

To: Brad Chase
From: Sergio A. Pineda
Date: July 12, 1991
Subject: May Monthly Report - MS-DOS Marketing

I. May Objectives:

1. Continue working on the DRI competitive analysis
2. Continue working on a plan to identify ISVs which will introduce an update to an application to take advantage of DOS 5 features.
3. Deliver the next release of the OEM newsletter to the OEM group.
4. Identify other OEMs to participate in the MS-DOS ROM 5 ESP.
5. Work with Intel to plan a joint presentation to customers which are very interested in MS-DOS ROM 5 the week of 10 June in Chandler, Arizona

II. May Activities

IBM

Started working with Deanne Safford to gain consensus on technical content of the Advanced Power Management specification. It has taken much longer to approve due to several reasons: changes made to the specification must be approved by IBM's Architectural Review Board (ARB), and IBM's decision to not use Intel's SL platform has forced us to deal on an individual basis with Intel and IBM rather than meeting collectively to resolve outstanding issues.

OEMs and DOS 5

I notified the OEM account managers to provide the list of key OEMs which are interested in participating in the MS-DOS 5 ROM version ESP. For the month of May we were able to sign up about 50 OEMs.

I also worked with the OEM account managers to provide them with the necessary material needed to submit press releases as well as confirm attendance for the MS-DOS 5 launch. I read and edited a variety of OEM press releases submitted by our OEMs and provided the feedback to the Waggener Group.

I developed a joint marketing presentation with Intel to present to OEMs developing palmtop PCs. These customer meetings conflicted with the DOS 5 launch and so Ray Kanemori decided to meet with these OEMs in my absence.

We are facing a highly competitive situation with Commodore. They are developing a palmtop and have received a bid from DRI for \$1 per system with no minimum commitment. I am working with the account manager, Debbie Flynn, to do whatever is needed to win the deal.

DRI Plans

During May, NSTL was doing most of their compatibility testing with DR-DOS 5.0. In addition, we were able to acquire the DR-DOS 5.0 ROM developers' kit for analysis. While this analysis was ongoing, I interviewed analysts at IDC to get a corporate perspective on DRI's strategy. My objective is to provide a comprehensive competitive analysis on DRI to senior management.

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OEM Historical Sales

Obtaining accurate OEM historical data has proven to be a difficult challenge as Finance was resource constrained and could make this a high priority. As a result, I plan to submit an accurate report on OEM business for the first quarter FY92 in September or October depending on when I am able to obtain the information from the OEM group and Finance.

Product

MS-DOS 5 ROM version

I am continuing on-going negotiations with Sewall Development Corporation to close a deal for the file transfer utility that will be a part of MS-DOS 5 ROM version. A few outstanding issues that need to be resolved include: additional compensation, attribution, and source code accessibility.

The MS-DOS 5 ROM version specification was completed in late May and distributed to OEMs shortly thereafter.

We are developing a separate beta program for the file transfer utility to ensure that the utility is compatible with a variety of hardware platforms.

PR

Sent out invitations to 11 ISVs to participate in the DOS 5 launch which developed or updated applications to take advantage of specific features available in DOS 5. Invitations were sent to Symantec, Qualitas, Quarterdeck, Banyan as well as those which included drivers to be used with the DOS 5 Upgrade.

Objectives for next month:

1. Incorporate DR-DOS compatibility results into the DRI competitive analysis.
2. Continue negotiations with Sewall Development for the rights to include a file transfer utility in MS-DOS 5 ROM version.
3. Meet with worldwide OEM account managers to provide them with an update to MS-DOS 5 ROM version.
4. Attend the DOS 5 launch.
5. Work with Program Management and Development to reduce the size of the MS-DOS 5 ROM version code for OEMs designing palmtop and embedded systems.
6. Continue working with Intel and IBM to resolve outstanding technical issues of the APM specification and to release the specification to OEMs in July.

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