



From toddn Mon Mar 2 10:28:50 1992
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X-MSMail-WiseRemark: Microsoft Mail -- BETA 1
To: brianmo jimd josephk richta v-brianb
Date: Sun Mar 1 1992 10:23:49
Subject: RE: RE: Review of OS/2 & Windows Document
Cc: cameronm.doughe joal rsegal
Status: RO

Joseph,

Just a couple points (I think everyone knows my opinion).

1. This document is not the correct mechanism to "expose OS/2 2.0 to the press". This document is by definition a guide to assist Corporate MIS in making a "strategic desktop operating system" decision. If you want to convince the press of something, then great - write a paper to do this. Or better still, just produce reams of paperwork detailing your tests. DON'T THINK THAT YOU ARE PRODUCING A DOCUMENT TO DO BOTH. This is absolutely the wrong approach. Call Waggner and ask THEM what they think of giving the press a document produced by Microsoft that bashes OS/2 2.0. I can't believe for a second that they think this is the right path. As I understand it, you are writing a BUSINESS CASE for MIS decision makers. Keep this focus FOR THIS DOCUMENT.

2. As for high-road base materials - irrelevant. Not one of the existing documents addresses guiding Corporate MIS in making a "strategic desktop operating systems" decision. Not one.

3. Just to re-iterate: if you want to inform the press, great. Inform the press. Hold a press conference. Hold one-on-one's with the press and expose OS/2 2.0 for what it is. Present the results of our tests. Let them come and see the tests actually executing on machines. Whatever. Just don't think that the correct collateral piece for this is something for Corporate MIS people trying to decide on a strategic OS for PC's.

The key is to focus on your objective. If you have multiple objectives, produce multiple materials/mediums as appropriate to the objective.

Todd (once again, inserting his 2 cents worth).

From: Joseph Krawczak
To: Brian Moran; Jim Durkin; Richard Tait; Richard Segal; Todd Needham; Brian Brandt
Subject: FW: RE: Review of OS/2 & Windows Document
Date: Monday, March 02, 1992 9:48AM

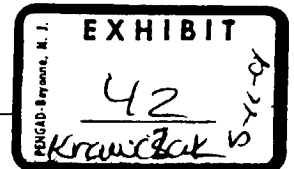
Sorry for not responding earlier, but my email was down.

Todd, Rich Segal,
We erred in not telling you what the context of this doc was. We all believe in taking the high road- all the base materials we are using do this- data sheet, demo, whats new in win 3.1 white paper, hands on 3.1 guide, win business case, etc. All these are going out in quantity.

This doc would only be used by people who specifically ask for info comparing win and os2.

So the fundamental issue you raise is should MS EVER compare

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win and os2 from a product standpoint. Having redrafted this doc 6 times, I know this is hard to get right. But I think we have to have some piece that provides this info. Many of ibms claims are just lies- should we let them go uncontested? Paulma is very hot on killing os2. We have 40 people pounding on it this week, and the data we get will obviously not be "high road" info. As least for the press, Paul wants to expose the product for what it is.

Richta's team did a rewrite of the doc. I suggest we all look at it today, and then decide on the fundamental issue of how head to head we want to go.

thx
Joe

>From: josephk Mon Mar 2 09:22:04 1992
To: josephk
Subject: RE: Review of OS/2 & Windows Document

Date: Mon Mar 2 09:22:03 1992

From: toddn Sun Mar 1 15:25:21 1992
X-MSMail-MailClass: IPM.Microsoft Mail.Note
X-MSMail-Message-ID: BE715153
X-MSMail-Conversation-ID: BE715153
X-MSMail-Priority: 0002
X-MSMail-WiseRemark: Microsoft Mail -- BETA 1
To: jimd josephk mikenash richta v-brianb.yorkb
Date: Sat Feb 29 1992 12:04:18
Subject: RE: Review of OS/2 & Windows Document
Cc: brianmo cameronm doughe jonl rsegal

No offense, but I disagree. Providing a document to aid someone in comparing Win3.1 and OS/2 2.0 does NOT require us to supply information

about OS/2 2.0. It's still the reviewers job to obtain accurate information about OS/2 2.0 AND IBM's myriad strategies therein.

