

From carls Thu Sep 17 10:48:40 1992
To: jonl paulma
Subject: RE: DELL: TO BEGIN MARKETING FACTORY-INSTALLED OS/2 2.0; ENTERS TECHNIC
Date: Thu, 17 Sep 92 10:45:47 PDT
Status: RO

Dell's decision to pre-install OS/2 is pretty odd, especially following what was a pretty good exec meeting that included Steveb & Billg just 2 months ago...

>From nancyri Thu Sep 17 10:40:36 1992
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>From: Nancy Ritzenthaler <nancyri@microsoft.com>
To: carls
Date: Thu, 17 Sep 92 10:43:08 PDT
Subject: RE: DELL: TO BEGIN MARKETING FACTORY-INSTALLED OS/2 2.0; ENTERS TECHNI
Cc: carlg

I agree. This will definately piss off our execs. Their request for a change in MS account team may even have come from a new strategy to move from a very pro-MS position to a position where we would have to compete on more equal ground with IBM, Novell, etc. They call themselves just a "distribution" company now, adopting a distributor mentality where price/margin is the only issue. That's not the kind of partner MS is looking for...

>From: Carl Stork
To: Nancy Ritzenthaler
Cc: Carl Gullledge
Subject: RE: DELL: TO BEGIN MARKETING FACTORY-INSTALLED OS/2 2.0;
ENTERS TECHNICAL SUPPORT AGREEMENT WITH IBM
Date: Thursday, September 17, 1992 9:45AM

>From nancyri Thu Sep 17 09:32:00 1992
To: carls
Date: Thu, 17 Sep 92 09:34:01 PDT
Subject: RE: DELL: TO BEGIN MARKETING FACTORY-INSTALLED OS/2 2.0;
ENTERS TECHNICAL SUPPORT AGREEMENT WITH IBM
Cc: carlg

damm right!!!
Several months ago, Dell had stated that they wanted to be very low-key about supplying OS/2. This press release is definately a message to us. Apparently, Dell now thinks that playing the field will give them better negotiating leverage with MS.

I think they will find this won't work and will cause us to classify them as people with whom we can't have a close relationship. Furthermore it is starting to remind me of the time 3 years ago when Dell strayed too far off center, got into new buses, Unix, RISC, etc. They didn't stick to their knitting and nose dived.

Carl