

PerfectOffice™

Product Sales Guide

Fall 1994



NWP00008281

Executive Summary	3
The potential of PerfectOffice	3
What is PerfectOffice?	3
PerfectOffice's target markets	4
PerfectOffice's competitive position	4
PerfectOffice Features	5
1. The first network suite	5
2. Superior program integration and automation	5
3. Powerful custom development tools	6
4. Create your own suite	6
5. The best end-user and IS support in the industry	7
6. The best choice for current WordPerfect, Quattro Pro, and NetWare users ...	8
PerfectOffice Technology	9
OLE 2.0 and OpenDoc	9
PerfectFit Technology	9
PerfectSense Technology	10
Superior Integration With Network Administrative Services	11
Powerful Collaborative Computing	12
Custom Development Environment	13
The Competitive Environment	14
Microsoft Office	14
Lotus SmartSuite	16
Conclusions	16
Sales Messages	18
Summary of Messages	18
Quick Points to Remember	19
Selling Against the Competition	19
Dealing With Issues and Objections	21

NWP00008282

Executive Summary

The potential of PerfectOffice

“This is the most significant product launch since the release of WordPerfect.”

Ad Reitveld, President

WordPerfect, the Novell Applications Group

PerfectOffice is intended to be the major revenue source for the Novell Applications Group's Business Applications Unit. Simply by meeting its market share objectives, it will contribute significantly to the company's growth over the next several years. Little wonder that PerfectOffice is viewed by senior management as the most important initiative in the applications side of the business. The information in this guide will show how PerfectOffice has the power to live up to its potential, while providing excellent business opportunities for you as well.

What is that potential? The overall worldwide market for suites is projected to grow by 65 percent from 1994 through 1997—and is a billion-dollar-plus market now. Even so, nearly 75 percent of computer users had not made a decision to buy a suite by early 1994, and despite the predicted growth, over half will still not have bought a suite at the end of 1997. Clearly, PerfectOffice's potential may well exceed even these projections, and is not likely to be constrained by a lack of sales opportunities.

What is PerfectOffice?

PerfectOffice is *The Perfect Place to Work*, giving you access to the most powerful business applications in one powerful suite. It comes in three editions: Standard, Professional, and Select, so you pick the number and kinds of applications that fit the way you work.

The core of PerfectOffice is formed by the following applications:

- ▶ **WordPerfect**, the world's best-selling business application in history, and *The Perfect Way to Express Yourself*
- ▶ **Quattro Pro**, the award-winning spreadsheet that is *The Perfect Way to Make Your Numbers Count*
- ▶ **Presentations**, *The Perfect Way to Sell Your Ideas* with graphics-based information
- ▶ **InfoCentral**, the innovative personal information manager that is *The Perfect Way to Organize People, Places, and Things*
- ▶ **Envoy**, the versatile electronic publishing tool that provides *The Perfect Way to View Any Document and Collaborate Electronically*
- ▶ **GroupWise**, *The Perfect Way to Share Information*, and the most powerful integrated E-mail and workgroup productivity package available.

The various editions of PerfectOffice give you the opportunity to add other suite components, mixing and matching software to your needs.

PerfectOffice's target markets

PerfectOffice is designed to meet the computing and administrative needs of the following groups:

- ▶ Information Systems (IS) and corporate managers in Fortune 1000 companies
- ▶ Power users in medium-sized companies with 50 or more PCs
- ▶ Existing DOS/Windows users of WordPerfect, Quattro Pro or NetWare
- ▶ DOS users making the transition to Windows
- ▶ Small office / home office (SOHO) users
- ▶ Software integrators and third-party developers

PerfectOffice's competitive position

PerfectOffice will compete successfully with existing suite offerings, because it offers significant advantages in six key areas that are important both to end users and to information-system managers:

1. It is the first true network suite
2. It offers superior program integration and automation
3. It offers the most powerful custom development tools
4. It is the first and only "create-your-own" suite
5. It comes with the best end-user and administrator support in the industry
6. It is the best choice for current WordPerfect, Quattro Pro, and NetWare users

A seventh area should be mentioned as well: **PerfectOffice is the suite that is best positioned for the future** in business applications. It will continue to work with most networks (including NetWare, the industry standard). It will also take advantage of the new 32-bit Windows environments when they are ready. And it will be most able to achieve total integration with advanced network services in areas such as directory management, messaging, workflow automation, telephony, and imaging. In a fully-integrated network application of the future, the network becomes an essential part of the suite, not an afterthought to be dealt with. This will increase the efficiency of both the network and its users, and will give people new and better ways to work together—at work, at home, or on the road.

