

3/17

Pats -  
for your info  
Jill

Internal Memorandum

To: Dave Van Daele  
From: Jody Clifton  
Copy: Dick Williams, Ken Pomper, Debra Bowman, Dave Valentino  
Date: March 15, 1991  
Subject: DR DOS Steam Roller Response

Please find attached the daily report showing the total number of calls Customer Services received, how many were in response to the Wall Street Ad, and how many call backs and literature requests are still outstanding.

The overall response has been very positive. People just want to know where to buy the product. We have only had one person who bought the product within 30 days and wanted a credit for the difference in price, of which we obliged. We have had several callers complain that they did not get the Lotus Magellan offer since they already bought the full retail product. For those individuals, we are taking their order for Magellan over the phone with a credit card for \$19.95.

The biggest problem we are up against is that no resellers have the product in inventory and worst yet, they are unaware of this promotional campaign. A lot of resellers tell customers that they are not planning to carry this product, but are waiting for MS DOS 3.0. Some resellers are willing to order it for customers, but the majority of them are telling people that they have not heard of it and will not order it for them. This could be because of the \$79.00 price that they are unwilling to spend the time. This is short minded of the resellers.

As a result of the above, we are taking more and more orders directly. Unfortunately, our order processing and manufacturing departments are not equipped to handle such a large volume, so the response is slow. Therefore, the customer calls back and complains that they have not received their product.

This ad is getting people's attention and they want to buy the package today and get it today. Hopefully, over the next couple of weeks, more and more resellers will get the product in stock and we will receive less of these calls.

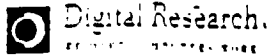
We really need more telemarketing support to get the word out there about these promotions and our products. With the additional revenue that we receive from this campaign, it would be wise to spend part of it in this area.

I will continue to provide you with these reports on a daily basis. You should receive them the following business day by 10:00. Please contact me if you have any questions.

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413 RECEIVED MAR 15 1991 C0743541

CLIFTON  
EXHIBIT NO. 1389  
9/3/98 (C)



03/15/91

CALL STATISTICS BY CALL TYPE  
FROM 03/14/91 TO 03/14/91

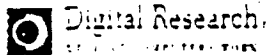
PAGE 1

TYPE OF CALL	COUNT
DEALER REFERRAL	29
GENERAL INFORMATION	27
DEALER REFERRAL AND LITERATURE	16
PLACE ORDER	10
UPGRADES	9
LITERATURE	7
ORDER INQUIRY	7
REROUTE	6
FAXED LIT	4
RMA	3
TECHNICAL SUPPORT REFERRAL	1
LEAD SHEET PREPARED	1
PO AND SEND LIT	1
EVAL ORDERED, LEAD SHEET & LIT	1
-----	
	132

*42 callbacks to be done  
18 lit mailbox*

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SERVICES CORPORATION

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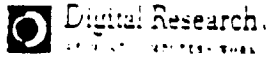
NUMBER OF INQUIRIES BY PRODUCT  
FROM 03/14/91 TO 03/14/91

PAGE 1

PRODUCT	COUNT
DR DOS	88
DR MULTIUSER DOS 5.0	9
PRESENTATION TEAM 2.0	9
GEM DRAW PLUS	3
GEM PRESENTATION TEAM	3
DEVICE DRIVERS 4.0	2
CONCURRENT DOS 386	2
GEM ARTLINE	2
FILTERS	1
DRDOS MAGELLAN OFFER	1
ARTLINE 2.0	1
	-----
	121

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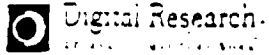
STATISTICS BY REFERRAL SOURCE  
FROM 03/14/91 TO 03/14/91

PAGE 1

REFERRAL SOURCE/ISSUE DATE	COUNT	ADVERTISEMENT	ARTICLE
LITERATURE MAILBOX	1		
DVORJAK GUIDE	2		
	15		
COMPUTER RESELLER NEWS	1		
PC MAGAZINE	2		
BYTE	3		
PC WEEK	3		
WALL STREET JOURNAL	5		1
CURRENTLY A DEALER	56	14	
GEM USER	1		
PREVIOUS LITERATURE SENT	2		
CDOS USER	3		
UNKNOWN	4		
WORD OF MOUTH	4		
OTHER	7	1	
CURRENT DRI CUSTOMER	24		
	132	15	1

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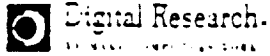
STATISTICS BY REFERRAL SOURCE/PRODUCT  
FROM 03/14/91 TO 03/14/91

