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File : c:\bradd\mailbox.fld
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[redacted] 1197
From davemm Fri Oct 4 11:26:06 1991
To: steveore
Cc: Admmt
Subject: RE: IBM/DOS Plan **CONFIDENTIAL**
Date: Fri Oct 04 19:16:43 PDT 1991

Here are the comments from the UK on this plan.

Our information is that IBM will bundle MS-DOS 6.0 on the PS/1.
This info came in from our OEM channel.

Offering an MS-DOS 5.0 for IBM PCs is a fine idea. We do not have a problem undercutting IBM in the channel. IBM sell at 40% discount we at 47%.

However, our major concern would be to keep the MS-DOS product identical across all our channels - retail and OEM. Our biggest strength is in the compatibility of MS-DOS and its single brand identity. We do not want the retail and OEM versions to be different.

Please remember that if IBM announce support for MS-DOS then all UK OEMs will follow and offer the product. Therefore it is critical we have a single retail product that both OEMs and retail channel can ship.

Whatever we add to DOS must be available to OEMs at no extra charge.

We have some major problems with adding coupons into the retail product. Not only does it create different products between the OEM and retail but this kind of thing does not work in international markets. Either a utility is part of DOS or it is not. The Bluesma solution would look like MS is panicing and reacting to MS-DOS.

THIN-DOS we think this would be very difficult to run in the UK. Why not use MLP like with DOS 5.0 Upgrade? We have a clear channel strategy worldwide that works well both internally with our transfer charge system and is understood by customers.

Finally, have we thought about offering a Windows, DOS for IBM computers bundle? This would sell at SRP $175 to $199 and really attack IBM where it hurts in the corporate market place. DOS and Windows on their own would still be an option. Isn't Windows our biggest seo. This also provides a good competitive solution to OS/2 2.0 which includes DOS and Windows.

Hope this helps, David
Microsoft UK

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