



From: Connie Clark-Redmond
Sent: Wednesday, December 23, 1998 11:04 AM
To: Kurt Kolb
Cc: Linda Norman (LCA); Martha Dawson (Preston Gates & Ellis)
Subject: RE: How many registered SB OEMs buy through DSP distribution WW?

Sorry...got behind on email....all depends on how you define recurringly. Here's a standard report we use for measuring purchasing frequency



We would typically call our most loyal purchasers those who purchase 2 out of the last 3 months (2:3)....WW for any DSP product this is about 28k. 1:3 is about 62K and 1:6 is about 88k. For just Win9x, it's 19k for 2:3, 45k for 1:3 and 65k for 1:6.

If you have yet another way you'd like to see it cut, let me know...though I'm pretty much out of the office until 1/13 with holidays, training and offsites. If you need an answer quickly, you can check with Cristin Mandaville in my group.

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-----Original Message-----
From: Kurt Kolb
Sent: Tuesday, December 15, 1998 8:37 AM
To: Connie Clark-Redmond
Cc: Linda Norman (LCA); Martha Dawson (Preston Gates & Ellis)
Subject: RE: How many registered SB OEMs buy through DSP distribution WW?

how many recurringly purchase?

-----Original Message-----
From: Connie Clark-Redmond
Sent: Tuesday, December 15, 1998 8:09 AM
To: Kurt Kolb
Cc: Linda Norman (LCA); Martha Dawson (Preston Gates & Ellis)
Subject: RE: How many registered SB OEMs buy through DSP distribution WW?

Only in NA are they required to be registered to purchase, so it isn't a very meaningfull number. Over the last 12 months, we have had almost 118,000 SBs purchase any DSP product from DSPs. A little over 87k have purchased Win9x over the last 12 months.

As for registered on the MOSB web site database, we have about 100k total, about 65k of those in NA.

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-----Original Message-----
From: Kurt Kolb
Sent: Tuesday, December 15, 1998 5:21 AM
To: Connie Clark-Redmond
Cc: Linda Norman (LCA); Martha Dawson (Preston Gates & Ellis)
Subject: How many registered SB OEMs buy through DSP distribution WW?

20,000?
 30,000 registered?

MS-PCA 2599164

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Purchasing Frequency Summary Report

Report Last Refreshed: 12/27/98

For Rolling Fiscal 12 Month Period Ended: November, 1998

Rep WW Area	(All)
Rep WW Region	(All)
Rep Sales Location	(All)
Rep District	(All)
OSM Region	(All)

