

know where this stands now.

> From josephk Fri Apr 12 13:23:12 1991
| To: hankv mikemap peteh
| Cc: jonre markk mattmi richt ruthannl
| Subject: Offering Windows in direct upgrade offer
| Date: Fri Apr 12 12:18:55 1991

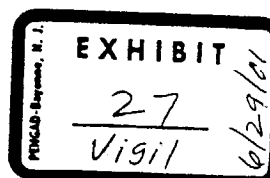
Mike,

Here is the current thinking/situation with offering Windows:

1. We think offering Windows along with an app may be the key to a successful formula for direct selling to the 123, WP base. We want to only offer Windows bundled with an app, never alone, in order to maximize app purchases and minimize Windows non-usage.
2. There is no time to do a meaningful test before July. Neither our consultant nor O+M would do it. July 1 is the earliest we could test this in a meaningful way, which also may be the day the upgrade program starts if WordPerfect ships.
3. Therefore we would like to go ahead and include the Windows offer in all the mailings we are developing for target audiences that do not have Windows.
4. The Windows group does not want to formally let ISV's distribute Windows. But, as per Billg's mail, it is likely that they will allow ISV's to buy from distribution.
5. To be even-handed, we should follow the same procedure, perhaps doing a transaction with IMD to show no preferential treatment.
6. We are meeting with Legal on Wed to discuss.
7. SteveB, BradSi are out now but back next week, we need to coordinate with them.

Thoughts?

Joe



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