



volume, or 1,600,000 units, before 5.0a even hit the street. Since we generate huge demand spikes at launch, we really only get one chance to get the bugs out. thanks

From: Brad Silverberg  
To: Steve Ballmer  
Subject: FW: OS/2 attack status  
Date: Wednesday, June 10, 1992 3:38PM

fyi

From: Joseph Krawczak  
To: Brad Silverberg; Paul Maritz; Richard Tong  
Cc: Bob Ferguson; Jeff Thiel; Jonathan Roberts; Iyer Venkatesan  
Subject: OS/2 attack status  
Date: Wednesday, June 10, 1992 2:19PM

There's a lot going on, so here's a summary of discussions from last two days.

Key Messages

OS/2 is:

- Big and slow (h/w requirements, perf numbers)
- Incompatible (problems running apps, poor win support, h/w problems)
- A dead end (not leading edge technology, no growth paths)

Key Target Audiences

to focus efforts on now

- press
- Corp. Accounts
- IEUs

Key Strategy

- Counter punch where needed, try to target OS/2 vulnerable people and hit them hard with Win messages and head-to-head data.

- Refocus the Debate. Move from 3.1 vs. OS/2 debate toward Win Line vs. OS/2 debate. Educate press and broad market on Win Line and execute the pincer. Leave OS/2 no room to exist in not good standard desktop, not best for power desktop, not a great server.

Key Tactics

- Finish GA testing.

Use for counter punch data.

- Win-OS/2 Eval Kit

Short overview doc with additional detailed docs, data, review quotes. Distribute broadly to all OS/2 interested segments via Ads, MS field, PR, trade shows, Focus self-selection card. 0.9 version needed next week for PC Expo and BJ ad.

- Ads

Summer/Fall campaign with two prongs- one pro-windows and second head-to-head with OS/2 for trade press. Possible executions- B: Ads, Win Challenge, Review quotes, Corp account quotes.

- Press

Tour every month focusing on new product news. 80% focused on MS product. 20% focused on Win strategy, 5% focused on OS/2 counter punch as needed. Starts with Dwayne next week.

From: Brad Silverberg  
To: David Cole  
Subject: RE: Windows SDK Bugs for Review, Due 12 June @ Noon  
Date: Wednesday, June 10, 1992 3:41PM

you are correct. this was their job — to be the pss escalation point.

From: David Cole  
To: Brad Silverberg  
Subject: FW: Windows SDK Bugs for Review, Due 12 June @ Noon



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