

Debra Vogt

From: Mike Murray
To: Bill Gates
Cc: Jeff Raikes; Jim Allchin; Mike Maples; Steve Balmer; Terry Stone
Subject: Novell/WP
Date: Tuesday, April 05, 1994 7:05AM

At yesterday's Exec Staff meeting you asked what else could be done to attack Novell/WP. At the Exec Retreat in Feb, I suggested that we should lock up the LDS Church (and BYU) as a 100% MS account. While this may not be Novell's or WP's largest account, it is certainly an emotionally and psychologically important account. Were we to own this account, we would inflict an incredible amount of FUD on the new Novell/WP. The influence of the LDS church in the Utah economy and culture is difficult to appreciate from a distance.

I have been talking to Terry Stone, our account manager for the LDS church, and have agreed to start meeting on a regular basis with Darwin John, the MIS director for the church. Darwin knows that I'm not directly involved in the sales process, but it is important to the church to have an LDS exec at Microsoft.

But my visits with Darwin will just scratch the surface. I recommend we throw some significant weight at this account. Terry will be bringing up a group of MIS and senior ecclesiastical leaders (all former business people) to Redmond on May 18-19. Ideally all of you should meet with the account. In addition, it would be great for Bill to make time for a trip to Salt Lake City to meet with church leaders. It may be possible to leverage you mother's membership on the KIRO board (KIRO is owned by a subsidiary of the Church, Bonneville Communications). Both Novell and WP have done a great job of managing the church account at very high levels. But I suspect these have been "good ol' boy" type of relationships. A highly professional approach by MS could overwhelm Novell/WP and catch them off guard.

The church is an interesting account because it is global, has extensive computing needs in many areas and is run in a no-nonsense way. It is a "growth account" as it is building new chapels throughout the world at a very fast rate. It has an extensive global satellite communications network, presses CDs with genealogical information, and has a reporting system that requires massive information gathering.

From: Terry Stone
To: Mike Murray
Cc: Bruce Huebner; Justin White
Subject: Potential Meeting with Darwin John
Date: Monday, April 04, 1994 10:44PM

Mike, Darwin was excited about your invitation to start coming to Utah. He liked the idea of you coming down at conference, but indicated that he doesn't want to restrict the visits to conference time only. I spoke with his secretary (Renee Hill) and she gave me several dates during the next month that will work. If you will call Renee at 801-240-3352 she will put you through to Darwin so that you can schedule a convenient time. I have positioned this as an opportunity for you and Darwin to go to dinner and just talk. The dates are as follows: April 6th, April 14th, April 15th (this day is possible, but may be difficult), April 25th, April 27th, or April 29th (this day is possible, but may be difficult).

As an update, I canceled the briefing that I had planned for the Church on April 14th. I have rescheduled the briefing for May 18th and 19th. This briefing will be for about 13 - 15 people. I am hoping to get Elder Scott and Elder Burton to attend on the first day with the other executives and then spend the second day with the more technical people. I will update both you and Jeff Raikes on this briefing as soon as I have an agenda.

If you have any questions please feel free to call me at 801-576-0514.

Thank you for your help and your willingness to work with me on the Church account.

Terry Stone



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