

October 1994 Status Report

BUSINESS APPLICATIONS DIVISION

Key milestones for October:

- Shipped beta A of PerfectOffice
- Shipped 11 additional betas this month, including final beta for WordPerfect Windows 6.1
- Shipped WordPerfect Windows 5.2+ and WordPerfect Unix 6.0 (SCO)

DEVELOPMENT

PerfectOffice

- Shipped Beta A (10/24), Beta B target date (11/15)
- Formed team to address 32-bit suite (Gary Gibb to lead this)
- Working on Suite strategy for Windows 95

WPWin

- Shipped 6.1 Beta C and D (10/06, 10/27)
- Shipped 5.2+ (10/10)
- Addressed several issues for Ford
- Making good progress on the Windows 95 product

PRWin

- Shipped 3.0 Beta B and C (10/14 and 10/25)
- Organized the Windows 95 team

Windows Shared Code

- Reorganized team with Tom Creighton as Director
- Complete final freeze for 16-bit version of SC
- Putting more emphasis on 32-bit version and componentization

WPMac

- Finalizing an update to WPMac 3.1, to include updated DataViz drivers
- Canceling Vertical Text project
- Discussing options for the Mac and work with component teams

WPUntix

- Shipped SCO 6.0 (10/26)
- Shipped betas for MIPS (SGI, Beta B, 10/13 and SNI, Beta A, 10/24)
- Shipped an interim for SCO 5.1 (10/28) -for the Army contract
- Moving forward on 5.2+ plans (1/31/95 target ship date)

WPDOS

- Shipped 6.0c Beta A (10/26)
- Mapping out the 6.1 plans

WPVMS

October 1994 Status Report

- Shipped 5.1 Beta A (10/3)
- Target ship date is 11/9 (only 3 people left)

Envoy

- Shipped 1.0a Beta A (10/24)
- Finalizing the publisher version (target RTM 11/28)

WordPerfect SGML Edition

- On target for 12/15 code complete (target RTM 3/31)

ODA Conversion

- Shipped beta C (10/15)
- The plan is now to bundle this with ConvertPerfect (target RTM 11/11)

Tapestry Design

- Completed vision paper and improved on the Tapestry demo

Other

- Worked with Dave Moon on putting together the ComponentWare strategy for building lightweight components for Windows 95 and Power Macintosh supporting both OLE and OpenDoc object environments

Top three goals for November

- RTM WPWin by November 7th
- Get some good feedback from the POWin beta and ship another beta
- Crystalize our development strategy for '95, including synchronization with the GW division

MARKETING

- Began planning joint PerfectOffice and NetWare 4.1 launch event
- Sent beta copies of PerfectOffice to key reviewers and placed PerfectOffice stories in all major weeklies in preparation for Comdex.
- PerfectOffice Select contracts finished for eight partners (Intel, Capsoft, Bitstream, Jurisoft, Williams & Wilkens, Baseline, First Floor and Second Nature Software.)
- Sales training at regional offices (US). Hit multiple regions. Went OK. although not as much interest in applications as we would like by Novell sales people.
- Special offer for WordPerfect DOS in IBM's PC DOS 7.0 product. Also did 1 million piece mailer for WordPerfect DOS.
- Attended Apple USA sales conference. Generated huge interest in WordPerfect Mac 3.1. They have now decided to use 3.1 internally between the entire sales organization.

October 1994 Status Report

- Presented Envoy to 50 top IDG editors who are considering it for electronic distribution of their publications. Ziff-Davis Interactive is already planning to use the Envoy viewer for CD-ROM distribution.
 - Completed single-page ad executions for PO, WP, and QP that can be used globally
 - Completed Sales Guides for WP and QP. Completed Product Guide for PO.
- Top three goals for November
- Begin rollout plans for WordPerfect 6.1, including the channel launch of WordPerfect 6.1 and Quattro Pro 6.0
 - Comdex
 - Present at the annual sales meeting in San Antonio to get mind share for division products.

QUATTRO PRO

Quattro Pro 6.0a (for suite)

- Adding some additional features (OLE 2 server linking, common spell checker) for suite
- Code finished, will be ready by October 18

Quattro Pro 6.0i (International)

- Enabling effort to facilitate localization
- Solved a number of additional issues for international versions of PerfectOffice -- documentation and help file translation
- RTM December 15

Quattro Pro DOS

- Started development (outsourced)
- Target RTM - January 95

Marketing

- Direct mail to 500K users, all systems now in place to take orders 24 hours a day.
- International marketing efforts for QPW during the month of October were basically on hold due to lack of approved budget.

ISSUES

- **Localized PerfectOffice.** Fully localized versions of PerfectOffice will not ship in first quarter 95 (fiscal). This is totally due to the difficulty in localizing Quattro Pro. We are exploring options with the international sales offices to see if we can deliver a product this quarter using English Quattro Pro.

October 1994 Status Report

- **PerfectOffice Select.** The development team in Dave's organization only this week declared that they do not have enough resources to do this product. So we are scrambling trying to figure out how to cover this given our budget constraints. This is a real challenge right now.
- **PerfectOffice for Windows 95.** There is still big debate as to how much network integration we do in the next release of the suite. The feeling is that Microsoft, who has not delivered a new suite product since October 93 will be adding network functionality with SMS (network management product) that would negate our strategy. To some extent, this is what they did to Lotus by supporting Notes F/X in an Office update. The challenge is when we could realistic deliver the suite if we add these features. We would like to present the options and our recommendation to you soon.
- **Budget Impact on Strategy.** Still concerned about the impact of the budget on our long term future, such as WordPerfect for Unix. We discussed with USG our future WordPerfect for Unix strategy, or rather lack thereof. Discontinuing development of WordPerfect for Unix will have an impact on USG ISV recruitment efforts.
- **WP Unix.** Funding this group for even one quarter will cost us \$1.5 million. (This could even be underestimated if the development takes longer than currently planned.) We are currently reviewing a proposal to spin off this development as early as December 1. This could free up about \$1.2 million to ease development budget expenses. This is confidential.
- **International Marketing.** We have no people in place for any of the regional marketing managers. We are funding six. Many of the people have been let go or integrated into the Novell sales organizations. We may pick up some, but due to the length of time to find out the budget, we may have to recruit new people for these positions, which is exactly what we did not want to do. The real challenge is that we are close to releasing the international versions of the standalone products (already have for English Quattro Pro). There is quite a bit of confusion on marketing budgets and who will drive the business application marketing campaigns in each region until the RMMs are in place.
- **Channel Marketing Funds.** Lack of control over these funds could potentially have huge impacts on our ability to promote our applications.