1/24 Universal Cty 43 1/24 Hartford 59 1/24 Shreveport 52 1/25 Santa Barbara 18 / 72 1/25 Worcester 45 1/25 Baton Rouge 46 / 27 end



From hankv Mon Jan 08 07:45:42 1990

To: Marysn

Subject: apple & AE versions

Date: Thu Jul 30 15:30:08 PDT 1992

Is this the deal you were working on with Chrisbro? I can see why Intl was upset. I can't say I'm too happy about it either. Tell you why later.

Good morning...

>From susannaf Sun Jan 7 21:16:55 1990

To: dawntr

Subject: apple & AE versions

Cc: hankv lisawe

Date: Sun Jan 7 21:13:31 1990

As you can see from my mail below, it makes me very uncomfortable that we begin selling AE outside the ed channel - what next...

One approach would be to greatly cost reduce our promotional version, replacing the current promo version. We have a need for such a cost reduced version to seed etc. What do you think?

>From mikene Sat Jan 6 15:29:20 1990

To: susannaf

Subject: Apple & AE versions Cc: dawntr ellenm hankv lesliek Date: Sat Jan 6 15:28:19 1990

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Yes, I was aware of the program that I worked on endorsed by Scotto and Richmac with the field, Chrisbro and Martat in the Santa Clara office. In addition, Johnm was also involved.

My brief outline was that we either did this or face giveing up substantial penetration at Apple from Informaix and others based on very aggressive site license programs by teh competitors. In some cases the site license like Wingz was \$50 per unit and free updates.

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This made sure that we did not lose business and is now a consistent program through 3 Apple purchasing agencies.

If you require forcasts than Chrisbro in the Santa Clara office can provide you with the info. I am sure if you e-mail her. The contact in Inside Sales is Rickke.

Finally, this is brief info. I know but from the executive level of MS to USSMD executive level, I was basically told "get teh business" and this is the wway we did. I can certainly meet with you and others to go through this when I am back in town late Tuesday if you wish. Please let me know and I can provide supporting documentation and the actions taken to date.

>From susannaf Sat Jan 6 14:58:52 1990

To: mikene

Subject: Apple & AE versions

Cc: dawntr ellenm hankv lesliek susannaf

Date: Sat Jan 6 14:57:05 1990

Mike,

Do you know anything about the deal referred to in the mail below - re: Apple buying AE versions of our software - is this true??

I thought that when we put the AE versions together we all agreed that that these versions would not be used outside the ed channel. As PM's we were very concerned about creating the perception among non-ed customers that it was ok to use AE if you arent a student etc.

Finally, if we will be doing this type of deal, what do we expect the unit sales to be to Apple? PM's need to forecast for this.

Thanks Susanna

>From jonro Thu Jan 4 19:44:32 1990 | To: gmsubs

Subject: Apple License Agreement Cc: chrisbro douglasj idac imm jonro macintl marysn Date: Thu Jan 4 19:41:28 1990

The U.S. Group has just entered into a License agreement with Apple U.S. whereby Apple is able to buy Microsoft Macintosh academic versions at very aggressive prices. The arrangement is in response to the extremely aggressive site licensing agreements our primary Mac competitors have offered Apple. The agreement explicitly states that Apple can only use the software for internal use, and cannot distribute externally.

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HIGHLY
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From hankv Mon Jan 08 07:52:16 1990

To: petch Cc: dawntr

Subject: apple & AE versions

Date: Thu Jul 30 15:30:21 PDT 1992

I guess what bugs me about this is that it doesn't appear that Apps was very involved with an essentially pricing/strategy decision. Given our problems at Apple it would have been nice to have been in the loop. They may have been leverage/chips to gain in other work we try to do with Apple. It may be that Mikemap or lewisl was involved, but the lack of coordination/info courtesy implicit points to an area we need to work on with USSMD

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To: dawntr

Subject: apple & AE versions

Cc: hankv lisawe

Date: Sun Jan 7 21:13:31 1990

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If you require forcasts than Chrisbro in the Santa Clara office can

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HIGHLY
CONFIDENTIAL

provide you with the info. I am sure if you e-mail her. The contact in Inside Sales is Rickke.

Finally, this is brief info. I know but from the executive level of MS to USSMD executive level, I was basically told "get teh business" and this is the wway we did. I can certainly meet with you and others to go through this when I am back in town late Tuesday if you wish. Please let me know and I can provide supporting documentation and the actions taken to date.

