

Q1 / Q2 Goals

Q1:

Design Wins:

Increase MS-DOS penetration on naked systems,
No DRI defections, Extend per processor licenses to 3 years
- Focus on Samsung, TC Accounts
Establish MS-DOS/M as KK standard / hold back PC-DOS/V
Successful H-MS-DOS v5.0 launch, bundles

Increase Windows product penetration
Focus on NEC - MS-DOS/Win pre-install systems
Increase Win pre-install bundles

Gain comitment for WFP from KK and CH OEMs
Hold WFP seminars
NEC, Sanyo, Epson, Samsung, Wacom, Hyundai, Trigem

OS/2 —> NT Migration - KK Focus

Q2:

MS-DOS:

No lost design wins - DRI
Increase MS-DOS penetration on naked systems
US - Launch EZ Distribution plan MS
No DRI defections, Extend per processor licenses to 3 years
CH OEMs Increase MS-DOS v5.0 , 100% of shipments

Windows:

H-Windows pre-installed by all CH suppliers
Increase pre-Install bundles, per system on all 386

WFP Commitment from Samsung, Trigem, Hyundai

Revenue:

Beat Budget by 10%
Increase \$\$'s per system
Sign 6 new EBU license agreements

Account Penetration:

US New Business group re-org to provide better customer service/sales
Improve KK customer service - hire and train 3 new account managers
Complete MS systems strategy update with all major accounts (Q1)
Product Seminars:
Pen Windows - KK and CH, MultiMedia - TC and CH,
NT - TC and KK

AM Training:

Complete FY93 Revenue Forecast, including system training



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ROM MS-DOS, Windows v3.1, MultiMedia Training for FE Account managers
Complete 4 days of Sales Training for US New Business group

Q2:

DesignWins:

MS-DOS:

No lost design wins - DRI
Increase MS-DOS penetration on naked systems
US - Launch EZ Distribution plan MS
No DRI defections, Extend per processor licenses to 3 years
CH OEMs Increase MS-DOS v5.0 , 100% of shipments

Windows:

H-Windows pre-installed
Increase pre-Install bundles

WFP Commitment from Samsung, Trigem, Hyundai

Revenue:

Sign 6 new EBU license agreements
Beat Budget by 10%
Increase \$\$'s per system

Account Penetration:

Complete 4 days of Sales training for US New Business group
Provide better customer service
Improve KK customer service - hire and train 3 new account managers

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Q1/Q2 Goals:

No Lost Design Wins / Increase MS-DOS and Windows Penetration / extend Term

Windows, Windows, Windows / Windows NT

Beat budget by at least 10%

Be Agressive and opportunistic on Applications bundles

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