From: Pete Peter
Sent: Friday, March 05, 1999 1:46 PM
To: Kurt Kolb
Subject: FW: DAD 2000 PGL - Needs JK Staff Approval

Here is what we should ask the directors to approve next Thu.

——Original Message——
From: Ed McCahill (Exchange)
Sent: Friday, March 05, 1999 10:33 AM
To: Tim McGrath (OEM)
Cc: Pete Peter
Subject: RE: DAD 2000 PGL - Needs JK Staff Approval

Thanks, here's the revised (hopefully for the last time this week) PGL!

dad 97 & 2000 apps
pgl_3.xls

Ed McCahill
Product Manager - Desktop Applications
425.936.6619

——Original Message——
From: Tim McGrath (OEM)
Sent: Friday, March 05, 1999 10:20 AM
To: Ed McCahill (Exchange)
Cc: Pete Peter
Subject: RE: DAD 2000 PGL - Needs JK Staff Approval

It's TH.

——Original Message——
From: Ed McCahill (Exchange)
Sent: Friday, March 05, 1999 8:50 AM
To: Tim McGrath (OEM)
Cc: Pete Peter
Subject: FW: DAD 2000 PGL - Needs JK Staff Approval

Guys, I just got mail from our Thai friends this morning and they have requested that we produce Thai Word standalone for OEM. That's the only product they want for OEM.

Tim, I don't know the language key for Thai, but if you send it to me, I'll update the PGL one final time. Thanks for your patience!

Ed McCahill
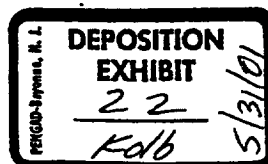Product Manager - Desktop Applications
425.936.6619

——Original Message——
From: Ed McCahill (Exchange)
Sent: Thursday, March 04, 1999 4:34 PM
To: Tim McGrath (OEM)
Cc: Pete Peter
Subject: RE: DAD 2000 PGL - Needs JK Staff Approval

Tim, my comments:

1. I've changed the HB to IW (I didn't know what the Hebrew language key was)
2. Good catch on no A release for PhD. I've revised those PhotoDraw languages to also include some the Chinese releases we added in February that I didn't pick up on.

Here's a revised PGL with your edits:
<< File: dad 97 & 2000 apps pgl_2.xls >>

Ed McCahill
Product Manager - Desktop Applications

MS-PCA 1227321
HIGHLY CONFIDENTIAL

MSPCA01227321

425.936.6619

Will do - couple issues - I don't see any boms for an 'A' language of Photodraw, just EN. Word 2000 'HB' language code I think should be IW.

Tim

here are the languages for 2000 apps so you can finish up the exhibit work.

Pete, thanks for the fast turnaround on reviewing this. Comments below and a revised PGL reflecting your feedback at the bottom:

Ed McCahill

Product Manager - Desktop Applications
425.936.6619

OK my comments.

1) You have certain languages in the product table (ZH, XT, XC) that are not defined below the table. I don't know what these languages are and neither will the account managers. Is this a mistake or should we update the language key below the table by adding these three languages? [Ed McCahill] Take another look in Row 29. They are all listed there. I think your confusion may be that the key is sorted alphabetically by language (eg "Chinese-Simplified") rather than by code ("XT"). I changed the sort criteria in the revised version below.
2) Your memo says we will restrict Excel licensing on a standalone basis. This is fine except have we considered the possibility of existing licenses for Excel 97 that will now have a reduced language list for the Excel 2000 product. No problem with the logic just want to prethink how to handle the complaints if there will be any from current Excel 97 licensees. [Ed McCahill] I'm not aware that we have any existing Excel license deals with any of the languages I deleted. I looked into this a few months ago and found none, which is why I killed them. It's possible that changed without my knowledge since then. We've also always had Excel as a restricted product because of the desire to move OEMs up to Office.
3) Memo says we will lower 97 prices sometime in the future. I'll assume that will be a separate event and we will communicate that to AM later rather than now. If you tell them now they will want the lower price on the newer product release. [Ed McCahill] Correct that it will be a separate event in the future for Word 97 (the only 97 app we'll continue to offer post-2000 launch). Good point about not communicating it right now. I only put that in the memo (not as a comment on the PGL) because that was just FYI for JK & Staff.
4) We should take the (XT ships @ SR1) notation out of this since it could set expectations that might be missed. Licenses are typically written such that the noted language is licensed if and when available. Either take XT out for now or take out the notation and it will be available when it's available. [Ed McCahill] Another good point. I've removed all XT listings. We will add them in late this year when they are expected to be available (SR1).

