

Windows Campaign FY93 Review

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1506
Comes v. Microsoft

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Overall Strategy

- Increase Windows penetration and make it the standard everywhere by winning at the grass roots and continuing to attack top-down.

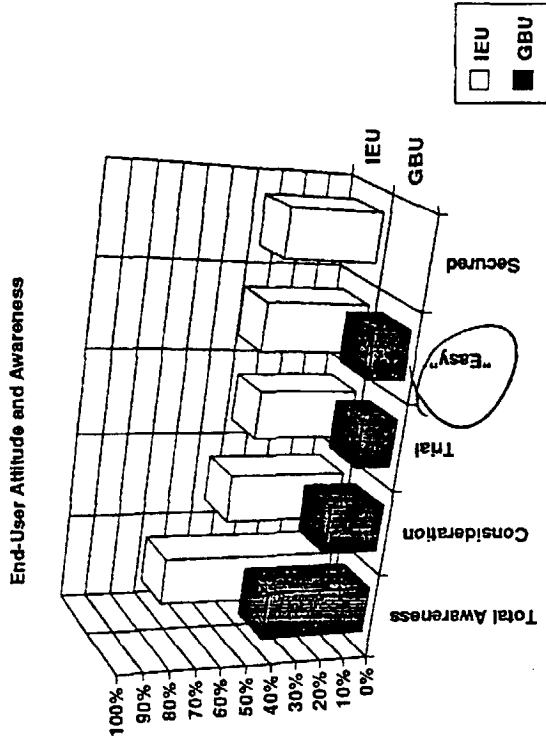
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Agenda

- ❑ Situation Analysis
- ❑ Objectives
- ❑ Strategies
- ❑ Metrics
- ❑ Programs

Market Situation

- ❑ Windows is on 34% of Windows capable PCs
- ❑ Windows is on 60% run rate on new PCs *(OEM + RETAIL)*



Opportunities and Threats

□ Opportunities

- Complete family of Windows products in FY '93
- Shift industry standard from MS-DOS to Windows
- Sell WFW and complimentary products
- Establish Windows as credible corporate platform

□ Threats

- Low satisfaction with Windows
- ²Not fully adopted in Corporations
- Low trial, don't own "easier" yet
- IBM: OS/2 in large accounts and on PS/2s
- Novell on the desktop
- Mainstream Unix: Univel, Solaris, NeXT (SVR4)

Campaign Objectives

- Secure the core users and extend adoption
- Move OEMs to the Windows standard
- Sell the Windows family — NT, WFW, Pw
- Move current users forward
- Sell complementary products *Fghorn*
- Take Windows into new markets

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Campaign Metrics

- Secure the core and extend adoption
 - Increase secured user rating to 50% among IEUs
 - Increase adoption of Windows on organizations with Windows
 - Keep WW OS/2 sales under 1MM excluding PS/2s
- Move OEMs from MS-DOS to the Windows standard
 - 70% of OEM shipments; RTR at 50% of OEM shipments
- Sell the Windows family
 - 50% IEUs understand the family positioning
 - Win32: 20K SDKs, 50 of the top 100 PC tools and applications at ship
 - 20K MSDN enrolled developers

Campaign Metrics (con't)

- Move current users forward
 - Move ⁵⁰⁰300K more users from Win 3.0 to Win 3.1
 - Move 600K US users from Win 3.x to Windows for Workgroups ^{WIK}
 - Move 300K US users from Win 3.x to Win NT
- Sell complimentary products
 - Sell a complimentary product to 50% of the retail Windows buyers ^{(K) - Feb}
- Take Windows to new users
 - Increase Windows trial by GBUs from 17% to 35% ^{OK - MUSE}
 - 100 WW major corporate designs wins away from Unix, AS/400 or other platform

Tactics to Reach Campaign Objectives

1. Secure the core and extend adoption
 - WTWs, Focus, ^{Ed}WRK
2. Move OEMs to the Windows standard
 - HCT logo, win HEC, rtr, rerg pgm
3. Sell the Windows family
 - ^{Windows} sys line (tradeshow, PR, Adv), drg, WOSA, os/2 attack
4. Move current users forward
 - WFW launch, NT launch, focus offers, preps, seeding, presale seminar
5. Sell complimentary products
 - Jumbo, Foghorn, Fonts, Focus offer, retail
6. Take Windows into new markets
 - Corporate Design Wins (vs. Unix/AS 400 etc.)

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OS/2 Attack is in Every Objective!

