

From:

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Latif Nathani

Sent:

Friday, May 02, 1997 4:27 PM

To:

Michael Dwan; Bill Demas; Craig Spiezle

Cc:

Kurt Kolb; Steven Roseta; Bob Chapman; Ed McCahill

Subject:

RE: Works / Money

We are not doing any Works 4.5 deals.

The purpose of this combo is only to reduce cogs and help money penetrate through Works deals. This combo will definately need to be looked at in light of HE in future.

# Regards,

### Latif Nathani

From:

-Original Message----om: Michael Dwan

Sent:

To:

Friday, May 02, 1997 1:31 PM Bill Demas; Craig Spiezle Kurt Kolb; Steven Roseta; Latif Nathanl; Bob Chapman

Cc

RE: Works / Money

Subject:

The deals I refer to are the Works/Money combo CD, right now that's existing versions, but we want to have a continuation when the new releases arrive.

Original Message

From:

Bill Demas

Sent: To:

Friday, May 02, 1997 1:13 PM Michael Dwan; Craig Spiezle Kurt Kolb; Steven Roseta; Latif Nathani; Bob Chapman

Subject:

You should not be cutting any deals on a Works 4.5 since it has not been approved.

---Original Message--From: Michael Dwan
Sent: Friday, May 02, 1997 12:55 PM
To: Bill Demas; Craig Spiezle
Cc: Kurt Kolb; Steven Roseta; Latif Nathani; Bob Chapman
Subject: RE: Works / Money

We are cutting deals now Bill which are predicated on this who do I need to convince to ensure we can meet our commitments? Lets try to get closure on an agreement.

-Original Message----

From: Sent:

Bill Demas
Friday, May 02, 1997 12:37 PM
Cralg Splezle; Michael Dwan
Kurt Kolb; Steven Roseta; Lattf Nathanl

To:

Subject: RE: Works / Money

It's probable but don't assume that quite yet. First, rev needs to be given go-ahead, second, the product group needs to be convinced to do another release.

ВШ

--Original Message From:

Craig Splezle

Sent: Friday, May 02, 1997 11:20 AM

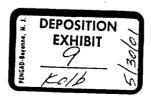
To: Michael Dwan
Cc: Kurt Kolb; Steven Roseta; Latif Nathani; Bill Demas
Subject: RE: Works / Money

Thanks for your suport.

-Original Message-From: Michael Dwan

Sent: Friday, May 02 7:38

To: Craig Spiezle



MS-PCA 1311985 HIGHLY CONFIDENTIAL Cc: Kurt Kolb; Steven Roseta; Latif Nathani

Subject: FW: Works / Money

fyi ... assuming Works revs we will have an OEM Works / Money combo CD.

Original Message

Bill Demas From:

Thursday, May 01, 1997 4:47 PM Susan Koehler; Michael Dwan RE: Works / Money Sent: To:

Subject:

I did not realize that you were referring strictly to OEM and that there was a critical issue. When Works 4.5 is approved - which it has not been yet - we can discuss these issues but strictly for OEM, it looks like it could

### ВШ

-Original Message

Susan Koehler From:

Thursday, May 01, 1997 10:49 AM Michael Dwan; Bill Demas Sent: To: Subject: RE: Works / Money

Bill, I wasn't pushing this but Michael has now made some good points. Pls let him know your concerns about an oem bundle offer. If you need him to better identify the business opportunity I imagine he could. Before a few days ago, I had no idea this bundle was so important to Oem, myself.

Original Message-From: Michael Dwan

Thursday, May 01, 1997 7:10 AM Sent:

To: Bill Demas Cc: Susan Koehler

RE: Works / Money Subject:

Bill are you referring to retail ... OEM volumes are considerably greater. I'm not arguing the retention in retail just as an OEM offering. There is already a precedence for having SKUs in OEM that don't exist in retail ... for justifiable business reasons.

-Original Message

From: Rill Demas

Wednesday, April 30, 1997 6:12 PM Sent:

Michael Dwan Susan Koehler To: RE: Works / Money Subject:

Wearing the big MS hat, it does not make sense to continue this SKU because the product does not sell nor do any of the Works bundles for that matter. In March, we sold approx. 32K units of Works and 3K of Works-Money and 4K for Works-Bookshelf. Going forward, we will only have one product - Works.

## Bill

-Original Message

From:

Michael Dwan Wednesday, April 30, 1997 4:16 PM Bill Demas Sent: To: Cc: Susan Koehler; Michael Dwan

RE: Works / Money Subject:

Bill, can you help me understand the rationale for this ... I ask as the Money / Works combo is a useful SKU for non Home Essentials OEMs and in addition is particularly good from a component cost reduction perspective where thats an important element in the sales negotiation. The latter point is important for both Works and Money as product costs are a competitive disadvantage today across the board.

A business example to illustrate ... right now Acer NA are currently negotiating their fy98 bundle at ~200k unit volume, it includes Works. They are unlikely to bundle Money without a zero cogs option to them. IMG will be the losers of significant royalty (~\$500k) and Intuit Quicken wins with the personal finance space to itself. Thats just 1 deal and it sucks. Surely wearing the big Microsoft hat it makes sense to cut a combo CD with Money. We need to have this flexibility in the OEM channel.

-Original Message

Bill Demas From:

Wednesday, April 30, 1997 3:25 PM Sent:

To: Michael Dwan Susan Koehler Cc: Subject: · RE: Works / Money

MS-PCA 1311986 HIGHLY CONFIDENTIAL We will not be doing any more bundles with Works and the current bundles are being discontinued. The updated Works release will be standalone. Money will be included in Home Essentials 98, which RTMs 9/10.

#### Bill

---Original Message--

From:

ndichael Dwan Michael Dwan Wednesday, April 30, 1997 2:50 PM

Sent: Wedne To: Bill Der

Cc: Subject: Bill Demas Susan Koehler, Michael Dwan Works / Money

Subject: Works / Mone

Bill, Susan Koehler mentioned that you'd be the right person to ask about when the next Works release is due? I support IMG product OEM channel and really want to have a Works / Money '98 combo CD offering. We have one today ... but its application is somewhat limited by the fact that it includes only Money HBE not standard edition. I had heard your revving Works soon ... Money RTMs in August. Are our times aligning?

Thanks,M.