Sum of Branch KeySum/Category Name	Frequency	Fiscal Month											
		November, 1998	December, 1998	January, 1999	February, 1999	March, 1999	April, 1999	May, 1999	June, 1999	July, 1999	August, 1999	September, 1999	October, 1999
Windows NT Workstation	New Customer	1,908	5,602	5,474	4,410	4,730	4,938	4,990	4,700	4,899	4,441	4,860	3,963
	Branch	12,223	11,286	10,591	10,372	10,479	10,578	10,545	9,941	9,123	9,312	9,469	8,860
	1 of 3 Months	5,791	3,324	3,065	3,038	2,961	2,850	2,872	2,810	2,669			
	1 of 6 Months	17,780											
	1 of 12 Months	36,599											
32-bit OS	New Customer	2,237	21,363	21,336	24,789	28,288	27,913	20,026	19,985	21,459	19,312	20,934	21,536
	Branch	21,614	50,191	50,924	51,498	48,413	44,432	39,974	39,406	39,332	39,312	39,312	39,312
	1 of 3 Months	22,228	21,333	21,538	21,511	20,141	17,470	15,891	15,983	16,486	16,621		
	1 of 6 Months	74,332											
	1 of 12 Months	91,748											
Runnable OS	New Customer	5,248	37,935	38,038	33,434	29,111	28,817	20,937	21,037	22,487	20,817	22,105	22,715
	Branch	31,608	51,234	52,135	51,017	50,816	45,994	41,492	41,141	41,614	41,200	41,614	41,200
	1 of 3 Months	21,607	21,931	22,194	22,228	20,968	18,360	16,908	17,502	17,643			
	1 of 6 Months	75,823											
	1 of 12 Months	100,322											
Small Business Edition	New Customer	2,581	6,402	5,724	4,313	4,135	4,460	3,498	3,577	3,321	3,632	3,602	3,484
	Branch	6,775	12,235	10,864	9,935	9,231	8,648	8,138	8,246	8,093	8,093	8,093	8,093
	1 of 3 Months	11,714	3,492	3,080	2,790	2,645	2,332	2,200	2,287	2,129			
	1 of 6 Months	18,912											
	1 of 12 Months	22,817											
Novell	New Customer	1,380	4,574	5,401	5,074	5,390	5,765	5,206	5,285	5,716	5,512	5,907	5,401
	Branch	4,622	10,697	11,641	11,782	11,786	11,534	11,482	11,533	11,688	11,740	11,740	11,740
	1 of 3 Months	16,823	3,305	3,421	3,612	3,681	3,633	3,659	3,678	3,693			
	1 of 6 Months	17,563											
	1 of 12 Months	27,316											
Windows 95	New Customer	1,410	7,584	8,670	8,173	10,248	15,509	16,924	16,935	18,311	16,931	18,461	19,442
	Branch	1,032	16,901	18,235	24,232	29,556	32,970	34,444	34,040	34,096	35,201	35,201	35,201
	1 of 3 Months	16,132	5,907	6,500	7,843	10,449	12,445	13,382	13,480	14,117			
	1 of 6 Months	31,845											
	1 of 12 Months	64,235											
Windows 98	New Customer	3,508	26,030	19,455	17,063	19,115	13,788						
	Branch	16,566	37,535	37,547	36,990	27,063	13,788						
	1 of 3 Months	15,431	14,350	13,918	11,929	6,648	845						
	1 of 6 Months	54,939											
	1 of 12 Months	58,939											
Windows 9x	New Customer	4,674	24,205	24,205	22,198	23,037	22,763	17,013	17,091	18,448	18,008	18,913	19,677
	Branch	23,528	43,934	45,116	44,714	43,190	37,932	34,683	34,814	35,748	36,072	36,072	36,072
	1 of 3 Months	18,432	18,764	18,438	17,917	16,340	14,312	13,471	13,655	14,540	14,540	14,540	14,540
	1 of 6 Months												
	1 of 12 Months												

MS-PCA 2599165

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Purchasing Frequency Summary Report

Report Last Refreshed: 11/27/1998

For Rolling Fiscal 12 Month Period Ended: November, 1998

Est. W/W Area	(All)
Est. W/W Region	(All)
Est. Sales Location	(All)
Est. District	(All)
OSM Region	(All)

Sum of Branch Bk.Sum, Agency/Name Window %	Fiscal Month November, 1998	October, 1998	September, 1998	August, 1998	July, 1998	June, 1998	May, 1998	April, 1998	March, 1998	February, 1998	January, 1998	December, 1997
Frequency	65,495											
1 of 3 Months	87,455											
1 of 6 Months	6,043											
New Customer	35,771	31,861	34,115	30,741	34,879	34,076	26,340	26,613	28,404	27,108	28,115	28,181
Breath	61,796	66,885	61,551	61,908	59,659	55,129	51,536	51,240	51,701	51,238	51,218	51,238
1 of 3 Months	28,410	27,359	27,532	27,376	26,088	25,116	21,737	22,160	22,082	23,218	23,218	23,218
2 of 3 Months	88,401											
1 of 6 Months	117,846											
1 of 12 Months	2,291											
New Customer	6,775	6,402	5,774	4,313	4,415	4,400	3,498	3,377	3,721	3,632	3,602	3,486
Breath	13,714	12,225	10,844	9,935	9,231	8,408	8,124	8,138	8,246	8,083	8,083	8,083
1 of 3 Months	4,209	3,492	3,080	2,700	2,645	2,332	2,280	2,267	2,356	2,167	2,167	2,167
2 of 3 Months	18,912											
1 of 6 Months	35,812											
1 of 12 Months	1,890											
New Customer	5,812	5,677	6,577	5,991	6,574	6,492	4,084	6,084	6,236	6,158	6,222	5,972
Breath	13,142	13,163	13,733	13,603	13,728	13,426	13,415	13,322	13,519	12,998	12,998	12,998
1 of 3 Months	3,937	3,964	4,076	4,241	4,336	4,191	4,281	4,371	4,461	4,461	4,461	4,461
2 of 3 Months	31,090											
1 of 6 Months	32,021											
1 of 12 Months												
Hardware												

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