To: lbender@netscape.com (Lorna Bender)
From: Ram Shriram <ram@netscape.com>
Subject: Re: Microsoft
Cc:
Bcc:
X-Attachments:

REDACTED

Lorna,

Both of your emails on MSoft are thought provoking. Keep informed of any interesting offers.

At 11:40 AM 6/23/96 -0800, you wrote:
>fyi more on activities of MicroSoft in Chile.
>
>>Date: Tue, 18 Jun 1996 12:06:57 -0700
>>From: "Marcos Prats R." <mprats@novared.cl>
>>Organization: NovaRed S.A Chile
>>MIME-Version: 1.0
>>To: Lorna Bender <lbender@netscape.com>
>>CC: dianep@netscape.com
>>Subject: Re: Microsoft
>>
>>Dear Lorna and Diane,
>>
>>Microsoft have been very agressive in Chile (actually all over the world).
>>Their marketing strategy has been shown in several avenues, but the main
>>activities in Chile can be described as:
>>
>>1.- Events: In April they had the WindowsWorld Expo. In May they launched
>>their Internet Strategy in a large event in Santiago, 600 people. Jun 14th
>>(The same day you were here) they had The Webmaster and Developers Day. Next
>>September 3-5 they will be at Network+Internet exhibition and they'll have a
>>huge booth next to the ENTEL booth (people say that Microsoft is paying for
>>the ENTEL booth, unfortunateley we do not have any record of this). As a
>>summary, they are going to be in every single show related with Internet,
>>Netwroks, Electronic Commerce, etc. (Softel, OpenExpo, Network+Internet). In
>addition, and according to Christie's records, they will make at

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least, four
>>more events of their own (majority of them are free, some are conferences
>>and the participants have to pay enrollment), all of them related to their
>>Internet-Intranet strategy. They are very strong with their Intranet strategy
>>here - as I am sure they are in the states.
>>
>>2.- Money Incentive: You called in this way, but it is not a bribe. The
>>Private Services Manager of CTC (The largest ISP in Chile) called us and told
>>us that Microsoft was offering them to buy the boxes of Netscape Dial-Up kit
>>we sold them few months ago (this is because CTC bought 17,000 licenses and
>>they have not decided on a commercial strategy to sell them or give them as a
>>gift to their costumers, so they have a lot of boxes in storege) Microsoft
>>strategy is buy those boxes, maybe burn them, and give Internet Explorer for
>>free. Unfortunateley we do not have any record of this offer, it was just a
>phone call. (note from Christie: you should talk to Bill W. about our visit
>>to Entel - this market is sooo competitive that everyone wants to tell
>>everyone else the dirt and secrets of their competition...really)
>>
>>3.- Everything free: The key word in the event where Microsoft launched its
>>Internet Strategy was "FREE" - "GRATIS" in spanish, everybody was saying ALL
>>THIS IS FOR FREE????!!!!. In addition to its browser they offer an
>>administration kit to costumize the browser (HomePage, Logo, etc) and a
>>Dial-Up Kit. Maybe its browser is not as fine as Netscape Navigator, but it
>>is completely free. Of course we know they will absorb the cost in other
>>areas, but this doesn´t matter when the initial perception is that the
>>customers will get the browser now without cost - they are already paying for
>>the Office if it is $700 or $750 doesn´t matter - they know they have to pay
>>for that...but the browser is still free to obtain. Most companies

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feel more
>>comfortable choosing Explorer for the Intranets and maybe Netscape for their
>>costmers. ENTEL told us (and Bill was there) that they already choosed IE for
>>their costumers at homes and they would like to investigate the possibility
>>to offer Netscape Navigator to their corporative clients (the companies).
>>This is based on the fact that the home user is already using the Microsoft
>>software and they make it easy - plug and play - for them to use the browser,
>>no education needed, bells and whistles (technology to you and me) doesn't
>>matter with the novel home user.
>>
>>This is the summary about how Microsoft is trying to introduce their Internet
>>Strategy. I don't think this is going to be an easy task for them, even with
>>the huge budget they have, because we are at least one year ahead, and I
>>think we did a good job introducing Netscape in Chile. But for now, it seems
>>things are going to be a bit different and a little more difficult to both of
>>us - Microsoft and ProWeb. Feel the diference, Netscape IS NOT in L/A,
>>Netscape has "partners" in Chile, Argentina and Brazil. But Microsoft IS
>>here!!!!! and this make a big diference in budget and corporate commitment (I
>>am just showing you the way people think here). I think we are doing well in
>>the Web Developing projects (Clien-Server Apps),and with the ISPs, but we
>>will need more help from you in prices and CAPPS (maybe a Publishing Systems
>>Developer Training, a demo, anything) I will send you the prices you sent us
>>for the navigator and I will appreciate if you send me a description about
>>the "Corporate License Program" (for a large corporation that could pay just
>>once a make the number of copies they need, for one year, two, or whatever).
>>
>All the best.....

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>>
>>Marcos
>>--
>>*****************************************************************
>>                        NovaRed S.A - Chile
>>
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>>Project Manager          Fax: 56-2-3310389
>>NovaRed S.A                     email: mprats@novared.cl
>>Guardia Vieja 255 Of 804        http://www.novared.cl
>>
>>"...Que ninguna nubecilla opaque nuestra amistad ni la
>>felicidad de nuestros hogares..."
>>
>>*****************************************************************
>
>**PLEASE NOTE THE NEW PHONE NUMBER**
>Lorna Bender                          lbender@netscape.com
>Director International Channels       voice:  (415) 937-2587
>Netscape Communications Corporation   fax:    (415) 528-4125
>501 East Middlefield Road             home page
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>Mountain View, CA  94043
>
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