

From jodys Fri Jul 19 10:41:19 1991
To: steveh
Cc: billmi cameronm jodys jonl lioneljo w-clairl
Subject: INfo on costs to give OS/2 developers free toolkits
Date: Fri Jul 19 10:40:43 PDT 1991

Here are the details on the cost to give away toolkits:

To date, there are about 1400 customers who have purchased the os/2 2.0 toolkit from us.

If we gave all of these people the C6/Win SDK bundle now and the win32/NT PDK when it was available it would cost about \$393,760. I'm just giving you worst case which is giving it away free to all 1400. Obviously, it would be less if not each of them took us up on the offer.

This cost includes the following:

each c6/sdk bundle is	\$78.40
each win32/nt is	\$160
(this includes 4 releases of sw and 2 releases of docs because we anticipate beta updates every 2 months)	
total cogs =	\$288.40 * 1400 people = \$333,760
estimated mailing costs	60,000
total	\$393,760

If we chose to give away just the win32/NT toolkit the cost would be:

win32/nt kits	\$160 * 1400 =	\$224,000
est. mailing costs		50,000
total		\$274,000

Let me know if you need any other data.

Jo



Plaintiff's Exhibit

9033

Comes V. Microsoft

MS 5028894
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From cameron Fri Jul 19 18:46:48 1991

To: jodys steveb

Cc: jonl

Subject: RE: INfo on costs to give OS/2 developers free toolkits

Date: Fri Jul 19 18:45:13 PDT 1991

I think we should just do it. They aren't all going to take us up on it so it will be less than \$390K, and probably less than half that amount.

Alternatively, if we put together a 32-bit toolkit for Win 3.0/3.1, we can offer this in place of the Win32 PDK since it would probably be cheaper.

It's great PR and it can potentially take a lot of wind out of IBM's sails ("XX% of OS/2 2.0 developers abandon it for Windows").

Cam

>From jodys Fri Jul 19 10:41:44 1991

To: steveb

Cc: billmi cameronm jodys jonl lioneljo w-clairl

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estimated mailing costs 60,000

total \$393,760

If we chose to give away just the win32/NT toolkit the cost would be:

win32/nt kits \$160 * 1400 = \$224,000

est. mailing costs 50,000

total \$274,000

Let me know if you need any other data.

Jo

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