

DOJ - Legal

From: Chris Peters
To: Bill Gates
Cc: Ed Fries; Gerard Baz; Pete Higgins; Steven Sinofsky
Subject: RE: Wordperfect competition
Date: Tuesday, May 04, 1993 1:39PM

I totally agree that we can increase our leverage, both with systems and all the other apps groups. We have not done a good job on this in the past.

The advance code stuff is working in T3 (we demoed it to you). It is not attached to the converter yet, but will be shortly. When it is Sheldon will be one of the first to know. The "Word/WordPerfect Challenge" is one example of marketing this in the past. The problem with showing that we read their stuff well and they don't read our stuff well might just convince a company to stick with WordPerfect all the way. Something we need to track and take advantage of is to find out how much the WordPerfect 6.0 file format is different from the 5.1 file format. "If you're going to change file formats, why not change to Word?" has possibilities.

Running macros is a small issue for WordPerfect people. It is no where near the same scale of importance as it was for Lotus 1-2-3 users. WordPerfect didn't bother with their Windows version with nary a peep. When we looked at this in the past the different text models meant that we would not be able to do a very credible job.

From: Bill Gates
To: Chris Peters
Cc: Bill Gates; Pete Higgins; Steven Sinofsky
Subject: Wordperfect competition
Date: Fri, Apr 30, 1993 12:12PM

I find it surprising that after all this time we still dont have the advance code stuff working in T3. The mail says basically we dont even know if we can handle the PW documents. We either design to WIN or we are running experiments late in the game.

I dont think we have given enough priority to this and automatic document formatting. Key features need smart guys and a leader who does not accept failure.

Whatever happened to the idea of running Wordperfect macros? I wanted us to have a 3rd party do it. When we talk about this stuff we should do it. I think marketing ourselves and the best way to homogenize a mixed company is incredible. If we can show that we read their stuff really well and they dont read our stuff well and really get the message out that is a REAL competitive advantage!!! (worth a white paper and some marketing).

Unless we use IQ to achieve interesting competitive things we sell a commodity.

I would like to see more ideas about: leveraging systems strength (this is both a marketing and technical point). Technical is the tie to HELP format, integration with shell, integration with mail (I wonder if the suggestion I made on this is clear - mail should be an OLE 2 container), integration with forms strategy (bosworth is working on this), changing systems UI to match your thing (do both the capone text handler and the cairo text handler use your selection model and conventions HARD CORE??? Of course the cairo text handler is better than WORD at having all the features of the help



displayer - it is a real problem for us to have this mismatch.)

Have we ever tried to use RTF as an advantage?

I want to see more action on items like these.