Microsoft Office Developer (MOD) Monthly Report
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Monthly reports are available at \\Larch\champs\Officedev\Monthly Summaries

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1. MOD 2000 Information:
- marketing materials: \\larch\champs\officedev\ode 2000
- Sales Pivot Table: http://finweb/tools (select Revenue and then the sell-in folder)
- public web site: http://www.microsfot.com/officedev

2. US Pricing Approved and Announced:
- Announced as part of general office press release on 1/4
- Tech guarantee: From 1/1/99 to 7/31/99, ODE 97 purchases are eligible for a free upgrade to MOD 2000.
- price waterfall: \\kingbird\waterfalls\waterfalls\approved\developer tools\office developer edition 2000.xls

Summary

	MOD 2000	Office Premium	Office Pro	ODE 97
FPP	999	799	599	799
CUP	649	449	349	549
VUP	609	399	309	509
MOD Tools*	399	-	-	299
Academic	299	239	199	239

3. Upcoming Events
- **Microsoft Office & VBA Solutions (MOVS) March 21-25, Chicago** - MOVS Chicago will be held at the Sheraton Towers. We are hoping to have 800 attendees, 15-20 exhibitors, and key members of the press.
- **MOVS April 11 - 44, London** - The 2nd annual MOVS - London will be at the Royal Lancaster Hotel.
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• 4. Sales Overview
- December ODE 97 sales declined 45% from November, bringing ODE 97 revenue to 73% of plan for FY99
- sell-in revenue
- $ figures in thousands
- % ADT = portion of revenue from Access Developer's Toolkit

WorldWide

	Revenue	% ADT	% of Budget	Licenses	% ADT	% of Budget
Dec-98	1,369	11%	59%	3,732	10%	59%
YTD	9,885	14%	73%	28,000	13%	76%

SPAR

	Revenue	% ADT	% of Budget	Licenses	% ADT	% of Budget
Dec-98	552	7%	51%	1,719	6%	51%
YTD	4,421	13%	74%	14,505	11%	78%

ASIA

	Revenue	% ADT	% of Budget	Licenses	% ADT	% of Budget
Dec-98	143	5%	53%	402	7%	59%
YTD	347	14%	25%	1,471	16%	43%

EMEA

	Revenue	% ADT	% of Budget	Licenses	% ADT	% of Budget
Dec-98	673	15%	71%	1,611	14%	69%
YTD	5,116	15%	82%	12,024	15%	80%

5. MOD in the Press:

Trends: The Office 2000 pricing announcement on 1/4 resulted in several online news hits. The press release included MOD pricing as well as brief messaging to position the price increase of Office 2000 Developer from ODE 97; None of the coverage noted the increase.

Information Week Online, 1/6/99
Microsoft Discloses Office 2000 Prices, Stuart Johnston
http://www.informationweek.com/story/IWK19990106S0004
also on TechWeb, Jan 7
http://www.techweb.com/wire/story/TWB19990107S0003
Detailed news coverage of the Office 2000 pricing announcement. Original posting listed VB6 as a component of Office 2000 Developer; PR worked with Stuart to have the online stories corrected. We anticipate a MOD price listing but no messaging in the much abbreviated Information Week print version 1/11.
News
Net: Neutral
Key Messages: Office Developer includes Premium and tools for Office-based business solutions
Key Takeaways: Office pricing; Office SKU for developers

WOW, 1/5/99
Woody's Office Watch #4.1
http://www.mcc.com.au/wow/index htm
WOW reports on the Office pricing announcement including mention of Office Developer in SKU listing. Typical of Woody as a hint of sarcasm detected in reference to the Tech Guarantee program as they feel that holding a $20 shipping fee does not equal free.
Net neutral
Key message: Pricing and Tech Guarantee information
Key takeaway. None

ZDNN, 1/5/99
Microsoft Office 2000 price freeze, Upcoming suite to be priced in line with Office 97, Lisa M. Bowman
http.//www.zdnet.com/zdnn/stories/news/0,4586,2181886,00.html
News story outlining pricing of the 5 Office SKUs. Little messaging included; notes Office Developer "includes development tools "
News
Net· Neutral
Key Messages Office Developer "includes development tools"
Key Takeaways: Office pricing, Office SKU for developers

PC Week 1/5/99
Microsoft announces pricing for Office 2000, John G. Spooner
http://www.zdnet.com/pcweek/stories/news/0,4153,383293,00.html
Same article also appears in Smart Reseller
http://www zdnet.com/sr/stories/news/0,4538,383293,00.html
PC Week posts neutral piece on the Office pricing announcement including a mention of the MOD pricing with messaging taken straight from the press release.
Net neutral
Key Takeaway· MOD mentioned in Office sku announcement with accurate messaging
Key Message MOD ships with Premium and offers tools for developers to build and deploy Office applications

MIND, 12/98
Speed your documents to the Web with Office 2000, Bruce Shankle, p 30
Office Developer key features are mentioned in this O2k tech feature The article details the technical side of O2k Web-specific functionality

including. round- tripping, web components, and server-side Web content.
Net: positive: "too cool not to mention"
Key messages: open object model, VBA6 across Office products, "most programmable version of Office to date," COM add-in designer, VS templates
Key takeaway: Office Developer will be a valuable tool for MIS and Web developers

WOW, 11/25/98
Bang for your Office 2000 buck, staff
http://www.wopr.com/wow
Woody and co. rave about MOD, advising readers that Office Developer version 2000 is well worth the price (and the wait for availability). WOW rates MOD far above ODE97, which they dub "about as appealing as warmed-over mud." WOW staff are on the MOD beta list under NDA, so the blurb contains no product or feature details. PR to educate WOW on Office 2000 Developer product name.
Net positive.
Key takeaway: ODE97 was a poor product; Office 2000 Developer will be worth the money.

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