The following section will show briefly how and why these six advantages can mean increased suite sales for PerfectOffice. Several of the features mentioned will be treated in greater detail later in this guide.

PerfectOffice Features

1. The first network suite

PerfectOffice is the first suite to be developed around the recognition that most people, like most business computers, work in groups. As the “network suite,” PerfectOffice provides powerful workgroup capabilities right out of the box.

- Routine network tasks such as attaching to a new file server can be done from within any PerfectOffice application during the normal course of work. Other network services—like printing, faxing, E-mail, and imaging—are similarly available from within PerfectOffice applications.
- Co-workers can share, link, and automatically update data seamlessly, whether they are across the hall or across the ocean, using such technologies as WordPerfect data links and Object Exchange (OBEX).
- PerfectOffice’s QuickTasks (a unique approach to getting work done, explained later) can take advantage of data and applications across an entire network, including server-based applications.
- Envoy publishes documents across a network. Envoy documents can be viewed by everyone, even if they don’t have the original document application—and even if they don’t have their own copies of Envoy. Co-workers can highlight, hypertext-link, and comment with “sticky notes” on the Envoy document, but cannot change text, graphics, or layout, thus preserving the original document’s integrity.
- GroupWise is the ultimate workgroup productivity tool, providing E-mail, calendaring, scheduling, and task management in one integrated package that keeps your workgroup moving smoothly, even across widely-scattered locations and dissimilar networks.

For IS managers, PerfectOffice is the easiest suite to install and manage across a network:

- It is the first suite to take advantage of Novell NetWare Navigator for centralized application installation, configuration, and monitoring.
- Macros and customizations can be written and distributed centrally if desired.

2. Superior program integration and automation

For end users, the tight integration, automation, and intelligence of all PerfectOffice programs means easier use, more intuitive use, and faster program response. Wasteful duplicate efforts are minimized or eliminated.

- All the programs have a common look and feel. If you already know one program, you can be productive in all of them.
- Advanced intelligence features go beyond mechanical spelling and grammar checking. PerfectSense, for example, understands the meaning and context of words, while intelligent search and replace finds all forms of a word and replaces them with the proper versions of the new word.

- Comprehensive Coaches and Experts bring you up to speed quickly, even on program features you don't use often.
- PerfectOffice does the mundane work for you: opening and closing programs, collecting information, using network file, print, and E-mail services. You are more efficient because handling the software itself is minimized. Using technologies and features such as OLE 2.0, QuickTasks, PerfectFit technology, and the Desktop Application Director (DAD), PerfectOffice helps you get the work done. (PerfectOffice offers OLE 2.0 functionality in more applications than any competing suite, including Microsoft's.)

For IS managers, the advantages are also significant:

- The intuitive, consistent user interface combines with the self-training features of PerfectOffice to result in lower training costs.
- Widespread use of Shared Code throughout all PerfectOffice applications results in consistent operation and lower overall workstation system requirements.

3. Powerful custom development tools

Software should work the way people work, no matter how they work. PerfectOffice places powerful customization tools right in the hands of end users—tools that work across applications as easily as they work within them. With PerfectOffice development tools and the Desktop Application Director (DAD), a user can work in PerfectOffice applications all day long without ever opening one by hand. Three levels of customization are provided:

- For end users, **PerfectScript** is a powerful macro language and recording utility. A series of operations is recorded as a single task and placed in DAD for instant access from the desktop. No competing suite offers end users this kind of power.
- For IS managers and in-house developers, **Visual AppBuilder** provides unparalleled versatility in developing enterprise-wide custom solutions, again without the necessity of intensive power programming.
- For third-party developers, **PerfectLinks** is the ultimate customization tool. It provides the ability to tie directly into PerfectOffice shared-code and other modules to build custom solutions for individual enterprises or entire industries, and to interoperate with other Windows applications, including PerfectOffice competitors.

Support for Visual Basic is also included, so developers who are already accustomed to it can be proficient immediately in creating specialized applications for PerfectOffice.

