

### DISTRIBUTION LIST FOR SYSTEMS PLANS MEMORANDUM May 24, 1991

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### MICROSOFT MEMORANDUM

TO:

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Peter Neupert, Charles Simonyi, Patty Stonesifer, Greg Tibbetts, Marty Taucher, Russ

Worner, Greg Whitten

FROM:

Steve Ballmer

DATE:

May 24, 1991

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Systems Staff

SUBJECT:

SYSTEMS PLANS

We live in turbulent times. IBM's repositioning of OS/2 and reselling of Netwere will challenge us. Attached please find four things — a terse summary of Systems Division plans, a statement of our plans for OS/2, a presentation for customers of our systems (=Windows) strategy, (on the net under \symmlo2\scratch\ballmer\524pitch) and a one page release summary.

Please share with your people and customers as appropriate. We are not trying to do PR on systems strategy now — we are trying to do hero-and-now PR for Windows so please avoid the press with this stuff. I have indicated where appropriate who owns a given set of actions. Do not heatate to ask if you have questions.

We must focus on a few things (Windows and LM are fundamental) and really provide our customers what they want and need in the product and support. We must also deliver on our exciting vision of IAYF.

We are in the most competitive environment ever for us. Let's execute on these plans incredibility well. It is vital!

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### SYSTEMS ACTION PLAN

POSITION WINDOWS AS OUR STRATEGIC THRUST/"ARCHITECTURE" [Sieveb]

ı.

-Windows standard, enhanced and "NT" modes -OS/2 and Posix subsystems in "NT" mode to preserve those invested 2. ATTACK OS/2 2.0 CIRCUMSPECTLY [Steveb/Billg] -We know what is there now/we wrote that -IBM Record (Topview, 1.2, Audit, LS, DOS 4. CSD's, contradictory third party relationships/strategy -Position as not customer driven (SAA, IBM apps, IBM hardware) -Affirm IBM's commitments and the challenges therein (great Windows compatibility this year) 3. OS/2 2 (see attached plans) GET /PCLP/MS-NET/3+/3+OPEN LM, LAN SERVER CUSTOMERS [Mikemur] -Deliver OS/2 1.3 + LM 2.0c (2.1) -Gosling (3Com compatibility) support very important -Mac -TCP/IP -Dial-in -DLC -EMI -Attack LS as appropriate [offer LS to LM upgrade?] -No OS/2 2 Tiger -Decide on LM for OS/2 2 after 2.1 and OS/2 2 quality assessment -Get RNXX's focused on mail as well as LM, SQL SELL WINDOWS & DOS AGGRESSIVELY -Great 3.1 product [Bradsi] -MSDP [Jonl] -Initiate open process [Jonl] -3.5 Evangelism [Jonl] -Integration Center [Jonl] -Resource Kit [Bradsi] -Position as great for connecting (Novell, SAA, SQL, ...) [Steveb/Jon1] -Ship DOS 5 [Bradsi] -RUP/Windows [Bradsi] -DOS/Win combined install [Bradsi] -Per System DOS RUP pricing [Bradsi] -Sign Compaq deal [Steveb/Joachimk]

-Ship Win 32 developer's kit [Paulma] [send free to OS/2 2 development kit customers]

-Be prepared to compare to OS/2 2.0 [Bradsi]

-Do Windows peer near term

-Complete Windows/NT release [Paulma/Davec]

-Do Windows Press Tour; no strategy press tour [Pamed]

Systems Action Plan 5/24/91 Page 2

- FINISH SERVER APPS ON OS/2 1.3; FOLLOWING RELEASES ON WIN32 [Mikemur]
   -SQL Server 4.2 on 1.3
   -Spitfire 1.0 on 1.3 with MS Mac Mail Directory
   -Comm Server 1.1 on 1.3
- REFOCUS PRINTER PEOPLE FROM TRUEIMAGE TO WINDOWS [Stevesh]
   -Explain to OEM's
- 8. START ON POST WIN 3.5/NT PRODUCT CUSTOMER ENHANCEMENTS [Jimail]
  -Assume 386, Win32, file and print sharing, VXD/NT driver models
  - -Data access
  - -Systems administration
  - -Mail
  - -Address Book
  - -Content Indexing/Text Search
  - -New user oriented file system
  - -Macro Language
  - -FAX
  - -Compound document handling
  - -Log-in
  - -Communication
  - -Think through UI, API, SPI (or Gateway Interface) Admin, and distribution issues
  - -Change current Windows UI for filing, printing, admin (control panel) and program starting as appropriate
- 9. STRENGTHEN OEM TIES
  - -New alliances (DEC, Sun, HP, AT&T) Windows/SMB's [Steveb/Pertitr]
  - -Restructure UPB's for CSA, LM, OS/2 appropriately [Joachimk]
  - -Start OEM Council [Mikemur/Jodys]
- 10. IBM [Steveb]
  - -No help beyond current contractual commitments

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### OS/2 PLANS Microsoft Confidential

