

From peterbra Fri Sep 7 09:05:26 1990  
To: jonchink petap  
Cc: richardf tadba  
Subject: Feedback on Phoenix proposal  
Date: Fri Sep 07 09:04:56 1990

Did a little research on this and:

1. 30% of Phoenix business is the dos business
2. It is still the only business that is making any money in
3. They have only outside sales rep who travels around the country, plus Kalman, and 4-5 telemarketing accounts.
4. They have finally fixed their bios so that it is like Award. It is modular and can be modified with objective code files. So in fact the bios can work more easily on a wide variety of systems and be they bring real value to the bios.

Kalman is trying to decide whether to let the little guys have access to this new bios. If they have access it can cause many more piracy problems.

If Phoenix was adding any value to dos, maybe his model would be more appropriate, but he is strictly a distributor. What do most software distributors make in margin?

As far as Phoenix going to DEI, I think that will be a threat from Kalman, but I think he knows he can't do this and expect to have any relationship with MS.

Peter

Ex 321

MS 5001011  
CONFIDENTIAL

MS-PCA 1153064  
CONFIDENTIAL