



Strategy Paper

 **WordPerfect**[®]

Novell Applications Group

PerfectOffice[™]

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Background

Despite a recent surge in popularity, software application suites are not a new phenomenon. As early as 1981, leading DOS application vendors attempted to provide users with integrated software solutions. The constraints of the DOS operating system, however, made it cumbersome to integrate large standalone DOS applications, so vendors concentrated on combining several "scaled down" versions of their applications into one package. WordPerfect Works and Lotus Symphony were prototypes of today's more sophisticated software suites. Despite the novelty of the initial "suite" concept, integrated DOS packages never gained real popularity like the leading standalone DOS applications (WordPerfect for DOS and Lotus 1-2-3 for DOS, for example).

The Microsoft Windows environment was introduced to users as a computing environment that would allow multiple standalone applications to work together, using technologies such as DDE and OLE. As the Windows platform has evolved, the notion of a truly integrated software suite has re-emerged. Leading software vendors are now focused on integrating their leading Windows software programs into one suite, providing users with an easier and more cost-effective way to purchase and use software.

Today's Suites Offer Value, Some Integration

Initially, customers were driven to Windows suites because of the perceived price savings. Suites allow customers to buy four or five applications for the price of one or two. As the market has evolved, customers have questioned the inherent value in suites, and are now demanding that vendors do more than just bundle applications together. Integration has become a critical issue in suite evaluations. In the race to gain market share, suite vendors have each taken a different approach in defining suite integration.

Microsoft Corporation, as the developer of the Windows operating system itself, was the first to try to define what suite integration means in today's Windows environment. With *Microsoft Office*, Microsoft has defined suite integration as several Windows applications that look and feel the same. Through interface consistency and OLE 2.0 functionality in some of the applications, Microsoft has concentrated on integrating suite *programs*. Microsoft claims that common look and feel across programs is the basis of all integration.

Lotus Development Corporation initially tried to follow the Microsoft direction by making their SmartIcons look the same in several of the *Lotus SmartSuite* applications. However, Lotus SmartSuite 2.0 has not achieved the same level of interface consistency as Microsoft Office 4.2, nor has Lotus been able to incorporate OLE 2.0 functionality in all its suite components. Instead of focusing on integrating *programs* like Microsoft, Lotus often defines integration as integrating *people* by enabling their suite to work well with Lotus Notes, the company's proprietary workgroup solution sold separately from the suite. Microsoft Office, unlike Lotus SmartSuite with Notes, offers little workgroup integration other than limited mail routing capabilities through Microsoft Mail.

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 majority of customers today have not chosen to adopt either one of today's leading suites. According to the January 1994 *Computerworld* Software Suites Study, 74% of users have not yet adopted a suite standard.

What Do Customers Really Want?

As the suite market matures, the three leading software vendors are hearing a lot from customers about what they like and dislike about today's leading suites. Traditionally, the word processor, more than any other application, has played the largest role in influencing the purchasing decision of a potential suite buyer (IDC Summer Software Survey, 1993). As the leading vendor of word processing software, WordPerfect has direct access to the largest userbase of potential suite customers in the industry. As a part of the greater Novell, the world's leading network software provider, WordPerfect is able to access a vast networking userbase to determine what customers really want in suite solutions.

Much of the research being done by WordPerfect and others in the industry suggests that the average customer has four major concerns when choosing a suite solution:

I. Customers Want Software That's Easy to Learn and Use

In a 1994 *Computerworld* Software Suite Study, users ranked ease of use as the most important product characteristic when choosing a suite, followed by programs that work well together, the best suite-based word processor and networking support.

Users see little benefit in purchasing five programs they don't need, even if they do look and feel the same. Users want integration to mean something; it means nothing to them unless it helps them get more work done in less time. Research shows that providing software applications with a common look and feel is a good start, but few users are able to get more done simply as a result of consistency.

True program integration should mean that software programs in a suite are easier to use, easier to learn, and require fewer hardware and system resources than if each program were purchased and installed separately.

Providing extensive ease-of-use tools is not enough for many users. Researchers in WordPerfect's Usability Center have learned that most users simply want the computer to do their work for them. Common look and feel, instant access to features, and ease-of-use agents such as Coaches and Wizards have not been enough to make today's suites able to accomplish entire tasks for users. Features such as QuickCorrect and QuickFormat for example, automatically accomplish parts of tasks for the users (spelling and formatting) but do not accomplish the entire task, (creating the letter, finishing the sales report, etc.).