0. In Japan, work with IBM on OS/2 2 as we discussed at the KK R&D retreat . [Petern]

### Outside Japan:

- Complete OS/2 1.3 OAKs and Tiger as planned. Do not take new IBM 1.3 CSD's arbitrarily. Plan our
  own course driven off LM needs for 1.3. Do localization of 1.3 Continue #900 support and developer
  support for 1.3. Do LADDR as needed for LM only. [Mikemur]
- 2. Do not do OS/2 2 packaged product. [Mikemur]
- For OEM's be a pass through distributor for OS/2 2. Do not do technical work. Let IBM anticipate
  problems. Just report OEM problems. [Mikemur]
- 4. Do not do OS/2 2 apps. That means let IBM test compatibility of our current OS/2 apps. For new apps, remind customers of IBM's promise to run Windows apps. Do not expend effort on OS/2 support for languages. Position our support for OS/2 like our support of Unix or the Mac .... we will support it an appropriate. [All]
- 5. Do not do OLE for OS/2. Rely on IBM's Windows compatibility promises. [Mikemap]
- Stop evangelizing ISV's on OS/2 for the server. Evangelize Win 32. Explain to corporate accounts that
  we support OS/2 on the server, Unix on the server, and will support Windows. [Jonl]
- 7. Do no OS/2 2 localization. Pass through the IBM pube for OS/2 2 to OEM's. [Gregti]
- 8. Meet our customer commitments to OS/2 2 developer support. Stop selling new OS/2 2 SDK's. Do not plan to offer #900 support for OS/2 2. We will not be geared up for this support. [Patrys]
- 9. Do not help IBM with LS beyond our contractual commitment to support. Compete with this product and win. I do not think we will converge. Evaluate what to say when IBM releases their Lan Server 2 product. I think we will want to position it as still behind. They do not want to converge today. They want to claim equivalent function.

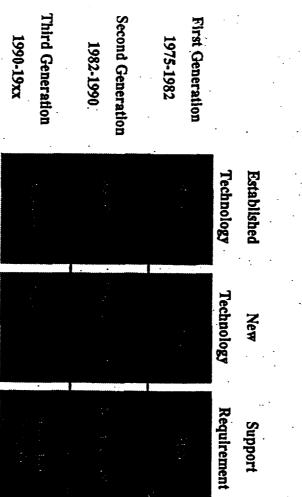
  [Miltenur]
- 10. Assign two people to receive from IBM, monitor, and track OS/2 2 quality. [Mikemur]

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## Microsoft OS Evolution



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# Windows Market Perspective

		•
Base	Installed	12/31/90
Rate	Appual Run	Forecast
Applications	Graphical	Retail
Volume	Application	1990

12/31/90 Forecast Retail 1990
Installed Annual Run Graphical Application
Base Rate Applications Volume

Sources Software Publishing Assoc, 1991 & IDC, 1991.

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## Keys to success

- Commitment
- R&D and support
- Open industry standard
- Broad OEM & ISV support
- Rich Microsoft systems support Support by MS applications

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Momentum

- ◆ Almost four million users
- Over 50,000 developers
- Over 1,200 applications

Top priority for developers

 Lotus, Borland, Microsoft, SPC, WordPerfect, Autodesk, Aldus...

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# Windows User Perspective

Windows is an intuitive, graphical user interface which:

- Is compatible with MS-DOS
- Does setup and configures system
- Starts programs
- Finds & organizes information
- Prints documents
- Connects to other systems
- Transfers data between applications
- Has 1000's of applications

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**Technical Perspective** 

- An operating system
- Includes OS kernel, user interface, graphics & networking
- Builds from MS-DOS
- Will leverage MS-DOS improvements
  Not restricted by MS-DOS

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**Development Plans** 

- Windows version 3.1
- Hardware support for Pen,
   Multimedia, ROM, RISC, SMP\*
   Further exploit 386/486
   architecture\*

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**Development Plans** 

- ◆ Enhanced Graphics, user interface & kernel services\*
- Kerner services\*
   Highend NT (New Technology) mode\*
- Client & server network capabilities\*
- New system management capabilities

Additional object oriented features

## 1,2 & 3

- Provide OEM versions for 1.x & 2.x
- Support with LAN Manager
- application support in OS/2 2.0 IBM has promised great Windows
- OS/2 version 3.0
- Based on Windows/NT mode
- Supports OS/2 applications Licensed to IBM

### Microsoft LAN Manager Enabling Client-Server Computing

- Server
- Runs on important server application platforms--Windows planned, OS/2, & UNIX
- Over 60 server applications supported
- Client
- Supports DOS, Windows, Macintosh planned, & OS/2

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## Microsoft LAN Manager

- Upwardly compatible
- Lan Server, 3+Open, 3+Share, MS-Net & PCLP
- LAN Manager v 2.1
- NetWare AccessRemote dial-inTCP/IP
- Macintosh support



Focus on great Windows support

# **Microsoft Server Applications**

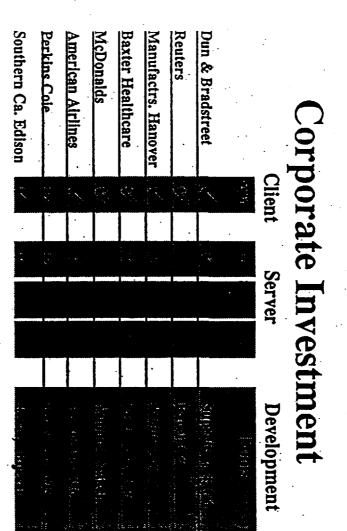
- Distributed database (SQL Server)
- Communications gateways (Comm Server)
- Mail gateways
- Database Gateways

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Platform for Corporate Development

- Wide selection of tools & connectivity options
- ► Robust system
- Support
- Windows applications

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## WINDOWS RELEASE SUMMARY

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YEAR	VERSION	MODES Standard Enhanced	LM LEVEL	SERVERS SUPPORTED  Unix. OS/2 1.3
1991	3.1	Standard, Enhanced	2.1	Unix, OS/2 1.3
1992	3.5	NT	2.2	Unix , OS/2, Win Enhanced, NT
1993	4.0	Enhanced, NT	3.0	Win Unix, OS/2 downlevel