FAX

TO:	Devin Durrant WordPerfect Corporation Fax (801) 222-7477
FROM:	Rich Abel Microsoft
SUBJECT:	Ideas for potential cooperative efforts
DATE:	August 3, 1991

Sorry that we have had difficulty connecting...the life of a product manager!

I have lots of ideas on where and how we might work together closer. You probably have a list as well. Our challenge is to find the overlap.

These are in no special order...

Retail Channel

Special in-store signage about the WP + Windows connection. Visually align both products and companies in the retail store environment. Ensure that no WP buyer leaves without the "batteries" (Windows). A joint promotion that further connects the two products might make sense. We can encourage the channel to do this (as you know some don't need much prodding to make this happen) via the normal incentives, marketing funds, etc.

Update / Upgrade Program

I assume that you will give WP owners the opportunity to update to the Windows version. In many cases the user who pursues this update will also need Windows. We should discuss the ways that we can facilitate this for the customer. We typically see an update or an upgrade reach the market via both a direct and a channel mechanism. We'd need to be sure that whatever we did addressed both routes to market. Today we have a program in place that makes it possible for WP to purchase Windows direct from MS to fulfill as part of an update program.

PR

There may be PR implications of anything else we agree to jointly pursue. Certainly the press will take note of any WP / MS cooperation. MS would be interested in supplying you with quotes and participating in any events that WP has for the press.

Ads

We're working on some new advertising which will break this Fall. One concept being considered would include package shots of Windows applications. If we elect to pursue this concept, I'd like to consider using WordPerfect for Windows as one of the packages. This advertising would break in the October timeframe.

<u>User Groups / Influential Users / Product Advocates</u>

It might make sense for WP / MS to conduct a joint or coordinated tour of the top user groups SIGs for WordPerfect. An obvious focus of this could be to provide information to aid the WordPerfect customer who is moving to the Windows version in making a successful migration from DOS to Windows. I believe you are aware of our efforts to equip the influentials out there with "deep" information on Windows. These efforts have delivered information that enable the influential user to better exploit Windows, to optimize, to troubleshoot, to customize, etc. Our *Focus on Windows* magazine, *Windows Technical Workshops* and *The Windows Resource Kit* are materials that we have used toward this end. Any and all of these materials can be made available to you in a variety of forms.

We can license WP the materials to facilitate you using them in your own publications. We'd entertain putting a WordPerfect submitted article in a coming issue of *Focus*. We can license you the Windows Resource Kit if you are interested in manufacturing it and supplying it to your influential uses. If you have ideas for future content for any of these programs, I'd love to hear your ideas. Microsoft would be willing to conduct Windows Technical Workshops for your internal people in Orem. We'd do the same for your field engineers. Note: Lori Sill, my administrative assistant will be sending you overnight copies of the presentation materials and a video tape of the Windows Technical Workshop. In addition, she'll send you some sample copies of the Focus on Windows magazine and a Windows Resource Kit.

<u>Other Issues</u>

One concern that I have is simply being able to build and have available sufficient quantities of Windows packaged product throughout the launch of WordPerfect for Windows. This is of particular concern to me given that Lotus 1-2-3/W and other major products from major publishers are likely to come to market in the same time period. It will hurt everybody if the channel is understocked with Windows during the critical launch period for these products. I'm sure our manufacturing build response is similar to yours.

The better you can equip me to understand your timing, your estimates of rate and magnitude of migration of your installed base as well as the incremental new business you see for your product, the better job I can do in forecasting and meeting demand for Windows. Please help me out with timing and your own volume estimates (especially the volume that will drive incremental Windows sales).

A significant related issue is the impact and timing of the release of Windows 3.1 and how this will fit within your schedule. We'll need to discuss this. I have added you to the Windows 3.1 beta list, so you should be receiving a beta kit in a week or so.

These ideas, when merged with your own will provide us with lots from which to build a proposal for Pete. As I mentioned on the phone the other day, I will be traveling for the next two weeks. This will make it difficult, but not impossible to get ahold of. If we do not connect before then, I'll see you at the Windows & OS/2 show in Boston. I am planning on being in Boston the entire day of August 15th.

Devin, I hope you understand the sincere desire that Microsoft has to work with WordPerfect to our mutual benefit on these ideas. I look forward to discussing them further with you.

Thanks.

Rich

Rich Abel