

From stefanhe Mon Sep 14 09:04:52 1992
To: stefanir
Cc: chrwild juergen michakr silkean t-claudw thomasmu
Subject: RE: WFW - Actebis and Vobis
Date: Mon Sep 14 18:52:04 PDT 1992

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From: Stefan Heimerl <stefanhe@microsoft.com>
Date: Sat, 12 Sep 92 16:09:54 PDT

Stefanie,

really great news! 50 kUnits WFW sold before product is available!
Congratulations!

- Vobis and Actebis participation at BillG press conference: please contact Thomas Mueller.
- marketing money for OEMs: we will provide shop decoration for Vobis (Escom, Schadt) outlets. please contact Claudia Wurmer. However, much more than that is not possible. OEMs have to invest themselves. Therefore, they do not have to pay very much for the WFW license.
- training of OEM support guys: please contact Michaela Kraft.
- direct sales to installed OEM base: yes, white boxes will be available (WFW and WFW add-on). This subject has to be cleared by Redmond. Tim Breidigan is working on that. Contact him directly, if you like (make pressure). I'll keep you informed as well. As soon as we do have the ok, we have to define the pricing.

Best regards,
Stefan

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1361 Reichel CER
9/14/92

>From: Stefanie Reichel
>To: Stefan Heimerl
>Cc: Juergen Huels; Silke Anders
>Subject: WFW - Actebis and Vobis
>Date: Wednesday, 9. September 1992 13:33

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>Hi!
>
>Just as an FYI- Both Vobis and Actebis signed the amendments yesterday
>for WFW at 25k annual commits!
>
>I would like to see how we can now work together with them closely in
>helping them market and support and sell this product.
>
>Vobis: They are going to be at PC-Windows with a big stand. They are
>interested in demoing it if we will help them. They also want
>to do a joint press release with us and are more than happy to
>attend the Billg press announcement and say a word about WFW.
>They are also willing to hold a press announcement at their
>booth about this and their committment to Microsoft.
>
>They are going to need to know how to market and sell this. Do
>we have any marketing money for this?
>They also need training for their support people. What are our
>plans for this for our key OEMs?
>
>Actebis: They are also happy to give us their support in a press release.
>They also need help in how to market and sell this and training
>for their support group. They are also interested in giving us

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> a demo loaner for WFW...I'll have more info on that this week.
>
>Finally, both Actebis and Vobis are interested in finding out what kind
>of plans we have for a "White Box" that they can sell to their existing
>customer base that want to move to a networking environment and need to
>buy a network. Currently, Novell allows them to sell the Finished Goods
>version of Netware lite for DM 99.00 as standalone. The OEM version they
>can sell alone for about DM 55.00 as standalone. I want to see if it is
>possible to offer to these guys some type of White box that they can sell
>as standalone to their customer base. I haven't been able to get any
>ideas from them in terms of #'s, but I would suggest that we look into
>the possibility of doing something like this if we want to be competitive
>against Novell for Netware lite or even Lotus.
>
>Let me know what you think
>
>Thx
>
>stefanie
>
>

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