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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  
>"preferred" 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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