

EXHIBIT  
Rudden 19  
11-9-01 jms

Mary Murphy  
03/10/94 07 19 AM

To: Frank Callahan  
cc: Deb Bessemer, Eileen Rudden, Mark Hardardt, Cliff Conneighton, Larry Crume, Jeff Papows, Don Bulens, Steve Hochschild, Kirty Davies@ccmail, Hilary Franks@ccmail, Mark McHarry@ccmail, Jane Eisenberg, Michele Fitzpatrick@LOTUSINT, Jim Moffat@LOTUSINT, Allen Carney, Dennis Kemmerer@ccmail, George Gilbert  
Subject: Microsoft is threatening our channel

Frank,

I need your help to verify what I recently learned from the industry analyst I have researching EMS and Microsoft's strategy's acceptance by our customers. While I was obtaining a status on the market research, I probed for preliminary results. She mentioned that "Microsoft is threatening your channel if they don't sell MS Mail exclusively." (Kirty, since cc:Mail is the product at highest risk, you might also want to check on the channel from your end. We'll share with you what we find out.)

I think we need to verify this ourselves. Also, you had offered to try to put us in touch with some business partners who might be willing to help us learn more about EMS. George Gilbert hasn't been successful with Tebbe, (maybe this partner was threatened?) so I'd like George to pursue this with you. We need more facts in order to put accurate sales tools in place for the field.

The industry analyst has promised to provide me with the results of her company's research next week. She is having a great deal of trouble getting any of the Microsoft customers to answer questions about EMS, as Microsoft has threatened full prosecution of anyone who violates their non-disclosure.

Microsoft is "playing hardball," according to the analyst. They are working very closely with "MS friendlies" in our accounts to feed evaluation groups misinformation about Notes which minimizes it, and upset or delay sales. Every Microsoft Sales Rep. has been given the mission to target cc:Mail accounts and present their Microsoft Information Exchange story and Groupware strategy. They are calling very high in our accounts. We need to be sensitive to this and respond in kind. I think we need to keep them nervous about us. I think that LCS and Lotusphere's positive press are why they are doing a "trickle announcement" of EMS. We forced them to respond. We need to make sure we have a lot of Lotus bodies at EMA (very visible). Since Gates is the keynote, there will be an army of MS people hitting on customers during all of the events. We need to attend their upcoming Tech Ed Event. We need to try to get into their MS Mail User Group meeting in June. And most of all, we need to get back in the press in a big and positive way.

Regards,

Plaintiff's Exhibit  
7717  
Comes V. Microsoft