In particular, the document as it stands includes information on:

os/2 2.0 network support
" " multimedia
" " pen support, plans, and options
" " recommendations on how to evaluate the
OS/2 2.0 workplace shell
" " host connectivity

You get the picture. A document to aid evaluators in a Win 3.1 vs OS/2 2.0 situation need do nothing more than emphasize all the places where

we blow OS/2 2.0 away without trying to list critical failings of OS/2

and IBM's strategy. A well written document makes is patently obvious

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where we're superior without mentioning the competition by name. Additionally, we KNOW how hard it is to get all the equivalent pieces

of information out of IBM that we are including in this paper on Win 3.1. It just makes our product and plans look that much better and open. Imagine the reviewer trying to go to a couple of his 40 IBM

SE's

and asking all these questions regarding pen, laptop, over-the-net install, support, multimedia, etc and all the different answers he'll get.

Furthermore, in producing a document entitled "Win 3.1 vs OS/2.2.0", you are tacitly endorsing the comparison of our products - something as

the market leader that we want to avoid at all cost. When someone calls in for a guide to evaluating Win 3.1 and OS/2.2.0, we just say "well, we certainly haven't done a paper on OS/2 2.0, but we do have a

paper to assist corporations who are trying to make a decision on a standard corporate operating system".

I recommend you title the paper: "Evaluating Microsoft Windows 3.1 -

A Guide to Choosing Corporate Computing Standards".

Last, the only pieces I've seen on Win 3.1 have nothing to do with deciding on Win 3.1 as a corporate computing standard - something this

paper is clearly targeted at.

All that said, I know this paper isn't my responsibility and I sincerely hope I haven't ticked anyone off with my (sometimes!) less than candid feedback and recommendations.

Todd

From: Richard Tait
To: Jim Durkin; Joseph Krawczak; Mike Nash; Todd Needham; Brian Brandt;

York Baur
Cc: Brian Moran; Cameron Myhrvold; Doug Henrich; Jonathan Lazarus; Richard Segal
Subject: RE: Review of OS/2 & Windows Document
Date: Sunday, March 01, 1992 10:30AM

todd I have read through your comments, and I think that some of them

are good. But just before more people jump on the high road band wagon, they have to understand that this piece is a fulfillment piece that people who are doing active evaluations of Windows vs OS/2 call up and ask for, it is not going to everybody.

A document just saying Win3.1 is cool has already gone out. I think that Josephk's team are focusing on the situation where someone is actively trying to compare the two systems, and in those circumstances it is tough to take the high road, but we should not be abusive.

Richard

>From: toddn Sat Feb 29 01:16:44 1992
To: jimd josephk mikenash richta v-brianb yorkb
Cc: brianmo cameronm doughe jonl rsegal
Subject: RE: Review of OS/2 & Windows Document

X-MSMail-MailClass: IPM.Microsoft Mail.Note
X-MSMail-Message-ID: A350084E
X-MSMail-Parent-message-ID: 45F6AE0D
X-MSMail-Conversation-ID: 45F6AE0D

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X-MSMail-Priority: 0002
X-MSMail-WiseRemark: Microsoft Mail -- BETA 1
Date: Fri Feb 28 1992 01:10:59

I've given this paper a little thought. Those thoughts
are included
in

the document attached as well as on
\\pyrex\user\v-eliseg\os2brief\toddnos2.doc which has original plus
revisions and
\\pyrex\user\v-eliseg\os2brief\toddrev.doc which has
just my hack.

In summary:

With a 9 million copy lead on OS/2 2.0, we have got to take the high
road. In general, the fewer mentions of OS/2 2.0, the better.

- change the title to "Evaluating Windows 3.1"
- position this in the light of evaluating 3.1 as a corporate
computing standard against

other graphical operating systems: OS/2 2.0, openlook,
motif, NEXT,
geoworks, etc.

- that said, make sure every strength we mention
hammers OS/2 2.0 by

default. Bash
OS/2 by touting our strengths instead of pointing out
their failures

which just makes
us look petty. Our message stands out pretty

clearly all by it's

self. I would like to
avoid a repeat of the pounding we took on "the

terminator" app.

- Avoid anything that looks like a defensive posture.
- add more supporting appendices for Windows.

One of our greatest

strengths lays in
the amount of hardware/software/development

tools/oem's we've

signed up to
Windows.

Todd

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