

PX 378

WordPerfect® for Windows SIX.0

COMPETTIVE PRODUCT ANALYSIS

WordPerfect: State of Their World

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OVERVIEW

This document is designed to give the reader a comprehensive look at WordPerfect for Windows 6.0 and how it compares to Word for Windows 6.0. This evaluation will cover noteworthy differences in how the two applications operate as well as their relative strengths and weaknesses.

BACKGROUND

After repeated delays, WordPerfect for Windows 6.0 was finally released on October 19, 1993 (the Office 4.0 launch date). The industry generally lauded WordPerfect's robust and feature-filled Windows word processor, as it seemed like WordPerfect finally created an application that exploited the Windows platform. It is an impressive application that has excellent high-end DTP features, 98 spreadsheet functions and its trademark text editing and proofing tools. The product is positioned to be a one-stop solution for every level word processing user. A hefty (7 disks) 6.0a maintenance release is due out in April of this year.

WordPerfect's word processing sales still rival those of Word. In the past year, WordPerfect for Windows unit shipments increased by 60%²⁶ while Word's increased by only 6% (see WordPerfect Market Overview for details). WordPerfect's combined DOS and Windows word processor shipments also beat out Word's combined Office/Word shipments by almost 10%²⁷. The point is, WordPerfect's success up to now shows it is making inroads in the Windows market and not just by converting their DOS installed base.

This is of particular concern in the SMORG market—where at least 56% of computers remain on DOS²⁸—and certain key vertical markets (such as legal, where, regardless of firm size, awareness is at least double Word's)²⁹. Not only do they secure their DOS customers with excellent product pricing and vertical market bundles, but they can continue to leverage their high brand recognition for further acceptance of other vertical market packs, Main Street applications, home bundles, and WordPerfect workgroup solutions.

The bottom line: while WordPerfect is encumbered by recent organizational changes and inefficiencies, their name recognition, strong retail presence, advertising breadth, and solid products will continue to make them an awesome foe in word processing, and they hope, beyond.

²⁶ IDC "Top 100 PC Business Software Applications for 1992" and Dataquest Preliminary 1993 Top 10 Worldwide PC Applications. NOTE: WordPerfect for Windows 1992 market share was slightly less than 70% of Word for Windows' in 1992.

²⁷ Ibid.

²⁸ PC Watch 1992-1993.

²⁹ MSI Legal Tracking Research, Wave I, May 1993.

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PRODUCT POSITIONING

*"Express your individuality... Designed to be the perfect writing tool for you."
"The world's first document processor"*

WordPerfect's message is still evolving

- WordPerfect for Windows 6.0 was designed to give the user everything he/she could ever need in a word processor. While they initially heralded this aspect of their product, in the months preceding the product's release, messaging began to include key phrases such as "intelligent", "easily and automatically create", and "innovations"—blatant steals from Word 6.0's positioning.
- Since then, they've returned to their "one program to do it all" message with a "document processor" campaign.

Strong high-end feature set

- The idea is to make WordPerfect 6.0 come across as the most full-featured Windows word processor available today, so they also tout their high-end features—file management capabilities, templates/ExpressDocs, superb graphics handling and Coaches.
- 6.0a will also give them more feature parity (in particular, copying some of the Auto features) with Word 6.0.

How to position a suite when you already offer a one-stop solution...

- The WordPerfect/Borland team does it by focusing on best of breed, workgroup capability right out of the box, and leveraging existing DOS investment. This is clever positioning as...
 - ◊ Lotus only makes claims to workgroup capability through Notes
 - ◊ Although Microsoft rightly lays claim to best of breed and offers workgroup and DOS product transition tools, it basically positions itself to a more elite "Windows only" audience.
- The merger with Novell will also make this a more interesting/compelling suite.

Unmatched breadth in advertising

- It's tough to distill the effectiveness of their positioning and how their sales organization exploits it from sheer market momentum. But they counter any uncertainty with an unmatched presence in a wide variety of channels and extensive advertising. Until recently, their word processing advertising expenditures were almost *four times* those of Word for Windows³⁰ (see WordPerfect Market Overview for details). WordPerfect's name is out there a lot, and even if their products are haunted by inefficiencies and inconsistencies, they are reinforcing their predominance as the biggest and best family of word processors by being everywhere.
- They are also quick and masterful at leveraging positive press and awards.

