

From jeremybu Fri Jun 14 10:02:15 1991  
 To: billg isabeld jeffr mikehal mikemap  
 Subject: wordperfect multi-user international SKUs - long  
 Cc: bclee bernardv bobmc bobo brianre carlosb carlosf charlotg chrheck  
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A couple of weeks ago I alleged that Spain is only country in which WordPerfect has multi-unit SKUs (ie 50 paks, 100 paks etc) sold through the channel. I was wrong. Herewith the edited answers to the question I sent to the GMS the other day. My question was:

"Are there any countries other than Spain where WordPerfect sells multi-unit SKUs through the channel? In Spain they sell 50 paks, 100 paks etc suitably (ie highly) discounted. Please reply, whether answer is yes or no."

BELGIUM AND HOLLAND

There are no large multi-unit SKUs but In Holland they sell 5 packs (25% discounted) and 20 packs (40% discounted).

MEXICO

In Mexico WordPerfect is selling Multi-Paks:

Wordperfect single user \$ 495  
 Multipaks for 5 users \$1995 (equal to 20% off)  
 Multipaks for 20 users \$5995 (equal to 40% off)

Contents of the product:

	5 pak	20 pak
Manuals	2	2
Disk sets	5	20
Licencias	5	20
Templates	5	20

Additional documentation sets \$95 Aggressive!!!!

GERMANY

WordPerfect offers the following packages for the retail channel:

Word Perfect 5.1 retail versions, incl. net support, retail price (excl. tax) in DM

Versions	German	US	UK
1-pack	1.390	890	1.190
5-pack	5.500	3.600	4.700
20-pack	16.500	10.700	14.100

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they dont offer 50 or 100 packs through the channel, but I know that they offer campus licences (also for Academic version) and this depends on the number of PCs.

They sell these campus licences directly.

U.K.

Enclosed are the current WordPerfect prices along with comparative Word prices:

WP Single User/net Server	425		
WP Net Station		195	
WP 5 pack			1425
WP 20 pack		5100	
WP Net station 5 pack	875		
WP Net station 20 pack	3000		
Word for Dos single User		395	
Word for Dos MNP (5 pack)	1225		
Word for Dos MLP (10 pack)	2450		
Word for Windows Single User	445		
Word for Windows MNP (5 pack)	1780		
Word for Windows MLP (10 pack)	3560		

The current status is that WordPerfect have very recently started to offer 5 and 20 packs. With their 5 packs we are still very competitive with Word for Dos. Word for Windows however, is more expensive conforming to our strategy to price at a premium and indeed to conform to Microsoft Corps MLP conventions.

At the 20 pack level WordPerfect become very competitive, Word for Dos is priced at 4900 for 20 users as against 5100 for full product but 3425 for a net 20 pack. Against Word for Windows WordPerfect comes in at 5,100 against 7,120 for WFW. For a net pack WordPerfect are at 3,425 against 7,120 for WFW.

In summary Word remains competitive with WordPerfect at the single user and 5 pack level. However, at the 20 pack level WordPerfect is very competitive.

WordPerfect's current pricing will be a major issue of discussion at next weeks Word conference. If we are to become competitive at the 20 pack level we will need to re-define our current MLP conventions specifically for Word for Windows.

BRAZIL

In Brasil they are only selling multiple SKUs to Universities.

CANADA

Not that I'm aware of. They do have a program in

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education whereby you purchase one full retail product and then can acquire a license to make 7 additional copies - but this is strictly to education accounts.

#### ASIA PACIFIC

We have not heard any multi-pack SKUs offered by Wordperfect in the Asia Pacific market so far.

#### AUSTRALIA

It doesn;t appear WP offer multi unit pricing as you indicated in your mail in Australia. They have a Large Account programme but not along the lines indicated.

#### FRANCE

They have 3 skus since may 1st:  
Regular product, RRP 4700 FF  
5 licenses, RRP 18800 FF, 1 set of disks and 2 documentations  
20 licenses, RRP 56400 FF, 1 set of disks and 2 documentations.

#### KOREA

No multi unit SKUs.

#### AIME

Not in AIME.

#### ITALY

Yes they have:  
5 pack 20% discount  
20 pack 30%  
50 pack 40%  
100 pack 50%

#### NORDIC COUNTRIES

Yes, multi units SKUs, 4-pack (4 x listprice), 20-pack (12x listprice)  
2 full product, then MLps with keyb. templates

#### TAIWAN

None.

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