Truly intelligent automation should automate complete tasks right from the desktop, independent of individual applications. Intelligent automation in a suite would make tasks such as writing a letter, creating a sales report or adding information to a database as easy as clicking a button right from the desktop, without forcing the user to ever open an application.

II. Customers Want Workgroup and Network Integration

Most suite customers want to be able to work together in groups; however, many do not want to be forced to adopt a proprietary solution in order to have workgroup functionality in the workplace.

Open workgroup integration in a suite allows users to work together easily right out of the box, using standards already in place. VIM or MAPI messaging standards, for example, are commonly used in many organizations. Most important, a better suite solution should provide superior integration with the network, the workgroup infrastructure which is already in place for the vast majority of users.

Suites should provide workgroup features aimed at the end user, but also network integration which helps make the system administrator's job easier. A true network suite would allow system administrators to easily manage and distribute software across an entire enterprise.

III. Customers Want the Ability to Create Their Own Integrated Suites

While some customers like the convenience of pre-defined suite mixes, others would prefer to select their own integrated components. According to IDC, the number one request from users was the ability to pick the applications they want in a suite (IDC Summer Software Survey, 1993). One suite does not fit all users in today's multi-dimensional business climate. One organization may only need a word processor, a presentation graphics package, and a PIM, while another organization may want a spreadsheet, a mail package and a database. The ability to select only the applications they want and need, yet still have the suite programs work together, is important to most suite customers.

Microsoft Office and Lotus SmartSuite require users to buy all of the applications in their suite in order to take advantage of the perceived cost savings. While this strategy works well for the software vendor (automatic market share for all the company's products), it isn't always the best solution for the customer. A typical organization today might be standardized on a word processor from WordPerfect, a spreadsheet from Microsoft and a presentation graphics package from Lotus. Switching all applications standards in order to go with a suite from a single vendor often presents high training and administration costs.

A better suite solution for some customers would be the ability to create their own suite by choosing only the components they like and need, but have them integrate well with each other, as well as with other programs that may already be standards in the organization.

IV. Customers Want Easy Custom Development Tools

Users want easy tools to build custom tasks and applications for an entire enterprise. Lotus SmartSuite 2.0 offers no solution for custom application or task development. Microsoft includes a subset of Visual Basic (VBA) with Excel 5.0, allowing software engineers with extensive programming experience to write custom applications using some of the functionality in Microsoft Office. But not all potential suite customers are software engineers.

A better suite solution would provide an easier custom development environment with tools that could be used by an average end user, a power user, and a programmer. None of these tools should require that users write code in order to build custom suite applets or processes, unless a developer prefers to write code.

Summary

WordPerfect has been listening to customers since 1979, and continues to focus on research and usability to learn what customers really want in a suite solution. Instead of simply following its competitors in the suite market, WordPerfect has chosen to lead by offering better program integration, better network integration and the ability for customers to create their own suites. PerfectOffice, the new suite from WordPerfect, the Novell Applications Group, will revolutionize the way customers purchase, integrate and use software suites.

Introducing PerfectOffice 3.0

The Perfect Place to Work

The release of PerfectOffice 3.0 marks WordPerfect's initial entry into the applications suite market. With the addition of the Quattro Pro spreadsheet to the WordPerfect family of products—as well as the acquisition of one million licenses of the Paradox database—WordPerfect has taken full control of its new suite. PerfectOffice integrates WordPerfect's leading business and workgroup applications into one computing solution. WordPerfect, as the Novell Applications Group, is now solely responsible for all development, marketing, sales and customer support for the new suite.