4. Create your own suite

The most common complaint about traditional software suites is that you have to take (and pay for) all the programs, whether you need them or not. PerfectOffice eliminates this problem with a revolutionary concept: freedom of choice. Three editions of PerfectOffice give users the opportunity to customize suites to their unique needs:

PerfectOffice Standard:

- ▶ WordPerfect 6.1
- ▶ Quattro Pro 6.0
- ▶ Presentations 3.0
- ▶ InfoCentral 1.1
- ▶ Envoy 1.0a
- ▶ GroupWise 4.1

PerfectOffice Professional:

- ▶ WordPerfect 6.1
- ▶ Quattro Pro 6.0
- ▶ Presentations 3.0
- ▶ InfoCentral 1.1
- ▶ Envoy 1.0a
- ▶ GroupWise 4.1
- ▶ Paradox 5.0
- ▶ Visual AppBuilder

PerfectOffice Select:*Your choice of:*

- ▶ PerfectOffice Standard
- ▶ PerfectOffice Professional
- ▶ Novell GroupWare solutions
- ▶ Novell Applications Group SOHO and consumer products
- ▶ Dozens of third-party products—choose one or several; preview products and add new ones anytime, as desired

5. The best end-user and IS support in the industry

WordPerfect support has set the standard for the industry, constantly winning prestigious industry-wide awards. PerfectOffice support maintains that standard, with a wide variety of approaches.

Most importantly, PerfectOffice software is designed to make the need for end-user support minimal in most cases. Features are intuitively located, and do what they're expected to do. In addition, Coaches, Experts, and Transition Advisors are built in to all programs to assist new users or those who are trying out new features. Comprehensive, context-sensitive on-line help is always just a click away.

But when additional end-user help is needed, it's there:

- The PerfectSwitch line, dedicated to special support for people switching from competitive products.
- The only toll-free, no-fee support in the industry for the first six months—the time users generally need help the most. (Microsoft, for example, offers unlimited free support, but the user pays for the toll call.)
- Fast response and the *right* answers from experienced technicians that provide unparalleled personal support.

For IS managers who have both end-use and administration questions, additional help is available:

- A fast-access fax-back service for detailed written answers to many problems.
- On-line help on many computer services (CompuServe and Prodigy, among others)

- Flexible fee-based extended support options to meet your needs: Classic, Priority, and Premium programs.

6. The best choice for current WordPerfect, Quattro Pro, and NetWare users

PerfectOffice is the most natural transition path for existing WordPerfect, Quattro Pro, and NetWare users.

For end users, PerfectOffice builds on applications and ways of working that many people are already familiar with. Existing methods, files, and macros will make the transition more readily to PerfectOffice than to any competing suite.

For IS managers, PerfectOffice offers a better product mix for the way people work, leveraging the benefits of network services instead of letting the suite's "world" end at the edge of the desktop. Thus, from the beginning it offers a far better value for the investment than its competitors. Add the benefits of ease of use, task automation, lowered training and conversion costs, and world-class support, and factor in competitive upgrade pricing, and PerfectOffice is not only the best choice for transition, it may well be the *only logical choice*.

The next section deals with some of PerfectOffice's groundbreaking technologies in more detail.

PerfectOffice Technology

OLE 2.0 and OpenDoc

OLE 2.0 Integration - PerfectOffice 3.0 is the first suite to offer OLE 2.0 functionality in five suite applications: WordPerfect, Quattro Pro, Presentations, InfoCentral, and Paradox. Further, PerfectOffice is the only suite with OLE 2.0 in-place server support of the database and presentation graphics components.

With OLE 2.0, users can simply drag and drop data and in-place edit objects among the PerfectOffice programs. Placing a Quattro Pro chart in a WordPerfect document, for example, is as easy as dragging the chart directly from one program window to the other. Then, by double-clicking on the embedded spreadsheet, all of the functions of Quattro Pro are available from the WordPerfect pull-down menus and toolbars, so the user never has to leave WordPerfect to edit the spreadsheet.

In addition to OLE 2.0 functionality now in PerfectOffice, WordPerfect is committed to deliver OpenDoc for Windows in 1995, which will provide users with a clear advantage for component software and distributed cross-platform object support, as well as cross-application integration.

PerfectFit Technology

PerfectOffice is the only applications suite to contain PerfectFit technology, a common code base shared by all the suite programs. PerfectFit Technology helps save program resources, makes programs run more efficiently, and revolutionizes the way PerfectOffice applications work together. PerfectFit advantages include the following, which are explained below:

- Common look and feel (menus, icons, toolbars)
- Common dialogues (File Open, Save, Save As)
- Common tools (Speller, Thesaurus, Grammar Checker, File Manager)
- Common automation tools (QuickCorrect, QuickHelp, QuickMenus)
- Common scripting language (Record and play back across applications)
- Common code (shared between the applications)

Common look and feel / Common dialogues - Not only do the menus, toolbars, and general user interfaces in PerfectOffice programs share the same look and feel, the programs themselves actually share common dialogues. The WordPerfect File Open dialogue, praised by users and critics alike, is used throughout all PerfectOffice programs. This provides an unprecedented level of program integration not found in any other suite.

