

From: Richard Barne  
Sent: Wednesday, September 03, 1997 5:09 AM  
To: Kurt Kolb; Bengt Akerlind  
Cc: Peter Miller (LCA)  
Subject: RE: Leasing Questions

Dell is treating the lease as a flexible finance package that is offered to the customer. Their lease term is a standard 2 years. Their research leads them to believe that >90% of customers will keep the systems at the lease end and will have benefited from keeping the (depreciating) asset off their books. For the remaining 10% ????

I meet the Dell leasing folks tomorrow for a full review

-----Original Message-----

From: Kurt Kolb  
Sent: Tuesday, September 02, 1997 12:55 PM  
To: Bengt Akerlind; Richard Barne  
Cc: Peter Miller (LCA)  
Subject: RE: Leasing Questions

Bengt - the office group thinks they can get an additional \$300 per copy of MSOFFICE over the standard retail price for a 2-year lease, pilot runs this holiday. Can we hold off your oems until more detail comes back from this test?

If no, and if leasing is truly just "flexible financing" from the oem -

Why not just make the oem (all oems) pay full oem royalty every time the leasee name changes - OS and limit apps to MS Office SBE.  
Do the same for MS Office Standard if we are still getting >\$200 for the product.

same term, > 1 year leases only.

kurt

-----Original Message-----

From: Peter Miller (LCA)  
Sent: Tuesday, September 02, 1997 10:37 AM  
To: Patrick McMahon (LCA); Robert McAuley; Bill Henningsgaard; Peter Boit  
Cc: Brian McEachron (LCA); Kurt Kolb; Bengt Akerlind; Richard Barne  
Subject: RE: Leasing Questions

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-----Original Message-----

From: Patrick McMahon (LCA)  
Sent: Tuesday, September 02, 1997 7:40 AM  
To: Robert McAuley; Bill Henningsgaard; Peter Boit  
Cc: Brian McEachron (LCA); Peter Miller (LCA)  
Subject: Leasing Questions

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