- Secure the core and extend adoption
 - Don't lose to OS/2
- Move OEMs to the Windows standard
 - No OS/2 bundling by OEMs
- Sell the Windows family
 - Don't let OS/2 take the technical high ground
 - Squeeze between Win 3.1 and Win NT
- Move current users forward
 - Move our users to WFW and NT not OS/2
- Sell complimentary products
 - Show that Windows is a complete solution
- Take Windows into new markets
 - Sell Windows for Transaction/Mission Critical Applications

1. Secure the core and extend adoption

- Adoption Made Easy/Win 3.0 and DOS version
 - Promote Corporate and Outbound resellers "Create a deal program" *(L) 3.1 200k* *Samuel (100k) H.C.*
 - Ship 200K resource kits: 3.1, Sparta, NT (\$320k) *2k* *Service*
 - » Current RK plus Video, Step by step guide to upgrading users
 - Train 100K additional support coordinators at WTW (\$2.5MM)
 - Deliver 10 pages of technical support information 5x/year *100 Facs* (\$3.2MM)
 - Get more names: reg card in OEM box (\$X?)

Salon tools
eval guide
PR
AA

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2. Move OEMs to the Windows standard

- Promote RTR (\$1m)*
- Develop utilities for OEMs to enable RTR
- Standardizing- Logo, HCT (\$X? for what?)
- WinHEC develop great Win Machines (\$X in what budget?)
- Train OEM support people via PSS Support Connection (self-funding?)

3. Sell the Windows Family

Microsoft Windows Makes Personal Computing Easier for Everyone

Windows 3.1

Makes the average desktop easier

Primary Flavors

Sparta

Easier for groups to share resources and .work together

Windows NT

32-bit, scalable, multitasking Windows O/S that runs apps for Windows and MS-DOS
Windows for the demanding desktop

Windows for Pen

Easier to interact with your Windows PC

Emerging Flavors

Windows for MultiMedia

Easier to integrate voice, sound and music

Printing Sys

Easier and faster to print from Windows

Font Pack

Easier to get great output

MS-DOS

Easier to maintain your PC

Mouse

Easier to access everyday commands

Soundboard

Easier to...?

Complementary Enhancements Products

Sell the Windows Family, con't

Windows Buses

- Standard visual to be created (8/92)
- Fall PC Press Ad unit (\$1.2MM)
 - » 1 page Family, 1 page Windows 3.1, 2 page WFW, 1 page complimentary products
- Winter Ad Insert (\$1.6)
 - » 8 page unit including NT, WFW, Win 3.1
- Focus (4-5 issues) ^{3.1 FRT + Upgrade Threat} Reseller "X program and create a deal"
- Standard Super demo: tradeshow, retail, field, WTWs
- Standard NSM Training

PR

- WFW and NT launch events are in context of family (\$Xk) (600k)
- Family in every product launch (Jumbo, Foghorn, ect) (350k)
- Supporting PR (\$1.1m)

3. Sell the Windows family con't

Tradeshows

- Comdex, Win World, Net World, etc (\$x)

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3. Sell the Windows family con't

- **Own the developer**
 - **Make Windows applications 32-bit**
 - » **Windows NT**
 - » **Win32s/Windows**
 - **Exploit new Windows API's**
 - » **OLE 2.0, Multimedia, Pen , SPARTA , MAPI, ODBC, WOSA**
 - **Get new applications for the Windows platform:**
 - » **Server applications**
 - » **Unix/Workstation applications**
 - » **Vertical market applications**
 - » **International versions of Windows Applications**
 - **Begin CAIRO evangelism**
 - **Continue & expand Open Process**
 - **Increase Hardware & Device Support for Windows**

4. Move Current Users Forward

- Focus: Offers (Fall: WFW, Winter: NT)
- WFW: (see Workgroup Campaign) *← In tac*
- Windows NT Launch
 - PR/Events
 - » Preannouncement tours 300 *seeding \$250k*
 - » Launch Event (\$0) 300 *WANT WTW 1500k*
 - » Post-launch tours
 - » Launch ads (\$0)
 - Reseller
 - » Presales reseller training (Mikene pays) *← NTAD*
 - » Launch/Intro seminars

5. Sell complimentary products

- Reseller- Sell Complimentary Products (\$XX in Fall)
 - Launch Supplemental Funds Plan incenting channel to promote Windows & Apps with Win-Family Line
 - Produce Win Family Line collateral, including In-store banner & product display, Focus graphic, & reseller training brochure
 - Incorporate all Windows Family products in "superdemo" rolled out to field, used in reseller training and presented during in-store events
- Focus: secondary offers (Fall: Jumbo, Foghorn; Winter: ASTRO; Spring: new Mouse)

6. Take Windows into new markets

- Corporate Design Wins (vs. Unix/AS 400 etc.)

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Summary of OS/2 Attack

- Plan
 - "Counter-Punch"
 - » Reposition OS/2 with key end-user segments as big/slow, incompatible, a technological dead-end
 - "Refocus the Debate"
 - » Shift comparison from Win31 vs OS/2 2.0 to Windows operating system product family vs OS/2 2.0
- Evaluation kit
 - Systems Strategy Overview
 - Industry evaluation (press and customers)
 - Product comparison: Win31, Win NT, OS/2
 - Application support: Win31, WinNT, OS/2
- Summer advertising campaign
- PR
 - provide technical support for Win31, OS/2 comparison reviews: NSTL, PC Magazine
 - provide customer references for press stories

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