Common tools - Items such as the spell checker, thesaurus, File Open dialogue, grammar checker, TextArt™, and drawing tools are shared across PerfectOffice programs. This saves precious disk space, and offers both user familiarity and a reduced learning curve.

Common automation features - PerfectOffice contains a variety of QuickTools™ that help users quickly accomplish common routines. QuickCorrect, for example, automatically corrects misspelled words on the fly—not only in WordPerfect, but throughout the PerfectOffice suite.

Other universally-available QuickTools include:

- QuickTasks, a cross-application, customizable task automation
- QuickFormat, an automatic text formatter
- QuickList, which enables you to go directly to selected file directories instead of scrolling through lengthy directory trees
- QuickFinder, one of the world's fastest file indexers and text-search engines
- QuickOpen, which lists the last files opened, along with the programs used
- QuickRun, which lists the last programs used
- QuickClips, which lists the last 10 data clips saved to the clipboard, along with the application in use when the data was captured
- QuickMenus, a right-mouse-button operation that produces lists of actions and properties that apply to an object or screen element.
- QuickHelp, context-sensitive on-line help

Desktop Application Director - The Desktop Application Director (DAD) is a customizable tool bar that gives users easy navigation throughout the suite. With DAD, users can switch among applications; manage, locate and view files; and automate common tasks with a mouse click. DAD can be used as a floating tool palette and can be placed anywhere on the desktop for convenient use. DAD also performs QuickOpen, QuickRun, QuickClips, and QuickSelect functions.

PerfectSense Technology

Making its debut in PerfectOffice 3.0, PerfectSense is groundbreaking, intelligent automation technology that centers around words and the processes of writing, with years of research and development behind it. Its purpose is to help users write what they mean—What You Mean is What You Get (WYMIWYG). PerfectSense provides the following features, among others:

Intelligent Find and Replace - PerfectSense is the first linguistic technology that understands the meanings of words and their different forms. For example, you can search for all forms of “go” (go, goes, went, gone, going) and replace it with corresponding forms of “fly” (fly, flies, flew, flown, flying).

She goes to Cincinnati	She flies to Cincinnati
She has gone to Cincinnati	She has flown to Cincinnati

Intelligent Sentence Rewriting - PerfectSense technology also helps users become better writers by automatically rewriting entire sentences for user consideration, correcting both spelling and

grammatical errors in the process. Complete sentences can thus be replaced by one click of a button. Grammatik 6.0 is the first useful grammar checker.

Task Automation - Task Automation helps do your work for you, and is an integral part of PerfectOffice. It provides the ability to customize and automate entire tasks, including those that use several PerfectOffice programs. PerfectOffice is the first suite to go beyond the so-called "common look and feel" issue to integrate computing tasks right from the desktop, independent of individual suite components. Task automation lets users delegate simple or complex tasks to the computer, so the software works for the user, instead of the other way around. This cross-application capability is superior to competitors such as Microsoft Wizards, which can only handle a single application.

QuickTasks - Part of task automation and accessible from DAD, QuickTasks automatically perform tasks directly from the desktop, enabling users to concentrate on results rather than applications. Unlike competing tools, QuickTasks move work automatically from application to application until it is completed; the user needn't open a single program manually. Users can access QuickTasks to automatically create letters, create and send faxes, update spreadsheets from databases and use the results to develop a slide show; update PIM records from other information, schedule meetings, open E-mail, generate mail merges, and perform other common tasks right from the PerfectOffice desktop. If you can do it in PerfectOffice, QuickTasks can automate it.

QuickTask Expert - The QuickTask Expert uses PerfectScript to assist the user with the creation of both simple and complex tasks. PerfectScript is the first macro or scripting language in a suite with a recording feature, giving users an easy way to create their own macros, or scripts, across multiple applications.

Superior Integration With Network Administrative Services

Because PerfectOffice is a product from the new Novell\WordPerfect merger, it supports superior integration with network services. Centralized administration of application settings and automatic network installation are two features especially helpful to IS managers. Other features include:

Easy Software Installation and Distribution - PerfectOffice supports Novell's NetWare Navigator, giving administrators the ability to install and update PerfectOffice applications easily across the network, whether the software is installed on servers or workstations.