PerfectOffice 3.0, scheduled to ship by the end of 1994, will be available in three configurations:

PerfectOffice Standard

- WordPerfect word processor
- Quattro Pro spreadsheet
- WP Presentations presentation graphics
- InfoCentral personal information manager
- Envoy workgroup publishing tool
- GroupWise e-mail, calendaring and scheduling (formerly WordPerfect Office)

PerfectOffice Professional

Contains all of the products in the Standard version as well as:

- Paradox relational database
- Visual AppBuilder visual application development tool

PerfectOffice Select

Contains all of the products in the Professional version as well as:

- WordPerfect workgroup applications
- Selection of WordPerfect consumer products (from WordPerfect Main Street)
- Selection of third-party products (integrated through PerfectFit Technology)

PerfectOffice Delivers

PerfectOffice is the first suite on the market to address the four major concerns that users have when evaluating suites:

- Software That's Easy to Learn and Use
- Workgroup and Network Integration
- Ability to Create Your Own Suite Solutions
- Easy Custom Development Environment

"Customers want Software That's Easy to Learn and Use"

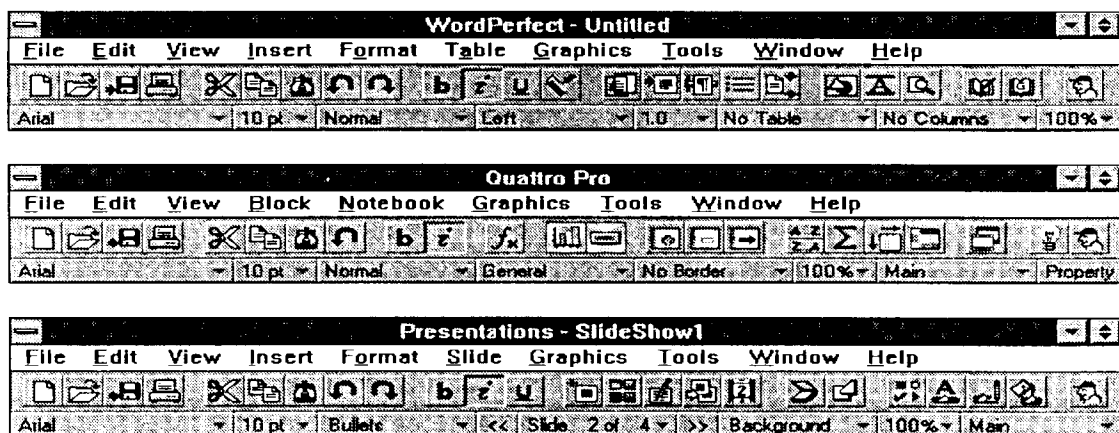
I. True Program Integration

PerfectOffice integrates software programs like no other suite on the market today. Common look and feel is just the beginning. PerfectOffice is the first suite to go beyond common look and feel to integrate computing tasks right from the desktop, independent of individual suite components.

Introducing PerfectFit Technology

PerfectOffice is the only applications suite to contain PerfectFit technology, a common code base shared by all the suite components. PerfectFit technology provides each of the PerfectOffice components with unparalleled program integration, including a consistent user interface, common tools, and PerfectScript, a cross-application scripting language included in the suite.

Common User Interface. Each of the programs in PerfectOffice share consistent toolbars, pull-down menus and common key dialog boxes. PerfectFit ensures that each PerfectOffice program looks and feels alike, making it easy for users to switch among applications.



Common User Interface

Common Tools. PerfectFit Technology provides PerfectOffice users with the most extensive set of common suite tools in the industry. The speller, thesaurus, drawing module, grammar checker, file manager, Coaches and Experts are shared among applications. In addition to consistency, the real benefit to users is the conservation of system resources.

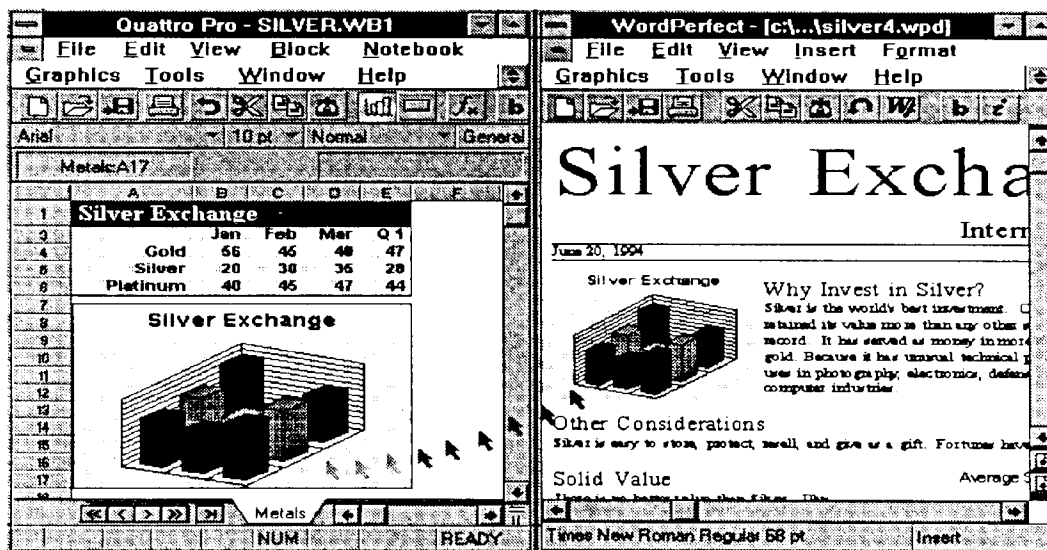
Desktop Application Director (DAD). DAD is a customizable toolbar that allows users to switch easily among all suite applications and launch any application. Users can also place non-suite applications on DAD for quick access. Users can configure DAD as a toolbar or palette and place it anywhere on the screen for immediate access at any time.