Otherwise, are we set to roll?
<< File: dad 97 & 2000 apps pgl_1.xls >>

From: Ed McCahill (Exchange)
Sent: Wednesday, March 03, 1999 4:57 PM
To: Pete Peter; Kurt Kolb
Cc: Ken Myer (Exchange)
Subject: DAD 2000 PGL - Needs JK Staff Approval
Importance: High

Here's the proposed PGL for DAD 2000 standalone applications. Please review it, make comments, and pass up the line so we can get it approved as soon as possible. The AMs are starting to ask for pricing info and I'm obviously stuck until we get this approved and posted. Please feel free to ask me any questions. Thanks!
 << File: dad 97 & 2000 apps pgl.xls >> << File: DAD Office 2000 PGL - Cover Memo (03_99).doc >>

Ed McCahill
Product Manager - Desktop Applications
425.936.6619

Microsoft OEM Pricing Guideline - Applications Products

DAD Applications (3/5/99)

Product Name	Language	Est. Retail Upgrade Price	Media	Platform	Notes	10K	25K	50K	100K	200K	500K
Excel 97	EN	109.00	CD	32	A,D	$ 54.50	$ 52.25	$ 50.00	$ 48.00	$ 45.75	$ 43.50
Excel 97	IE	n/a	CD	32	A,D	$ 55.50	$ 52.75	$ 60.00	$ 57.50	$ 55.00	$ 52.25
Excel 97	AR, CS, DA, DE, EL, ES, FI, FR, HU, IT, KO, NL, NO, PL, PT, RU, SV, TR, XC	n/a	CD	32	A,D	$ 78.50	$ 75.25	$ 72.00	$ 69.00	$ 66.00	$ 62.75
Outlook 97	DE, ES, FR, IT, NL, SV, XC	n/a	CD	32	A	$ 7.25	$ 6.50	$ 6.00	$ 5.75	$ 5.50	$ 5.00
Outlook 98	EN	109.00	CD	32	A,C	$ 6.00	$ 5.50	$ 5.00	$ 4.75	$ 4.50	$ 4.00
PhotoDraw 2000	EN	109.00	2CD	32	B	$22.00	$ 19.75	$ 17.50	$ 15.50	$ 13.25	$ 11.00
PhotoDraw 2000	DE, ES, FR, IT, JA, NL, XC, XT, ZH	n/a	2CD	32	B	$ 26.50	$ 23.75	$ 21.00	$ 18.50	$ 16.00	$ 13.25
Publisher 97	DA, DE, ES, FR, IT, NL, NO, SV, XC, XD, XZ	n/a	CD	32	B	$ 24.00	$ 21.50	$ 19.25	$ 16.75	$ 14.50	$ 12.00
Publisher 98	EN	79.95	CD	32	B	$ 20.00	$ 18.00	$ 16.00	$ 14.00	$ 12.00	$ 10.00
Publisher 98	CS, DA, DE, ES, FI, FR, IT, NL, NO, PL, PT, SV, XC	n/a	CD	32	B	$ 24.00	$ 21.50	$ 19.25	$ 16.75	$ 14.50	$ 12.00
Word 97	EN	84.95	CD	32	A	$ 26.00	$ 23.25	$ 24.75	$ 23.00	$ 20.75	$ 19.00
Word 97	CS, DA, DE, EL, ES, FI, FR, HU, IT, KO, NL, NO, PL, PT, RU, SV, TR, XC	n/a	CD	32	A	$ 33.75	$ 31.50	$ 29.75	$ 27.50	$ 25.50	$ 23.50

REFERENCE/NOTES

Language Key
A - International English; AR - Arabic; CS - Czech; DA - Danish; DE - German; EL - Greek; EN - N.A. English; ES - Spanish;
FI - Finnish; FR - French; HU - Hungarian; IE - India English; IT - Italian; IW - Hebrew; JA - Japanese; KO - Korean; NL - Dutch; NO - Norwegian;
PL - Polish; PT - Portuguese; RU - Russian; SL - Slovenian; SV - Swedish; TH - Thai; TR - Turkish; XA - Australian English; XC - Brazilian;
XD - French Canadian; XT - Chinese-Simplified; XV - English Canadian; XZ - UK English; ZH - Chinese-Traditional

Media Key
CD - CD-ROM only; 2CD = Two CDs required

Notes
A = Available only to full system and laptop vendors.

B = Available to all OEMs, including peripheral manufacturers, multimedia kit vendors, etc.
C = Can only be distributed in North America (US and Canada) due to encryption issues.
D = Requires VP or GM approval prior to license agreement