Easier Software Administration - PerfectOffice applications provide administration tools which enable IS managers to provide assistance to, and control of, the users' environments by setting default configuration settings and directories. PerfectOffice includes two network installation models to control custom settings such as printers, toolbars, and templates. The Corporate model enables administrators to control the settings for an enterprise from a central

location, simplifying end-user support of PerfectOffice applications in a network environment. The Professional model enables users to define their own settings.

Support for ODMA - PerfectOffice supports the Open Document Management API (ODMA) which assures network administrators that popular document management solutions are compatible with software updates.

Easy Access to Network Services - The File Open dialog, shared by all PerfectOffice applications, includes a Network button so users can attach to different network servers and map network drives without having to leave an application.

Powerful Collaborative Computing

The collaborative computing capabilities of PerfectOffice are outstanding. The workgroup publishing services of Envoy, and the integrated E-mail, calendaring/scheduling, and task management of GroupWise revolutionize the way people work together. PerfectOffice has what it takes to make collaborative computing easier than ever.

Integrated E-mail, Calendaring, Scheduling and Task Management - PerfectOffice integrates all of its products with GroupWise, the leading integrated groupware solution. From within each PerfectOffice application, users can access GroupWise to send E-mail, schedule personal and group appointments, check calendars, and assign and manage workgroup tasks.

Workgroup Publishing and Collaborative Computing - PerfectOffice is the only suite to include a workgroup publishing tool for collaborative computing. Envoy enables users to electronically view, annotate and distribute documents across the network, while keeping full document formatting intact, including the use of color and graphics. The original document is untouched, thus preserving information integrity and preventing tampering. Envoy is tightly integrated with GroupWise, sending itself as a native GroupWise message and not as a file attachment. It also works with any other VIM or MAPI compliant E-mail application. The innovative compression technology in Envoy often reduces files to one-third their size, conserving network resources as documents are distributed.

Built-in Data Sharing (OBEX) - PerfectOffice is the only suite to support OBEX (Object Exchange Technology) which allows users to publish and subscribe to live, versioned data directly from within a variety of PerfectOffice applications. A customer using WordPerfect, for example, can directly subscribe to Quattro Pro or a Paradox data published by another user in any PerfectOffice workgroup. Paradox and Quattro Pro users can also subscribe to WordPerfect documents from within their respective applications. All data shared with OBEX is live, so when a publisher changes the data, the subscriber(s) can automatically have access to the updated versions. Subscribers can even keep multiple versions on hand in order to make comparisons, chart trends or make references to the information at a later date.

Custom Development Environment

A custom development environment provides the ability to use and write custom programs using PerfectOffice capabilities. A variety of tools is available to give both novice users and full-time third-party developers unparalleled control over PerfectOffice's powerful routines.

PerfectScript - PerfectScript is a cross-applications language that can call functions from all the PerfectOffice programs. Its unique recording ability enables an end user to "write" cross-application scripts simply by turning on a recording and going through the routine once. Playback is available from any program that supports PerfectScript.

With its programming language, PerfectScript is also a robust development environment for programmers. PerfectScript commands are divided into two categories: product commands and programming commands. Product commands are specific to an application; programming commands are shared among PerfectOffice applications so developers have fewer commands to learn. Users can also incorporate customized dialog boxes into scripts using the new Dialog Editor. PerfectScript is a part of the common code shared by all PerfectOffice applications, so third-party applications which use this code automatically have access to PerfectScript.

Visual AppBuilder (VAB) - Visual AppBuilder is a fifth-generation visual programming tool based on Novell's AppWare technology. Visual AppBuilder allows developers to graphically design and implement custom business solutions without writing a single line of code or syntax.

Using Visual AppBuilder, a custom application developer can quickly build portable software applications by linking software components called AppWare Loadable Modules (ALMs), which can execute single or cross-application scripts written with PerfectScript. A library of PerfectOffice ALMs is part of PerfectOffice Professional, with development of new ALMs a continuing project.

Visual AppBuilder is an ideal tool for developing applications that keep pace with today's rapidly changing business environment. For example, a marketing department could build a multimedia presentation using sound, video and imaging ALMs.

PerfectLinks - A set of PerfectOffice APIs, PerfectLinks provides compatibility and interoperability with competing Windows applications. Custom solutions built with Visual AppBuilder or PerfectScript can integrate with competing products. For example, the pre-defined PerfectOffice QuickTasks that work with Quattro Pro can alternately work with Lotus 1-2-3 or Excel.