PerfectScript. PerfectScript is the first scripting language in a suite that allows users to record scripts using multiple applications. With PerfectScript, users can quickly automate common computing tasks using one or more of the PerfectOffice applications.

Recording scripts across applications is as easy as recording macros in WordPerfect. Users simply click the macro record button from within various PerfectOffice applications and perform a particular task. The script can then be saved and used again to automate the task.

OLE 2.0 Support

PerfectOffice is the first suite to offer OLE 2.0 functionality in five suite applications. With OLE 2.0, users can simply drag and drop data among the PerfectOffice programs. Placing a Quattro Pro chart in a WordPerfect document, for example, is as easy as dragging the chart directly from within Quattro Pro and dropping it into WordPerfect. Users can also take advantage of in-place editing with OLE 2.0 to edit objects (such as a spreadsheet) within a word processing document without ever leaving the document.



Drag and Drop with OLE 2.0

With the in-place editing capabilities of OLE 2.0, users can directly edit any object from within other PerfectOffice applications. For example, a Quattro Pro spreadsheet embedded in a WordPerfect document can be directly edited from within WordPerfect. By double clicking the 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. Likewise, a chart initially created in WordPerfect Presentations and embedded in a Quattro Pro notebook can be edited directly from the Quattro Pro screen, without having to switch back to WordPerfect Presentations. Again, all of the functionality of WordPerfect Presentations is available from the Quattro Pro pull-down menus.

The Paradox database in PerfectOffice serves as both an OLE client and server, making PerfectOffice a better solution for users who want full database integration. Microsoft Access, the database in Microsoft Office, serves only as an OLE 2.0 client, providing limited database integration in Microsoft Office.

In addition to OLE 2.0 functionality, WordPerfect is committed to deliver OpenDoc for Windows in the future which will provide users with distributed cross-platform support, as well as cross-application integration.

II. Task Automation

PerfectOffice goes beyond the traditional ease-of-use features found in competing suites to automate entire tasks for users, independent of individual applications. Task automation lets users delegate simple or complex tasks to the computer, so the software works for the user, instead of the user working for the software.

QuickTasks

Accessible from DAD, QuickTasks automatically perform tasks directly from the desktop, letting users concentrate on tasks rather than applications. Unlike Microsoft Wizards, QuickTasks don't force the user to open individual applications in order to get work done. Users can access QuickTasks to automatically create letters, faxes, spreadsheets, slide shows; update PIM records; schedule meetings; open e-mail; generate mail merges and perform other common tasks right from the PerfectOffice desktop. Even tasks which require multiple applications in a sequence, such as creating and mailing an expense report, can be accomplished by simply choosing a QuickTask from DAD.

Creating a memo in PerfectOffice, for example, is as easy as clicking the "Create Memo" QuickTask on DAD. The QuickTask then takes over and opens the word processor, automatically formats a memo, and prompts the user for the name of the receiver and the subject of the memo. The QuickTask automatically "finishes" the memo by allowing the user to choose one of the "Finish Task" options (e.g., save, print, fax, e-mail, add to PIM). The QuickTask then opens any additional applications to complete the task before returning control of the desktop to the user.

Custom QuickTasks

PerfectOffice will ship with many pre-defined QuickTasks and a Task Expert will help users easily create their own QuickTasks and add them to DAD.