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Susanna

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From hanky Mon Jan 08 07:52:51 1990

To: glenha

Subject: apple & AE versions

Date: Thu Jul 30 15:30:33 PDT 1992

Glen, can you shed any light on this?

>From hankv Mon Jan 08 07:52:16 1990

To: petch Cc: dawntr

Subject: apple & AE versions
Date: Mon Jan 08 07:52:13 1990

I guess what bugs me about this is that it doesn't appear that Apps was very involved with an essentially pricing/strategy decision. Given our problems at Apple it would have been nice to have been in the loop. They may have been leverage/chips to gain in other work we try to do with Apple. It may be that Mikemap or lewisl was involved, but the lack of coordination/info courtesy implicit points to an area we need to work on with USSMD

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Date: Sun Jan 7 21:13:31 1990

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Subject: Apple & AE versions Cc: dawntr ellenm hankv lesliek Date: Sat Jan 6 15:28:19 1990

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MS-PCA 2605399

From hankv Mon Jan 08 07:53:41 1990

To: dawntr susannaf

Cc: lisawe

Subject: Re: apple & AE versions
Date: Thu Jul 30 15:30:46 PDT 1992

Let me know when you plan to meet with Mikene on this.

Thanks

Hank

>From susannaf Sun Jan 7 21:16:55 1990

To: dawntr

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Cc: hankv lisawe

Date: Sun Jan 7 21:13:31 1990

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MS-PCA 2605400 HIGHLY CONFIDENTIAL Finally, this is brief info. I know but from the executive level of MS to USSMD executive level, I was basically told "get teh business" and this is the wway we did. I can certainly meet with you and others to go through this when I am back in town late Tuesday if you wish. Please let me know and I can provide supporting documentation and the actions taken to date.

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Cc: dawntr ellenm hankv lesliek susannaf

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Susanna

From hankv Mon Jan 08 07:55:22 1990 To: juliee

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Subject: Re: i need to know....
Date: Thu Jul 30 15:30:52 PDT 1992

This is fine.

>From juliee Mon Jan 8 07:51:37 1990

To: hanky

Subject: i need to know....
Date: Mon Jan 8 07:49:14 1990

>From juliee Thu Jan 4 11:25:28 1990

To: hankv kathleen robbieb

Subject: Stanford Bus Summer schedule 2/15

Date: Thu Jan 4 11:25:26 1990

Stanford has changed our summer interview schedules to the 16th, instead of the 15th. I had confirmed all of you for the 15th---but need to know now if you can confirm for the 16th.

Let me know if you have a problem with this change. I need to know either way by tomorrow. Thx much, Julie

From hankv Mon Jan 08 08:07:47 1990

To: dawntr susannaf

Subject: Re: apple & AE versions Date: Thu Jul 30 15:31:00 PDT 1992

On second thought, let me know if you think it important that I attend a meeting with Negrin. My main concern is that we communicate to Mike the importance of keeping us in the loop on stuff like this.

Hank

>From hankv Mon Jan 08 07:53:41 1990

To: dawntr susannaf

Cc: lisawe

Subject: Re: apple & AE versions Date: Mon Jan 08 07:53:38 1990

Let me know when you plan to meet with Mikene on this.

Thanks

Hank

>From susannaf Sun Jan 7 21:16:55 1990

To: dawntr

Subject: apple & AE versions

Cc: hankv lisawe

Date: Sun Jan 7 21:13:31 1990

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MS-PCA 2605402 HIGHLY CONFIDENTIAL As you can see from my mail below, it makes me very uncomfortable that we begin selling AE outside the ed channel - what next...

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Finally, if we will be doing this type of deal, what do we expect the unit sales to be to Apple? PM's need to forecast for this.

Thanks Susanna

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Cc: chrisbro douglasj idac imm jonro macintl marysn

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Susanna

From hankv Mon Jan 08 08:10:42 1990

To: melindas

Subject: Re: Telesales test

Date: Thu Jul 30 15:31:18 PDT 1992

Is this progressing? Any initial data you have would be great to have. I'm meeting with Oki's Rstaff a week from today to report on PUSH. I would like to speak with you about Telesales. I need a summary of what the team has done, and how effective it has been on growing the business. Let's talk asap.

Hank

>From melindas Fri Jan 5 17:21:47 1990

To: hankv

Subject: Telesales test

Date: Fri Jan 5 17:18:35 1990

Wanting to meet with Joe. Will need to do when he gets back in town.

Melinda

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