Support for Visual Basic - In keeping with Novell and WordPerfect's commitment to open architectures, PerfectOffice includes hooks to Visual Basic. Developers who are accustomed to using Visual Basic as their custom development tool, can use it in conjunction with PerfectScript to create custom applications for PerfectOffice.

The next section details the environment in which PerfectOffice will compete, and discusses the strengths and weaknesses of the two competitors for suite sales.

The Competitive Environment SmartSuite & Microsoft Office

Microsoft Office

When you see a Microsoft (MS) Office demonstration you see four key messages: 1) Easy things become automatic, 2) Hard things become easy, 3) Hidden features become discoverable and 4) Common user interface is prerequisite to integration.

Strengths: MS was the first to arrive at a higher level of consistency across the suite applications. The company has also built very strong OEM relationships and, through its "Office Compatible" program, is establishing very strong third-party developer support. MS application software is perceived as superior, perhaps because the company also makes Windows. MS can show real advantages to MS Office in tight, concise ways and has gained lots of momentum in the industry because of good public relations, marketing and advertising. The word processor and spreadsheet applications are solid. MS has been fortunate to receive credit for innovation, when often they have taken highlighted features from competitors.

Even though the level of intelligence is superficial, the concept of IntelliSense has been very well received by industry press and analysts. Being first to support OLE 2.0 has allowed MS to show real benefits at a level where non-OLE 2.0 applications fall short.

Weaknesses: MS hasn't made it as a network operating system vendor, although it has tried for the last ten years. The company has tried its hand as an enterprise vendor, but has yet to attain more than a 5-percent NOS market share.

MS pushes the envelope on what is promised vs. what is delivered. For example, a major claim is a superior approach to cross-application scripting through Visual Basic for Applications. The truth is that VBA only ships as part of Excel. The other applications in the suite have to rely on other automation technologies like OLE Automation and VBX controls for cross-application scripting. As an example, a user of Microsoft Office would have to have extensive programming skill to automate simple cross-application solutions. This is typical of many technologies offered in one MS Office application, but promised as part of the whole suite.

IntelliSense features are more marketing than actual intelligent functions in the software. For example, the AutoCorrect feature is not a major breakthrough in intelligent computing.

OLE 2.0 is not receiving rave reviews; in fact, it's getting bad press. Usability studies are confirming that not many people are using it; even at the OLE 2.0 level, the usage is estimated at only 11 percent.

While Microsoft claims 250 developers are currently working on OLE 2.0 applications and touts 100 shipping OLE-enabled applications, Gartner Group, Inc., counts only 40 shipping applications that include new OLE 2.0 functions.

Gartner Group recommends at least 10MB of RAM to support OLE 2.0 applications, while the Patricia Seybold Group says users will need an Intel Corp. Pentium-based machine for acceptable performance. As a result, some vendors have decided to forego the expense and development time required to shoehorn the full set of OLE functions into their Windows applications (see "OLE Woes are Brewing," *Computerworld*, 7/18/94).

While PerfectOffice supports OLE 2.0 to be market-competitive, our clear direction is support of OLE through OpenDoc in 1995 and beyond. We see this as a superior technology with many benefits for both users and developers.

Microsoft Office Manager (MOM) is not even close to DAD in power and customizability. You really can only use MOM as an application launching tool. MS Office doesn't have a PIM, and the MS Mail program is severely handicapped. Access and PowerPoint are not OLE 2.0 in-place servers; so in-place editing between Word and Access or Word and PowerPoint is impossible.

Resource usage for MS Office applications is not exceptional. One example: a normal Windows configuration can run out of resources very quickly with Word, PowerPoint and Excel open at once.

Trends - MS has been successful communicating the complete solution message. CIO\CEOs are beginning to see fruits of their past promises with a faster version of NT soon to release. The pump is already be primed for Windows 4.0 (code-named Chicago) even though recent news confirms Microsoft executive Steve Ballmer's statement that "Chicago won't be found in retail stores until 1995."

The concept of plug-and-play hardware components and the support of standards through Windows 4.0 is going to be known as "PC 95," a marketing campaign to emphasize interoperability and compatibility to the Chicago operating system. MS is planning to change Office's name to "Office 95," thus bestowing upon itself the added confirmation of Chicago compatibility.

MS will even reach further with its monopolistic attempts in the new Windows 4.0 than it does now in Windows 3.1. Programs like "WordPad," which will replace NotePad, will ship with the operating system and offer native support of the Word 6.0 document format, without supporting competing document formats. Standard messaging protocols will be part of the operating system,

and Microsoft may very well try to lock other competing applications out of contention in the new Windows.