Power users and developers can create highly customized, complex QuickTasks using the Visual Application Builder (VAB), included with PerfectOffice Professional. VAB, developed by Novell, is an extremely powerful, visual development tool.

QuickTasks vs. Microsoft Wizards

Microsoft Wizards are application specific automation features and differ from QuickTasks because they depend on a particular application to function. Wizards are also not available from the desktop, so users are forced to open individual applications. QuickTasks, however, are available from the desktop and can perform cross-application tasks with a click of a button, independent of any one application.

Because Microsoft Office lacks a cross-application scripting language with a simple record feature, users cannot easily create their own customized Wizards. QuickTasks can easily be created and customized using PerfectScript, the common scripting language found only in PerfectOffice.

Quick Tools

PerfectOffice contains a variety of automation tools that help users quickly accomplish common tasks. QuickCorrect, for example, automatically corrects misspelled words on the fly. Unlike Microsoft's AutoCorrect, QuickCorrect is available in several PerfectOffice suite applications, not just the word processor. Other Quick Tools are available throughout the suite applications including QuickList, QuickFinder, QuickMenus, and QuickHelp.

QuickCorrect, like QuickTasks, is a task-specific automation tool (specific to the task of writing) instead of an application-dependent tool (tied to the word processor). Better yet, because all of the PerfectOffice applications share intelligent tools, no additional resources or hard disk space is needed to extend automating agents such as QuickCorrect across the entire PerfectOffice suite.

III. PerfectSense Technology

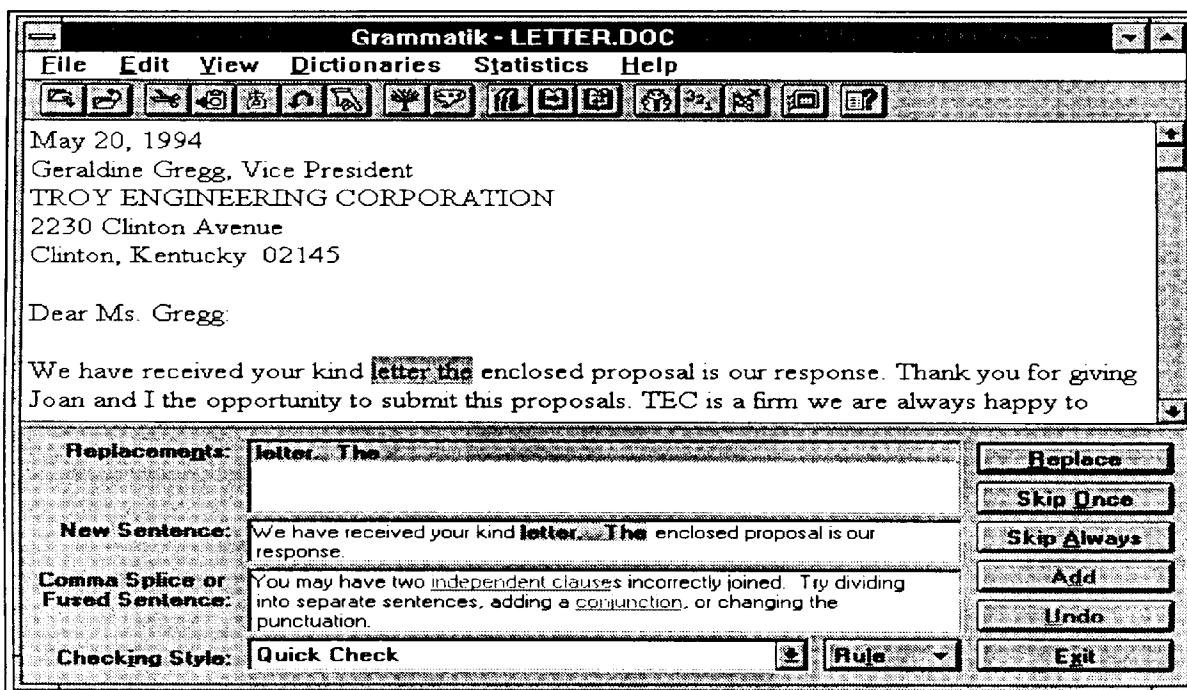
WordPerfect, as the world's leading word processing provider, has spent years focusing on words and the process of writing. PerfectSense, which will make its debut in PerfectOffice, is based on linguistic technology that goes beyond spell checking by actually understanding the meaning and context of words.

