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Subject: Competitive Update: Novell/WordPerfect PerfectFit Program
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As many of you know, WordPerfect announced a new suite this week, PerfectOffice. In addition, they announced a new developer program called PerfectFit Partners with new PerfectFit Technology. This program matches many of the support/services that Microsoft currently provides to its developer community. It's brought to us from the "WordPerfect Applications Group and Novell GroupWare" (I know it's confusing, I'm just quoting their datasheet.) To save time let's call this collection of products Wagnog during the course of this mail.

One caveat - so far, this announcement is vaporware. PerfectOffice 3.0 is scheduled to ship this fall, but specific pricing and availability will be announced at a later date. However, customers who purchase Borland Office 2.0 between June 28, 1994 and when PerfectOffice ships can receive a free upgrade license to PerfectOffice Standard. We've been unable to get an application to the PerfectFit Partners program or a PerfectFit Technology SDK (again, it won't be avail until Fall of '94). Please note that I'm paraphrasing from a couple of datasheets in the summaries below, it's all we've got at the moment.

PERFECTFIT TECHNOLOGY SUMMARY

PerfectFit Technology contains PerfectScript, the Open Interface API and the Writing Tools API (further detail below). These interfaces are common to all Wagnog products built with PerfectFit Technology. The following products are supposedly in this grouping: WP 6.0 for Windows, Novell GroupWare Symmetry, WordPerfect Informs, and WordPerfect Presentations.

* PerfectScript - a cross application scripting language developers can use to automate computing tasks involving multiple applications. PerfectScript runs standalone, so you can write and execute scripts that include any combination of installed Wagnog products. You can use this language to launch 3rd party apps through DLLs and DDE servers.

* Open Interface APIs - These APIs are supported on Windows, DOS, and UNIX versions of WordPerfect and other applications. They provide access for 3rd party DLLs and macros to communicate with, enhance or modify the functionality of WordPerfect applications. They give you control of over 2,000 WordPerfect commands (unclear whether this means that all Wagnog products support these APIs).

* Writing Tools APIs - supported on Windows and UNIX versions of WordPerfect, these new APIs allow you to directly manipulate text in WordPerfect. For example, a database developer could use these APIs to access blocks of WP text, update portions of the text with new data, and return it in the exact location.

PERFECT FIT PARTNERS PROGRAM SUMMARY

PerfectFit Partners is a developer relations program which provides integration tools and services to enhance, add-value to, and expand the market for Wagnog third party applications. It's important to note that this is a renaming of their previous "Working with WordPerfect" program. They quote current membership at 1,000 companies - all derived presumably from the previous program. There are three levels of partnership with associated benefits:

1) Associate Partner

Basic developer package. With ****no annual fee****, you get the following:

- * Developer Newsletter - helpful tips, news, tech updates and mktg info!
- * Evaluation software to aid testing and development

- * Standard technical developer support (no details)
- * Price discount on applications and developer tools

2) Select Partner

Requires Wagnog approval. Only companies who have demonstrated significant efforts to produce and market products that support Wagnog apps are eligible. In addition, you must have previously been an Associate Partner, and must submit your product for Wagnog review. There is an annual fee (no details) which gets you all the Associate stuff plus the following:

- * Quarterly PerfectFit Partner CD-ROM - Includes Wagnog software, SDKs, a customer support infobase, tech notes, white papers, and other tech/mktg info.
- * Free listings in their semi-annual Solutions Guide and Fax Referral Service
- * Mailings to sales managers, large accts, and user groups
- * Use of "PerfectFit with PerfectOffice" and other product logos
- * Beta-level software (upon request)
- * Email connection to the Wagnog staff
- * Priority developers technical support (no details)

3) Premier Partner

Premier Partners have demonstrated consistent and significant efforts to incorporate Wagnog products into their integrated solutions. Acceptance at this level is determined by the strategic value of the solution, as well as other qualifications.

You get all the Associate and Select stuff plus:

- * Opportunities to participate in various joint marketing activities with Wagnog (no details)
- * Access to Wagnog's reg base (> 2 million people) and the salesforce
- * Advertising placement using Wagnog frequency and rate discounts
- * Eligibility to participate in "PerfectFit with PerfectOffice" co-op ads and use of product logos (product testing required).
- * Integration Lab access and Priority+ technical developer support (no details)

POTENTIAL RISKS TO MICROSOFT OFFICE

1) Obviously, Novell has a healthy VAR program. If these VARs decide to make integration with PerfectOffice apps a core part of their business, WP will have a significant new 3rd party asset. Most likely this is an attractive new program because of the sales potential behind WPs large installed base. Entrenchment is one of the core benefits of a 3rd party program. Consequently, Novell VARs entering the PerfectFit program can stall our switching efforts.

2) This program is a melting pot of our current offerings (Office and Windows Compatible, Solution Providers, Premier PSS). Each of our programs has specific missions and programmatic benefits. We need to make sure that 3rd party developers who want to integrate with Office have a clear path through Microsoft. Although untested, the beauty of the PerfectFit program is its singular focus on getting developers to integrate with desktop applications.

3) The Associate level of the PerfectFit Partner program has a very low entry point (it's free!). All of our developer programs have ~\$1k plus membership fees. We should evaluate our current offerings to see if we need to develop a low-end developer program for Office-based developers.