PAGE 1

REFERRAL SOURCE	ISSUE DATE	PRODUCT	COUNT
			1
		REFERRAL SOURCE TOTAL:	1
BYTE			3
		REFERRAL SOURCE TOTAL:	3
CURRENTLY A DEALER			1
		REFERRAL SOURCE TOTAL:	1
COMPUTER RESELLER NEWS			1
		REFERRAL SOURCE TOTAL:	1
CDOS USER			3
		REFERRAL SOURCE TOTAL:	3
CURRENT DRI CUSTOMER			24
		REFERRAL SOURCE TOTAL:	24
DVORJAK GUIDE			3
		REFERRAL SOURCE TOTAL:	3
GEM USER			2
		REFERRAL SOURCE TOTAL:	2
LITERATURE MAILBOX			1
		REFERRAL SOURCE TOTAL:	1
OTHER			7

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STATISTICS BY REFERRAL SOURCE/PRODUCT  
FROM 03/14/91 TO 03/14/91

PAGE 2

REFERRAL SOURCE	ISSUE DATE	PRODUCT	COUNT
		REFERRAL SOURCE TOTAL:	7
PC MAGAZINE			2
		REFERRAL SOURCE TOTAL:	2
PC WEEK			5
		REFERRAL SOURCE TOTAL:	5
PREVIOUS LITERATURE SENT			2
		REFERRAL SOURCE TOTAL:	2
UNKNOWN			4
		REFERRAL SOURCE TOTAL:	4
WALL STREET JOURNAL			58
		REFERRAL SOURCE TOTAL:	58
WORD OF MOUTH			4
		REFERRAL SOURCE TOTAL:	4
			121

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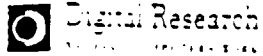
STATISTICS BY HOUR  
FROM 03/14/91 TO 03/14/91

PAGE 1

HOUR	COUNT
0	36
7	2
8	13
9	8
10	24
11	13
12	3
13	21
14	8
15	4
	<hr/>
	132

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STATISTICS BY CUSTOMER TYPE / MAGAZINE  
FROM 03/14/91 TO 03/14/91

PAGE 1

CUSTOMER TYPE	REFERRAL SOURCE/ISSUE DATE	COUNT
CORPORATE USER	PC WEEK	1
	WALL STREET JOURNAL	3
		----- 4
CONSULTANT	WALL STREET JOURNAL	1
		----- 1
DEALER	COMPUTER RESELLER NEWS	1
	WALL STREET JOURNAL	3
		----- 4
END USER	BYTE	3
	PC MAGAZINE	2
	PC WEEK	4
	WALL STREET JOURNAL	45
	----- 54	
GOVERNMENT	WALL STREET JOURNAL	1
		----- 1
MANUFACTURER	WALL STREET JOURNAL	1
		----- 1
OTHER	WALL STREET JOURNAL	2
		----- 2
		----- 67

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CALL STATISTICS BY STATE  
FROM 03/14/91 TO 03/14/91

PAGE 1

STATE	COUNT
CA	3
CO	2
MA	2
WA	1
KY	1
IL	1
VA	1
AZ	1
TX	1
PA	1
UT	1
OK	1
LA	1
NY	1
	<hr/>
	18

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CALL STATISTICS BY CALL TYPE  
FROM 03/13/91 TO 03/13/91

PAGE 1

TYPE OF CALL	COUNT
DEALER REFERRAL	62
DEALER REFERRAL AND LITERATURE	47
GENERAL INFORMATION	31
PLACE ORDER	22
LITERATURE	21
UPGRADES	9
REROUTE	9
FAXED LIT	4
	4
ORDER INQUIRY	3
LEAD SHEET PREPARED	2
PO AND SEND LIT	1
TECHNICAL SUPPORT REFERRAL	1
EVAL ORDERED, LEAD SHEET & LIT	1
	-----
	217

*46 call backs remain not done*

*A total of 106 calls for the Wall St Ad out of 217 calls total.*

*Most of the calls were "where to buy."*

*There is some frustration by the*

*consumer that no resellers know*

*about it. As a result we are taking*

*40-50 direct orders a day.*

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408 RECEIVED MAR 14 1991

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CALL STATISTICS BY SALES PERSON  
FROM 03/13/91 TO 03/13/91

PAGE 1

NAME	INCOMING	OUTGOING	MESSAGE	NO ANSWER	TOTAL
JASON CHAIKIN	4	26	3		33
HOLLY LAMPE	25	5			30
KAREN O'RILEY	50	35	1		86
JAN JORGENSEN	25	7			32
EARETHA TYMES		5			5
JODY CLIFTON	31				31
	135	78	4	0	217

*40 calls not done*

*100 calls taken for the 1st 50*

*Most of the calls are where to buy.  
There is some information that no response  
know about it. As a result, we are getting  
40-50 direct orders.*