Intelligent Search and Replace

PerfectSense is the first linguistic technology in the industry that begins to understand the meaning of words and their different forms. For example, if a user wants to replace the word "purchase" with the word "buy" throughout a document, PerfectSense intelligently changes not only "purchase" to "buy," but also "purchasing" to "buying," and "purchased" to "bought." PerfectSense is especially beneficial with languages that have many irregular verb forms.

Intelligent Sentence Rewriting

PerfectSense technology helps users become better writers by automatically rewriting entire sentences, correcting not only spelling errors but also grammatical errors. Grammatik 6, unavailable in other suites, is the first grammar checker that automatically tags grammatically incorrect sentences and offers users a selection of rewritten sentences.



Grammatik 6 with Automatic Sentence Rewriting

"Customers Want Workgroup and Network Integration"

IV. The First Network Suite

The WordPerfect and Novell merger creates the industry's leading provider of network software solutions. The benefits of the merger are already apparent in the first version of PerfectOffice. PerfectOffice is the first suite to tie directly into network services, making it the easiest suite to manage across a network enterprise. PerfectOffice is also the only suite to offer integrated e-mail, calendaring and scheduling capabilities (GroupWise), as well as a built-in solution for workgroup publishing (Envoy). Network integration will be a major focus for future PerfectOffice development.

Network Benefits for System Administrators

Easy Software Installation and Distribution

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

Easier Software Administration

PerfectOffice includes two network installation models to control custom settings such as printers, toolbars, and templates. The Corporate model allows 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 lets users 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.

Workgroup and Network Benefits for End Users

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 a PerfectOffice application.

Integrated E-mail, Calendaring, Scheduling and Task Management

PerfectOffice integrates all of its products with GroupWise, WordPerfect's leading groupware solution. From within each of the PerfectOffice applications, 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. WordPerfect Envoy allows users to electronically view, annotate and distribute documents across the network while keeping rich document formatting, including use of color

and graphics. Envoy is tightly integrated with GroupWise and also works with any VIM or MAPI compliant e-mail application. The innovative compression technology in Envoy 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 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.

“Customers Want to Create Their Own Integrated Suites”

V. The First “Create Your Own” Suite: PerfectOffice Select

WordPerfect is currently developing PerfectOffice Select which will revolutionize the way customers purchase, integrate and use suite applications. The new PerfectOffice Select uses new CD-ROM technology that allows users to easily create their own customized suite from an interactive interface. PerfectOffice Select will allow users to select only the applications they want or need, thus eliminating the “shelfware” problems associated with traditional suites such as Microsoft Office and Lotus SmartSuite.

With PerfectOffice Select, users will be able to choose from among all of the applications found in PerfectOffice Standard and Professional, as well as from various WordPerfect workgroup applications, WordPerfect consumer products (from the WordPerfect Main Street line), and a variety of third-party applications.

Users can build their own suite or simply choose to modify one of the many pre-defined suite mixes on the CD including PerfectOffice Standard, PerfectOffice Professional, as well as specialized financial, legal and educational offerings.

PerfectLinks

PerfectOffice Select is the only suite to include PerfectLinks, allowing customers to easily use competing applications in their PerfectOffice environment. For example, an organization standardized on WordPerfect may also use Lotus 1-2-3. That organization could then install the Lotus 1-2-3 PerfectLinks, enabling Lotus 1-2-3 to automatically perform the spreadsheet QuickTasks that ship with PerfectOffice.

PerfectOffice Select will be an ideal solution for users who do not want to standardize all of their applications from a single vendor, yet still want some cross-application integration.

Easy to Select and Purchase a Personal Suite

PerfectOffice Select offers customers many ways to “discover” the perfect software suite mix before buying. While selecting a suite, users can view online demonstrations, product reviews, top-ten feature lists and testimonials for each of the applications. PerfectOffice Select even allows users to try a proposed suite mix for a limited time before deciding to buy it.

Installing a personalized suite from PerfectOffice Select is easy. After choosing a product mix, users will be able to call a toll-free number, request the applications they would like to order, and then receive access numbers necessary to install the suite. The user will also receive a registration number to obtain customer support and special upgrade offers. Users can install a custom suite onto a hard drive directly from the PerfectOffice Select CD. No additional software is needed to get up and running.