However, PerfectOffice will also provide full support of "PC95" standards, providing the same product and its competitive strengths, but with the additional advantages of 32-bit code, to Windows 4.0 when it ships. Thus PerfectOffice will continue to be the logical suite choice under Windows 4.0.

Lotus SmartSuite

Lotus initially tried to follow the MS direction by making its SmartIcons look the same in all the SmartSuite applications. However, Lotus has not achieved the same level of interface consistency as Microsoft, nor has Lotus been able to incorporate OLE 2.0 functionality in all its suite components. Instead of focusing on integrating programs as Microsoft does, Lotus defines integration as integrating people by enabling the suite to work well with Lotus Notes, the company's proprietary workgroup solution (sold separately from the suite).

Strengths - Lotus' new SmartSuite 3.0 provides new versions of Approach, 1-2-3 and Ami Pro. New SmartMasters provide task-oriented functions using several SmartSuite applications. Although Notes APIs are public, Lotus has currently gone the furthest of all the competing suites in Notes support.

Weaknesses - The new Ami Pro is a very minimal update, basically providing some additional integration with Notes. 1-2-3 and Approach have received major updates, but reviews still show 1-2-3 release 5.0 behind Excel 5.0 and Quattro Pro 5.0, while Approach still scores behind Paradox and Access. The underlying technology of SmartMasters is not a common scripting language, so Lotus must rely on DDE and OLE 1.x functionality, which requires power programming. In the current 16-bit Windows 3.1, Lotus is having a very difficult time supporting OLE 2.0.

Trends - Although Lotus has some incremental success last year with its software suite, it is clearly losing mind share and market share to Microsoft. Its inability to garner significant market share for AmiPro, despite strong trade press reviews, has weakened its suite message and slowed its penetration of the suite market. The size of the 1-2-3 installed base has helped keep many users in the Lotus camp, but it is losing 1-2-3 sales to Microsoft's Excel and cannot claim the strong word processing/spreadsheet relationship in its suite as Microsoft has done. Lotus' leveraging of Notes has had a reduced impact in light of the Novell\WordPerfect merger.

Conclusions

Customers evaluating Lotus SmartSuite and Microsoft Office today are presented with two mutually exclusive feature sets, both of which offer only a partial integration solution. Users can buy a suite which contains programs that look and feel the same, but that provides weak

workgroup capabilities (Microsoft Office); or they can buy a suite that provides workgroup capabilities by linking to a proprietary workgroup solution (Lotus Notes), yet offers weaker program integration (Lotus SmartSuite).

The next section contains key sales messages, a quick list of sales points, examples of how to sell against the competition, and dealing with issues and objections.

Sales Messages

The following sales messages will play key roles in making PerfectOffice sales to a variety of customers. Please refer to the Sales Script in your sales kit for further information.

Summary of Messages

- ▶ Clearly present PerfectOffice positioning and advantages as outlined in this document
- ▶ “Eventually, networks will shift the computer industry's center of gravity away from the desktop. Over time, the networks will take computing everywhere.” (*Business Week*, 6/27/94)

We are the company that can make the above quote a reality. In the words of Bill Gates, “the company that owns the network will ultimately own the desktop.” No company outside of Novell is positioned to fulfill this prediction.

- ▶ Capitalize on the fact that the word processor remains the most important driver in the suite decision process and continues to be the anchor product in a suite. By emphasizing the message that WordPerfect is the best-selling word processor ever, PerfectOffice can drive the stake further into Lotus SmartSuite, exploiting its weakness in this area.
- ▶ Focus on the WordPerfect, Quattro Pro and NetWare current installed bases (both DOS & Windows), providing strong incentives to move to PerfectOffice as these users move to Windows or from a single Windows application to a suite. WordPerfect users will be offered special pricing on PerfectOffice, with the possibility of similar promotions for Quattro Pro, Paradox, and Presentations customers as well.
- ▶ Help reposition and effectively market Quattro Pro to new Windows users who have not yet standardized on a Windows spreadsheet. New spreadsheet users will be the best candidates for Quattro Pro use. Current Quattro Pro users can also be offered incentive pricing as they upgrade to PerfectOffice.
- ▶ Emphasize PerfectOffice's complete suite solution, providing true collaborative computing capabilities, like Envoy, and better network support.
- ▶ Emphasize the positions of the individual product components in PerfectOffice, demonstrating their clear advantages in each application category.
- ▶ Focus on PerfectOffice's integration through PerfectFit Technology, making the individual products appear to function as one.

