

Lynn E. Williams (Legal)

From: Richard Freedman
To: bradc; bradsi; doasmktg
Subject: Elroy: turning lemons into lemonade
Date: Thu, Jul 22, 1993 8:01PM

Elroy has the attributes of a classical MS OS Upgrade, which is that it provides a benefit, safety, that is very compelling and universally appealing to our existing, mostly satisfied 6.0 installed base. Therefore, we should stop looking at the 6.0 -> 6.2 transition as a burden, and look at it as an opportunity.

6.0 will have a WW installed base of about 10M very active users by the time Elroy ships. That is a big market. We should create a special one disk/no manual 6.0->6.2 channel update, and sell it in for as much as we think we can reasonably charge. At \$9.95, it could be the biggest software product of the fall season. And it should be very effective at freezing out Novell.

We should still make the 6.0->6.2 Update available for free on CIS and the MSDL so we can take the high road. But given the time needed to download, and the number of people comfortable with modems, I don't think too many people will go that route. thanks.

MS-PCA 1181646
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Plaintiff's Exhibit
7687
Comes V. Microsoft

PLAINTIFF'S
EXHIBIT
911
A. No. 2:96CV645B