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To: Nick Zaharias <nickz@netscape.com>
From: ram@netscape.com (Ram Shiram)
Subject: Re: Dell
Cc: apl
Bcc:
X-Attachments:

Nick,

This reads like a great account plan. Let us execute and win Dell over to our side.

>Ram- Yesterday Tom Colby and I discussed the situation that Dell is faced with in
>deciding how to proceed with a relationship with Netscape and/or Microsoft
>relative to their Intranet/Internet related offerings.Basically, they may be
>interested in putting FastTrack on every NT Workstation product that they ship
>(could be 1M over next 12 months) and our client on every PC & laptop (3M).
>
>Overall, the company is somewhat pro-Netscape. Microsoft, however, is making the
>following pitch to them: Internet Explorer & IIS could be "better than free" if
>Dell were to make some sort of public statement about IE & MSFT being their
>"prefer~ed" browser/Internet partner. Basically, Microsoft wants them to make the
>same sort of statement that AOL did in exchange for price concessions on other
>MSFT products. We can't allow this to happen. We may have to make some
>concessions with respect to online advertising for Dell in order to make up for
>this MSFT move.
>
>Over the next two weeks, Tom Colby, who is the Director of Software Procurement
>(8 year Apple guy with no love lost for Microsoft) will be putting together an
>RFP with the input from the following individuals. I've been all over all the
>lower level people at Dell and have presented to their entire server group.
>
>The following people are part of the input group:

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> Directors of Mktg. for each product line
> 2 or 3 VPs of Sales (North America)
> VP of Europe Sales
> Garreth Martin (Hatchett's boss)
> Chris Imler (Director of Software Development)
> and obviously Michael Dell
>
>This is what I need: 1) Concerted, high level effort as we made with
> Compaq
>
> 2) Jim Clark to call or meet with Michael Dell.
> They've met before and Michael has a lot of
> respect for Jim(according to Tom Colby)
>
> 3) Ability to tie in Advertising on our homepage if
> that proves necessary to counter MSFT's $$
>
>Let's discuss what we need to do in order to make this happen and guarantee that
>we make a powerful statement to the rest of the PC vendors that NSCP is THE way
>to go.
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>==========

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