi promised a million seats by the end of this year and is now saying he has "almost 500,000" as if this were an achievement. Yet Notes is treated as a raving success story which can be a self-fulfilling prophecy. I know it is hard for MS to tell a negative story about a competitor. But, when the story is true, I expect us to be able to get it out. This is done mch more effectively by PR than advertising.
3. I asked Lora and Beth to get the press to call me this week for reaction to Manzi's claim that Lotus is 5 years ahead of MS in groupware. Altho they agreed with this strategy, I didn't get a single call. This means that Monday Manzi's quote will run in the weeklies without the response from me we agreed on.
4. We have some huge success stories - 30,000 seats at Australian Telecom, for example, and the messaging based systems at George Wesson in Canada; but there is no press on these.
5. We released a wireless solution with no advance hype ( a deliberate strategy). Lotus announced one months before and hasn't delivered yet. I haven't seen a single mention in the press of the fact that our wireless solution is available and Lotus' isn't.
6. Sched Plus is an enormous secret success.
7. Our remote client is doing great. Customers are building business solutions around it. No press.

I'm sure that I and my group share responsibility for this lack of PR success. But now we not only have to fix these problems; we have to succeed at delivering the surprise punch to Lotus and the world that EMS, not Cairo, is what knocks Lotus out of the box. The technology we will deliver is up this challenge but we have an uphill PR battle to win.

I will be in Europe for the next week but would like to get together with you as soon after that as possible to discuss W-E's part in this aggressive strategy and the right team to carry it out.

Thanks.