

From richardf Fri Feb 23 09:00:06 1990
To: jancl
Subject: He does not
Cc: richardf
Date: Fri Feb 23 09:00:00 1990

understand selling the customer is more than giving prices ? Jan I am really concerned that we are having to prop gary up so much, ie HE should OWN winning this business and be telling us how he is going back after it. he has been very busy this week and last with HP Boise, however his "second effort" since he and markche has been totally over the telephone, I told him last week and repeated it again on friday when i signed off on his price quote he NEEDED TO GO DOWN TO CORVALLIS AND PRESENT WHY MS-DOS IS THE BETTER SOLUTION FOR HP, not just deal on price. HP today DOES NOT UNDERSTAND THIS VALUE, instead he opted for a "let's you and I be winners" strategy to the engineering manager who is recommending the solution infurring that this would just get escalated and the "higher ups" in HP would just make this decision over the engineering manager's head.

so he gave them what we thought was a good price, established ZERO value for the product, and when they choose not to "counter offer" he wants to give up and "escalate to JK or billg ? shit ! the reason they did not counter offer was that they today do not seem to want the product (ie we have not convinced them it is something they WANT !) I ask that you get involved in a direct way and try to win this business for DOS, PRIOR TO OUR RUNNING TO JOACHIM !

If i seem frustrated or mad it is because i am both.
thanks
richardf

>From garype Thu Feb 22 19:11:40 1990
To: jancl
Subject: ROM DOS
Cc: markche richardf
Date: Thu Feb 22 19:11:38 1990

Jan, we are losing the ROM DOS business with Corvallis. I talked to Jerry Ericson and they just flat out refuse to do business with us. It is still a pricing issue but they have NO intention of coming back with a counter or anything. Typical HP.

Look, they believe they can get the source from Datalight for \$75K and do this thing themselves. They plan to make the os completely invisible to the customer. They won't even say its dos. First mistake....

They believe they will get ISVs to port current apps to this machine and that they won't care if it's ms dos. Second mistake! They believe that for \$75 k they can't justify paying ms even \$2.00.

If we want this business, we had better move it up the chain quickly. They want to close the business issues no later than March.. I don't think we are going to have a chance unless we either get Joachim 1:1 with Hackborn or Billg. Hackborn has been trying to meet with billg to discuss opportunities. Maybe this would be an excellent opportunity...

You tell me what you want to do... I have fallen on my face with this company so many times now, I don't know that to do with them... Are all deals really like this????????????????????? I give prices and they just say no and walk away.....

-garype

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Plaintiff's Exhibit

9018

Comes V. Microsoft

DEFENDANT'S
EXHIBIT

4112

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