To: Brad Silverberg

From: Brad Chase

Date: January 15, 1991

Subject: December Monthly Report - DOS Marketing

I.   December/January Objectives

OEMs:
* To compile and present data ranking top DOS OEMs by volume/revenue.
* Kick off DOS 5 Data Sheet for OEMs.
* Continue OEM Watch and support OEM with needed presentations and information to help move customers to dos 5

RUP:
Continue implementation of all facets of the RUP strategy
* Advertising   * Packaging
* Direct Mail   * PSS
* Collateral   * Reg test

Field:
* Close Egghead deal
* Continue account and city presentations
* Start planning meetings with key resellers
* Plan and attend the RKOs

PR
* Continue launch event planning
* Rewrite reviewers guide
* Conduct east coast press tour (Jan)

Mfg:
* Work to coordinate products needs for launch
* Complete BOMs

Counterfeiting:
* Finalize counterfeiting plan for Box and manuals

Interviewing:
* Continue search for people to fill TBHs

Contracts:
* Sort out the plethora of contracts and start getting them resolved
* Persuade CPS to sign a new contract

Product:
* Support team effort to improve network and UMB install
* Support usered effort by reviewing and commenting on docs

Embedded/ROM:
* Meet with Intel to plan marketing program for promoting ROM DOS to the embedded systems market.
* Explore joint-marketing program with AMD to promote ROM DOS to AMD's customers designing embedded systems.
* Meet with HP to discuss Microsoft's participation in HP's new hand-held (a la Sharp Wizard).

II. December Activities

All and all it was a pretty slow month with people on vacation and many of us needing a bulldozer to get to work. One major accomplishment was the birth of David Evan...

OEMs:

* Resolved issue with OEM selling package product 3.3 and 4.01 along with DOS 5 - No 3.3 or 4.01 will be built at the time we announce DOS 5.
* DOS 5 OEM Data Sheet and design of package product for OEMs launched.
* Compiling data ranking top DOS OEMs by volume/revenue.
* Begin development of collateral targeted to our top OEM's sales forces' to help them sell DOS 5.

* DOS 5 OEM Watch: Agreed to ship DOS 5
    Tandem
    Compaq
    CompuAdd
    Zenith
    Wyse
    HP
    Tulip
    Amstrad
    G2
    Vobis, a DRI threat, has agreed in principle to ship
    DOS 5. Initially they will sell both DR-DOS and MS-DOS.

RUP:
* Kicked off fast facts, data sheet and 6-pak shipper with cc.
* Started working on determining proper lists for direct mail

Field:
* Completed presentation materials for field.
* Briefed pattyr for the RKO presentation she was preparing for the field
* Met with Ingram/Micro D to discuss joint plans

PR
* Continued brainstorming on launch event, including meeting to discuss IBM role. Large brainstorm to be held next month.

Mfg:
* Created MLP bom and got cc going on MLP parts.
* Completed disk labels.

Interviewing:
* Continuing interviewing for open headcount with no success

Contracts:
* More discussions with CPS

Product:
* Reviewed documentation extensively, and met with User Ed several times to clean-up *Getting Started*, including networks.txt.
* Reviewed format and met w/ericst and nagara to cleanup mem /c output.

Embedded/ROM:
* Rescheduled meeting with Intel to kick-off joint marketing program for January
* Met with HP to determine how Microsoft can participate in HP's new handheld product introduction.
* Met with AMD to discuss joint marketing programs aimed at customers designing embedded systems.
* Conference call with Intel on Flash issues to resolve how we will support them

III. January/February Objectives:

OEMs:
* To continue developing the collateral targeted for OEMs' sales forces to aggressively push DOS 5.
* To begin development of a quarterly newsletter to discuss launch plans for the upcoming release of DOS 5 to the OEM channel
* To meet with RichardF to discuss how Product Management might assist OEM with any open issues regarding DOS 5.
* To complete the ranking of top DOS OEMs by revenue and units.
* Kick off DOS 5 Data Sheet for OEMs.
* Continue OEM Watch and support OEM with needed presentations and information to help move customers to dos 5

RUP:
Continue implementation of all facets of the RUP strategy
* Advertising - Finalize creative brief and start process
* Packaging - Finalize copy
* Direct Mail - Propose test to upper management; identify lists to test
* PSS - Finalize PSS plan
* Collateral
* Reg test - get team going, build test and start creating reg cards

Field:
* Close Egghead deal
* Continue account and city presentations
* Start planning meetings with key resellers
* Plan and attend the RKOs
* Complete corporate watch list and process for gathering info

* Complete corporate marketing plan
* Make a decision on MIS kit: Go (and initiate) or no go
* Begin development of newsletter for MS field

PR
* Finalize launch event proposal - start approaching IBM
* Rewrite reviewers guide
* Conduct east coast press tour (Jan)

Mfg:
* Work to coordinate products needs for launch
* Complete BOMs

Counterfeiting:
* Finalize counterfeiting plan for Box and manuals

Interviewing:
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* Meet with HP to discuss Microsoft's participation in HP's new hand-held (a la Sharp Wizard).
* To finalize plans for Microsoft's participation in HP's new product announcement on 23 April 1991.

Misc:
* Get everyone to make their calls, and collect results from "Everyone Call 10 program"
* Complete beta follow-up calldown
* Organize Dos 5 project review