VI. Superior Custom Development Tools**PerfectScript**

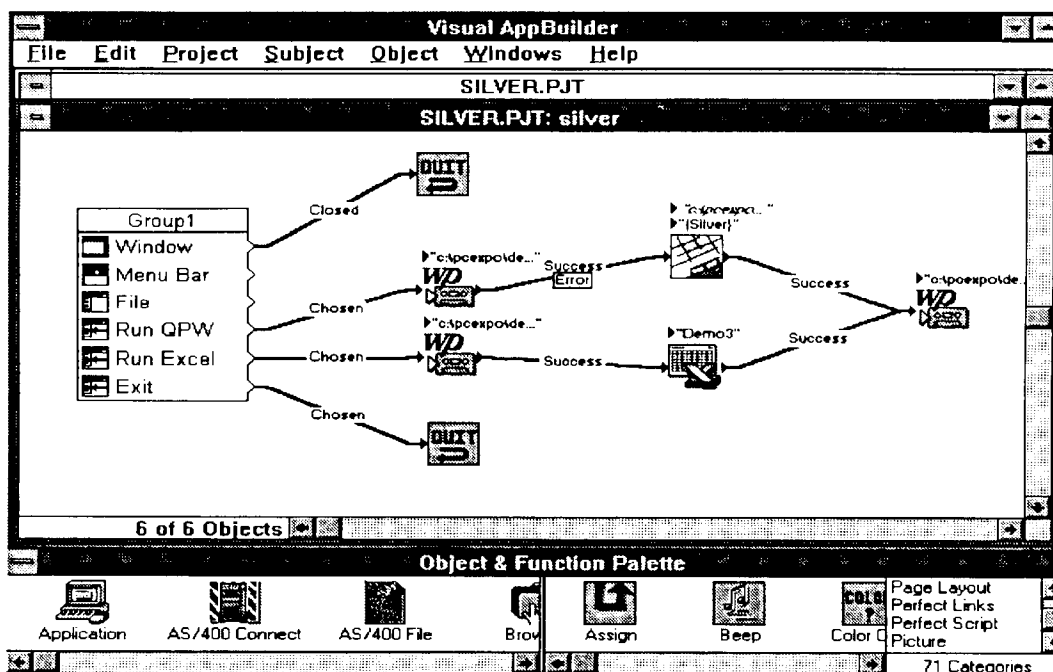
PerfectScript is the first scripting language in a suite with a record feature, giving users an easy way to create their own macros, or “scripts,” across multiple applications. PerfectScript can be used to automate both simple and complex tasks across applications. For example, users could create a custom script that would generate a weekly sales report using data from both Quattro Pro and WordPerfect.

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 and third-party applications which use this code automatically have access to PerfectScript.

Visual AppBuilder (VAB)

Novell's 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.

AppWare Loadable Modules (ALMs). Visual AppBuilder enables the custom application developer to quickly build portable software applications by linking software components called AppWare Loadable Modules (ALMs). The Visual AppBuilder that ships with PerfectOffice Professional will include a library of PerfectOffice ALMs. An ALM is composed of an object and its associated functions. ALMs can range from simple graphic utilities, spreadsheet modules, multimedia engines and structured query language (SQL) client-server connections, to services provided by NetWare and other network platforms such as file, print, electronic mail, imaging, telephony and directory services.



The Visual AppBuilder Development Environment

WordPerfect is developing ALMs which access the functions of all PerfectOffice applications such as the WordPerfect text editor, the Quattro Pro spreadsheet module and the WordPerfect Presentations bitmap editor. WordPerfect is also developing a method for developers to use Visual AppBuilder to create custom tasks or applications which execute single or cross-application scripts written with PerfectScript.

Using the Visual AppBuilder, users can build custom applications by combining different ALM icons. Just as people purchase separate stereo and home entertainment components to build a custom stereo system, Visual AppBuilder interfaces different ALMs to build an application that meets specific business objectives. This makes Visual AppBuilder 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.

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.

PerfectFit Software Developers Kit (SDK)

The PerfectFit SDK includes a broad range of developer tools including PerfectScript, shared programming code and application programming interfaces (APIs). These tools allow third-party developers to create software that integrates with PerfectOffice using PerfectFit Technology.