³⁰ Cambell Graves Advertising Index for 1993.

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PRICING and DISTRIBUTION
Availability/Distribution:

WordPerfect 6.0 for Windows is currently available through approximately 2000 retail outlets (compared to 1200 for Word)³¹. It also can be ordered directly through WordPerfect Corporation's toll-free information line, a resource that has increased in usage over the past year³². Beyond these traditional channels, WordPerfect is experimenting with new ones, including in-flight catalogs. The run rate through such channels is unknown.

Pricing

US SRP**	\$495 (Street price \$270)
w/ Quattro Pro*	(Street price \$300)
Competitive Upgrade	(Street price \$130)
w/ Quattro Pro	(Street price \$130)
Version Upgrade	(Street price \$95)
w/ Quattro Pro	(Street price \$114)

* Versions with Quattro Pro are a "limited-time" offer.

** Street prices verified 2/20/94

PRODUCT EVALUATION

WordPerfect 6.0 for Windows DTP (finite text/character control, kerning, irregular text wrap, graphics etc.), file management, and templates equal or surpass some standalone packages. 6.0 also has almost 100 spreadsheet functions, Coaches, ExpressDocs, and improved macros, some of which are distinct competitive advantages.

However, "it isn't the last word in elegance and its appetite for memory and hard disk space is ravenous."³³ It requires 32MB of hard disk drive space, and the was buggy, lacked file compatibility with older versions, and had some macro incompatibilities. It would seem that in their attempt to give every level of word processing user everything, WordPerfect neglected the very basic issues of performance as well as file and macro compatibility. Their maintenance release is 7 disks but will slim the product size down to 27 MB.

The UI is much improved over its 5.x forefathers, but "even advanced users may have difficulty manipulating the awkward formatting codes..."³⁴. For example, commands, while there, are nested in multiple layers of menus. Working efficiently in the program depends on whether or not a user is used to working the WordPerfect way.

³¹ Microsoft Office Group estimate.

³² PC Watch, word processing installed base 1993.

³³ Mendelson, Edward, PC Magazine, February 8, 1994, p. 141

³⁴ Ibid.

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In all fairness, there is almost nothing WordPerfect 6.0 can't do, and 6.0a will give it some of Word 6.0's features as well. But for both the new and experienced user, whether or not WordPerfect for Windows 6.0's depth is worth the tradeoff in lack of polish and design is a tough call.

Program Size

	WordPerfect for Windows 6.0	Word for Windows 6.0
Disk Space	can custom install	can custom install 5 MB minimum 18 MB typical
	32 MB full install 27 MB w/6.0a	25 MB full install
Maintenance Release	7 disks	1 disk
Memory Needed (RAM)	6 MB recommended	4 MB required

Product Architecture Basics

Word and WordPerfect act differently as word processors because of their vastly different architectures.

Word 6.0 for Windows and WordPerfect for Windows 6.0 are fundamentally different word processors. WordPerfect is based around a stream based control code model that formats an object according to control codes it finds higher in the stream. Since the attributes of an object are represented by a "token", it is easier to find out exactly what is setting the object's current state. If something goes wrong, the user turns on the control codes (those beloved Reveal Codes) to identify what elements could be causing the problem. Novice users will find the reveal codes (and perhaps this model) somewhat confusing, but veteran WordPerfect users are often still in the habit of looking to the codes for finite document formatting control.

Word, on the other hand, is based on an attribute model. The formatting is contained within the object. This accounts for the ability to use controls like rulers and dialog boxes to easily and quickly format objects.

Word 6.0 Word's model is frustrating for the WordPerfect user that looks for centralized control points and formatting codes. While it is often easier to apply formatting attributes to objects in Word, if it does not apply the formatting exactly as desired, sometimes it is very difficult to control or requires a work around very different from the text oriented solution found in WordPerfect. In other words, Word is largely easier to use, but for some, this involves accepting a new way of doing work.

WordPerfect for Windows 6.0 Strengths

- Desktop publishing capabilities
- Document and File Management
- Templates/ExpressDocs
- Easy to customize/Improved UI with Coaches
- Spreadsheet/Table functionality
- Character Sets, Proofing Tools, and Data Import

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