



From cameronm Sun Nov 10 17:23:04 1991
To: alistair
Cc: doughe jonl richab
Subject: RE: More trouble with WPMA...
Date: Sun Nov 10 18:17:42 PDT 1991
Status: RO

He is the (former?) VP of marketing at Precision S/W (SuperBase).

>From alistair Sun Nov 10 17:00:57 1991
To: cameronm
Cc: doughe
Subject: More trouble with WPMA...

I'm including a bunch of postings from the "new" head of WPMA - he is clearly trying to get IBM and others involved in WPMA and asking on the OS/2 forums - who is he? where is he from?

#: 40650 S15/Open Forum
Sb: #MS Uber Alles?
Fm: Duke Lane / WPMA 76004,2356
To: ALL

As I read thru these threads, I sense some dissatisfaction with the way that MS is handling its competition with IBM with Win3/NT vs OS/2. I also sense that this is something of an understatement.

>From one perspective, one of the reasons that Windows seems to be taking (stealing?) the spotlight is that the folks at MS are apparently willing and able to take every opportunity that they can find to plug their message, and to put their money where their mouth is. I'm not saying that IBM isn't necessarily, except that they don't appear to be quite as aggressive. I consider this a shame.

On the other hand, some of the opportunities are pursued overly aggressively, for example their recent "invasion" of the Southern California Windows Association (SCWA), where the story goes that MS underscored a completely "hands-off" policy until they got large, vocal and maybe influential. Then they were ready with help: funding, technical assistance, event coordination and the like. Strictly hands-off, of course.

There is another organization, a developers' association, the Windows & Presentation Manager Association (WPMA, which I head) that was formed to address development issues in both environments. My predecessor was a bit too pro-MS (IMHO) and alienated a few IBMers (I'm told), so that IBM's participation in the organization is minimal, hence I have a greater Windows resource than I do an OS/2 resource. This too is a shame.

How long do you suppose before MS comes up with "incentives" to drop

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"PM" from
the name and attempt to have greater influence over this organization
as well?

What reaction might IBM have to that kind of move? What *should* their
reaction be? What's YOUR reaction to this scenario? With the split
between the
vendors and the systems, for that matter, how can I best balance the
agenda of
the WPMA? Or, for that matter, SHOULD I attempt to?

Enquiring minds want to know.

-- Duke Lane
Exec Director WPMA

There are 3 Replies.

#: 40698 S15/Open Forum
08-Nov-91 10:28:14
Sb: #40679-MS Uber Alles?
Fm: Duke Lane / WPMA 76004,2356
To: Paul Duncanson 71301,2053 (X)

> we haven't killed a interested Windows user in months now. { You must
be
slipping... I hope you posted your message private so that nobody else
finds
out....<G>

WPMA addresses what is probably a different audience than the typical
user
group. Our purpose is to provide an independent forum to facilitate the
exchange of information and experiences relating to Win and PM app
development
at an engineering and technical level. We don't do much with or for
"users,"
but work more with engineers and developers for both commercial (Lotus,
WP,
etc) and corporate development staffs. We also work to get their
respective
tech support people working together and to a lesser extent, get the
marketing
types talking as well. (A caveat or disclaimer: I'm one of those
marketing
types myself, but my responsibility is merely to run the business, keep
it on
track, coordinate activities and events, and that sort of thing: I
don't know
a line of C.)

If you want written stuff, leave your mailing address in EasyPlex mail.
If the
OS/2 groups put together newsletters or anything of that nature, please
have
them sent to me at:

WPMA
PO Box 2016
Dallas/Fort Worth TX 76051-2016

Good luck and success!

--Duke

PS: BTW, you didn't answer my question!<G>

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#: 40831 S15/Open Forum

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08-Nov-91 19:59:02
Sb: #40650-#MS Uber Alles?
Fm: Robert Cannon 73577,127
To: Duke Lane / WPMA 76004,2356 (X)

I think that IBM should take a very active role in any user/developer organization that will invite them. I would be rather angry if IBM (or MS) were to force their way into an organization, though.

As for the split between OS/2 and Windows, try polling your current membership to see how many members have an interest in OS/2.

As for any other answers, I don't know enough about what your organization provides to tell you who to change those offerings. <g>

Rob Cannon Atlanta OS/2 User Group

There is 1 Reply.

#: 41125 S15/Open Forum
10-Nov-91 11:47:55
Sb: #40831-MS Uber Alles?
Fm: Duke Lane / WPMA 76004,2356
To: Robert Cannon 73577,127

I too think that IBM should take an active role in the WPMA, as well as other organizations like it (if they exist). Our raison d' etre is to provide an independent forum for app developers to exchange information and experiences relating to Windows and OS/2 PM, which information will eventually find its way into printed form. If we are a "user group," it is one for SDK users, primarily in the corporate and commercial (i.e., retail?) arenas.

I think the jury is out right now as far as at least commercial developers are concerned whether or not they will be supporting PM and to what extent. Coming from that background, I'd have to say that their primary concern is return on investment; in short, how many boxes will they sell to pay for their efforts? This can only be determined once 2.0 ships, methinks. I know most are watching its developments closeley.

IBM would do well to evangelize a little (it didn't hurt Apple, and it's not hurthing MS) and get out in front of people more visibly and more often.

Whether the WPMA is an organization to ignore or not, our members are certainly not (Lotus, Borland, Novell, Intel, C&T, DG, Symantec, IBI, HP, DCA, et al). None of them has a monopoly on good ideas, and the WPMA's already established, so we might be an effective forum for the Ninja in the audience. We'll all see what happens.

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How are things with OS/2 in Atlanta? Maybe the next time I'm there around the

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time you'll be having a meeting I should drop by. Do you think it would be productive (from either of our perspectives)? Just curious....

--Duke

#: 41123 S15/Open Forum
10-Nov-91 11:36:18
Sb: #40940-MS Uber Alles?
Fm: Duke Lane / WPMA 76004,2356
To: Peter Strong 72331,1226

> MS's naivete is surprising, even for such a young company.

I wonder how high up these ideas come from. MS has a habit of hiring only the best Zealots, who I think take up the banner all too enthusiastically.

(MBA - Mediocre But Arrogant, a perfect example of the MS mentality.) It's going to be an interesting next few months.

Did you see the latest MS Systems Journal? I'm no coder, but my fiance is, and she says an article in it describes how divergent MS is purposely making the NT API from the OS/2 API so that it will become more and more extremely difficult for a developer to port apps between the two. Thank goodness (I think) for Micrografx, eh?

BTW, MS *is* "throwing its weight around," as you phrase it. Fortunately for all concerned, theirs is not the only "weight" in the industry. In relation to the NT vs OS/2 war, I thought that Jesse Berst (editor of "Windows Watcher") put it succinctly: "Never Moon a Giant." Mr. Microsoft ought heed the advice, don't you think?

--Duke

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