- ▶ Emphasize Task Automation as one of PerfectOffice's real differentiating features. Focus on the idea of true business process automation and the ways that PerfectOffice addresses this need through QuickTasks and integration features.
- ▶ Define "real" intelligence in software through our implementation of PerfectSense Technology in current and future technologies.
- ▶ Highlight the outstanding support that will be available to PerfectOffice users from WordPerfect, the Novell Applications Group.

Quick Points to Remember

PerfectOffice 3.0 is "The Perfect Place to Work"

Amazing value - Standard edition contains 6 programs

First Network suite - What else would you expect from Novell?

PerfectFit Technology - Raises the bar again on program integration.

QuickTasks - Do the work for you.

Incredibly strong components - Leaders in their respective class.

PerfectSense Technology - Truly intelligent software.

Only suite with an Electronic publishing and viewing product—Envoy.

Best suite for custom development - A normal person can use it!

PerfectScript - Only suite with a record capable cross-applications scripting language .

PerfectLinks - You don't have to get rid of everything

Exceptional support - A longstanding WordPerfect tradition.

Selling Against the Competition

QuickTasks take on Microsoft Wizards:

QuickTasks, when compared to Wizards, provide a much deeper level of automation and intelligence. First, they are able to span multiple applications—Wizards are application-specific. Second, users can create their own QuickTasks using the QuickTask Expert, which simply walks the user through the process of creating a QuickTask. As the user goes through a process, the QuickTask Expert records it for later launching from DAD. MS Wizards provide no such capability.

Experts and Coaches: we can show you how, or do it for you!

An Expert offers the user assistance in performing a task. It is a procedure that executes a series of functions based on user choices and provides the solution automatically. A coach, on the other hand, shows the user how a solution is accomplished while also allowing the user to deviate from predefined choices. The powerful Experts in PerfectOffice are similar to, and should be compared with, the Microsoft Wizards in the Microsoft Office. Coaches stand alone as a nice solution for users that want to learn the concept, but may want to deviate slightly for their own custom needs. MS Office doesn't have a feature that can be directly compared to Coaches.

Our support for OLE 2.0 vs. their support for OLE 2.0

Five applications in PerfectOffice 3.0 support OLE 2.0, while Microsoft Office only supports four and Lotus SmartSuite only supports one. In addition, in some cases PerfectOffice provides a richer OLE implementation than Microsoft. For example, with a Paradox table embedded in a WordPerfect document, the user can edit objects in place (in-place-editing). Word and Access can't do this. Microsoft PowerPoint is also only a OLE 2.0 in-place client (not server) application. Presentations, on the other hand, provides full in-place client and server capabilities to PerfectOffice.

In addition, InfoCentral is OLE 2.0 enabled so users can drag and drop objects from other applications into the InfoCentral database. InfoCentral then creates the necessary links to associate the object with others.

In the future, we believe that OpenDoc offers a much richer capability for creating compound documents. In fact, our OLE support will come through OpenDoc.

Try that in more than just Word!

PerfectOffice can clearly show the benefits of PerfectFit Technology when it relates to technologies that work across the other programs. For example, AutoCorrect in Microsoft Office is only available in Word. Because of PerfectFit Technology, QuickCorrect in PerfectOffice is available in other programs such as GroupWise and Presentations.

Who really supports the network?

Neither Microsoft or Lotus contain the powerful messaging client that PerfectOffice contains. Neither provides a consistent interface throughout all the applications for user access to various network services. And neither Microsoft nor Lotus has a document management engine that resides on the desktop. MS Office offers no workgroup integration other than limited mail routing capabilities through Microsoft Mail; Lotus SmartSuite offers workgroup capabilities only in conjunction with Notes.

Can they give you freedom to choose?

Because of PerfectOffice Select and PerfectLinks, we offer users a choice of programs with suite integration. Microsoft Office and Lotus SmartSuite require their users to forget all the past investment in training and choose only their suite programs in an all-or-nothing deal.

Do I need to be a "techie" to customize my suite?

PerfectScript enables any end user to record tasks, even when they span several applications. Major programming is required in the other suites to accomplish similar functions.

Do I work in a vacuum?

No other suite provides a program like Envoy. If a competing-suite user has needs to collaborate with others, the only options are additional software not found in the suite. PerfectOffice supports not only collaborative tools like GroupWise, Envoy and OBEX, but also contains