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03/14/91

NUMBER OF INQUIRIES BY PRODUCT  
FROM 03/13/91 TO 03/13/91

PAGE 1

PRODUCT	COUNT
DR DOS	168
DR MULTIUSER DOS 5.0	18
CONCURRENT DOS 386	11
GEM DRAW PLUS	6
GEM PRESENTATION TEAM	5
GEM ARTLINE	5
PRESENTATION TEAM 2.0	5
ARTLINE 2.0	3
GEM	2
GEM PROGRAMMERS TOOLKIT	1
GEM DESKTOP PUBLISHER	1
GEM DESKTOP	1
NONE	1
DEVICE DRIVERS 3.X	1
	-----
	228

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STATISTICS BY REFERRAL SOURCE  
FROM 03/13/91 TO 03/13/91

PAGE 1

REFERRAL SOURCE/ISSUE DATE	COUNT	ADVERTISEMENT	ARTICLE
COMPUTERWORLD	1		
WALL STREET JOURNAL - 03/12/91	1	1	
WALL STREET JOURNAL - 03/13/91	1	1	
DVORJAK GUIDE	2		
	4		
LITERATURE MAILBOX	32		
WALL STREET JOURNAL	104	12	
BYTE	1		
PC MAGAZINE	2	1	
PC WEEK	7		
CURRENTLY A DEALER	1		
PREVIOUS LITERATURE SENT	1		
CDOS USER	2		
DEALER	4		
GEM USER	4		
OTHER	5		
UNKNOWN	7		
WORD OF MOUTH	9		
CURRENT DRI CUSTOMER	29		
	217	15	

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STATISTICS BY REFERRAL SOURCE/PRODUCT  
FROM 03/13/91 TO 03/13/91

PAGE 1

REFERRAL SOURCE	ISSUE DATE	PRODUCT	COUNT
BYTE			1
		REFERRAL SOURCE TOTAL:	1
CURRENTLY A DEALER			2
		REFERRAL SOURCE TOTAL:	2
CDOS USER			2
		REFERRAL SOURCE TOTAL:	2
CURRENT DRI CUSTOMER			16
		REFERRAL SOURCE TOTAL:	16
COMPUTERWORLD			1
		REFERRAL SOURCE TOTAL:	1
DVORJAK GUIDE			2
		REFERRAL SOURCE TOTAL:	2
DEALER			4
		REFERRAL SOURCE TOTAL:	4
GEM USER			6
		REFERRAL SOURCE TOTAL:	6
LITERATURE MAILBOX			32
		REFERRAL SOURCE TOTAL:	32
OTHER			5

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STATISTICS BY REFERRAL SOURCE/PRODUCT  
FROM 03/13/91 TO 03/13/91

PAGE 2

REFERRAL SOURCE	ISSUE DATE	PRODUCT	COUNT
		REFERRAL SOURCE TOTAL:	5
PC MAGAZINE			2
		REFERRAL SOURCE TOTAL:	2
PC WEEK			7
		REFERRAL SOURCE TOTAL:	7
PREVIOUS LITERATURE SENT			1
		REFERRAL SOURCE TOTAL:	1
UNKNOWN			9
		REFERRAL SOURCE TOTAL:	9
WALL STREET JOURNAL			106
		REFERRAL SOURCE TOTAL:	106
WORD OF MOUTH			12
		REFERRAL SOURCE TOTAL:	12
			<hr/>
			228

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STATISTICS BY HOUR  
FROM 03/13/91 TO 03/13/91

PAGE 1

HOOR	COUNT
0	27
7	6
8	18
9	16
10	18
11	29
12	13
13	11
14	14
15	51
16	14
	<hr/>
	217

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03/14/91

STATISTICS BY CUSTOMER TYPE / MAGAZINE  
FROM 03/13/91 TO 03/13/91

PAGE 1

CUSTOMER TYPE	REFERRAL SOURCE/ISSUE DATE	COUNT
END USER	PC MAGAZINE	2
	PC WEEK	6
		----- 8
OTHER	BYTE	1
		----- 1
VAR	PC WEEK	1
		----- 1
		----- 10

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03/14/91

CALL STATISTICS BY STATE  
FROM 03/13/91 TO 03/13/91

PAGE 1

STATE	COUNT
CA	14
NY	9
AZ	4
MD	3
IL	3
GA	3
TX	3
NJ	3
CO	3
MN	2
Ont.	2
LA	2
WA	2
PA	2
OR	1
NM	1
IN	1
OH	1
UT	1
ID	1
WI	1
SC	1
FL	1
MO	1
AL	1
MA	1
	<hr/>
	67

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