BULLETIN GT618, 29 JUNE 1993

Software support renewals

Renewable income is an invaluable contributor to the profitability of most companies within the computer industry. For software houses such as our resellers and ourselves the revenue derived from software support licences is especially important. It is for this reason that we intend to start canvassing users of our software who fail to renew or fail to take out a software support licence.

We will ask these users why they do not have a software support licence by means of a questionnaire (either by telephone or letter). In addition to this questionnaire, we will, where applicable, attempt to convince the user to take out a software support licence. This information will be recorded on a database. We will make available this information to the reseller who most recently supported the user.

We will introduce this policy in July 1993 and will canvass all users who have failed to renew during the previous six months. If you have any comments regarding this please contact Richard Andrews at our City offices.