

# Microsoft Memorandum

To: List  
From: Deborah McFarlane  
Date: 12/21/89  
Re: AMC Minutes

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## Distribution List

Bruce Jacobsen - 1/2	Susan Boesch - 6/2
Randy Kahle - 4/2	Bob Gaskins - Graphics Business Unit
Cynthia Kraiger - 4/1	Pete Higgins - 6/1
Lewis Levin - Graphics Business Unit	Peter Morse - 4/2
Deborah McFarlane - 4/1	Jeff Raikes - 5/2
John Morey - 5/1	Tandy Trower - 5/1
Jonathan Reingold - 5/2	
Jeff Sanderson - 5/2	Sarah Charf - 9N/1
Mike Slade - 6/2	Julie Edsforth - 1/1
Charles Stevens - 4/2	Valerie Houtchens - 9N/1
<del>Wijay Vashee - 6/1</del>	Marie Kent - 8S/2
Hank Vigil - 6/1	Mike Negrin - 8S/1
Lewis Levin - Graphics Business Unit	Marty Taucher - 9N/1
	Stacey White - 9N/1
Robbie Bach - 6/2	John Connors - 8S/2
Nevet Basker - 4/2	Stew Chapin - 3/2
Brad Chase - 6/2	Alison Conn - 9N/2
Connie Clark - Graphics Business Unit	Tammy Teas - 14/1
Mark Consuegra - 6/1	Trish May - 8/1
Mike Conte - 6/1	
Jim Dunnigan - 6/1	Ruthann Lorentzen - 5/2
Mary Engstrom - 6/1	Shirish Nadkarni - 5/2
Charles Fitzgerald - 6/2	John Neilson - 6/2
John Fitzpatrick - 4/2	Tod Neilson - 4/2
Susanna Foels - 6/1	John Parkey - 5/2
Melinda French - 5/2	Kim Philip - 4/2
Karen Fries - 6/2	Bruce Ryan - 6/2
Rich Glew - 6/2	Clif Swiggett - 4/2
Monica Harrington - 5/2	Rich Tong - 6/1
Mike Houston - 6/1	Dawn Trudeau - 6/1
Laura Jennings - 6/2	Dwayne Walker - 4/2
Mike Johnson - 4/2	Renee Watremez - 6/1
Ray Kanemori - 4/2	Lisa Weil - 6/1
Joseph Krawczak - 6/1	Liz Welch - 5/2
Ruth Kurman - 5/2	David Pritchard - 4/2
Don Miller - Graphics Business Unit	
Dave Malcolm - 6/1	
Ellen Mosner - 6/2	
Lisa Eisenberg - 6/1	

Plaintiff's Exhibit

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Comes V. Microsoft

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# Microsoft Memorandum

Applications Marketing Council Minutes - 12/20/89

## 1. Internal Mktg Share Results to date - T3 '89/CY'90 Ts & Cs:

Mike Negrin

### Discussion

There are five objectives to this program. The first objective is to reward dealers for increasing or maintaining Internal Share of Microsoft products in specific categories based on sell-through not sell-in. The next objective is to have dealers focus on products that are suited to their customers, and product categories that have the highest potential for Microsoft. The third objective is to have a program that is simple to explain, participate in and administer. Collecting accurate Microsoft and competitive sell-through data by category is the fourth objective and making auditing by 3rd party part of the requirements is the last objective. The key tactics are to base rebates on Microsoft sell-through vs. competition sell-through by product category, establish reasonable and attainable Internal Market Share (IMS) goals, have easy to compute beginning market share, IMS goals and ending market share, and have sell-through reporting tied-in to current monthly sell-through/inventory reporting system. The progressive rebate structure gives strong incentive for dealers to promote and sell-through all three Microsoft products compared to the competition, there is no change from T-3 1989 and rebates are all on net purchases for the four month period January 1 through April 30, 1990. One of the problems with getting accurate results for this program has been lack of available product for our resellers. The two audits that have already taken place took one day and they went very smoothly. (Memo #1)

## 2. Winter '89 Trimester Campaign (T1 Results):

Trish May

### Discussion

During January/February the campaign consisted of store sell-in and set-up, during March/April it was a consumer campaign. The three objectives were to increase consumer awareness, knowledge and trial, increase distribution in indirect outlets, and lastly, increase RSP awareness and knowledge. The in-store campaign consisted of demonstration stations and retail merchandising. The outbound campaign consisted of seminars and direct mail. This discussion consisted only of Account, consumer and RSP participation, store manager survey, and the consumer survey. There were over 1,700 participating outlets and over 137,000 active participation in the sweepstakes entries. The results are attached. (Memo #2) One interesting aspect of the in-store consumer survey was that 78% of the respondents were from Egghead (11% Egghead outlets). Egghead took it upon themselves to further the promotion with their own promotion.

## 3. T2 1990 Discussion:

John Fitzpatrick

### Discussion

John Fitzpatrick sent out a memo to Trish May, Mike Maples, the BUMs, and the GPMs with the initial draft version 4 for T-2 planning (memo #3). If you have any ideas concerning this memo please email johnfi. The memo is a compilation of initial input from Apps representing our goals, priorities, and general desires for trimester sales activity between May and August of 1990. The overall objective is to have resellers understand and articulate our three platform GUI strategy and the specific migration path from CUI to GUI, from Mac to PC (or reverse), and from Windows to PM. They are trained on the priority products to the level of being able to articulate 3-4 top benefits of each and are outspoken proponents of our apps. The other main objective is to have Purchasers and Purchase Influencers within medium through large corporations understand our three platform GUI strategy, the specific migration path to each platform, and the key positioning points of the primary and secondary priority products.

Action Item: Product Managers- Email any responses to johnfi about T2 1990.

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## Tentative Applications Marketing Council Agenda

Jan 10th, 1989

Meeting Begins at 9:00AM, Conference Room 4/2171

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| 1. Corporate Accounts Review: Ron Davis                     | 45 min |
| 2. Sell Through Database Management System: Tom Hochstatter | 30 min |
| 3. T2 1990 Discussion: John Fitzpatrick                     | 30 min |
| 4. Excel Developer Program: Mike Houston                    | 15 min |