Erik Stevenson

From: Jeff Thiel
To: bradsi; josephk; richt
Cc: bradc; richba
Subject: FW: IBM PC CO Trip Report
Date: Wednesday, January 20, 1993 9:02AM

This is ***INCREDIBLY**** important news -- we have a historic opportunity to kill the VP Trojan Horse and possibly cripple the IBM software companies bundling efforts. We must do 2 things:

1)   help the IBM PC company make the VP model with DOS/Windows so successful that they decide to put DOS/WIndows on all VP's.

action: get windows prod mgmt involved (I volunteer) to help IBM think through ways to make the bundle attractive (special utilities/front end, special apps bundles, special packaging/collateral, etc.) and then devote resources to help them deliver it.

2)   make the IBM PC company think that OS/2 will become less and less attractive over time.

Action: show them full product treadmill, including:

- telling them we're considering having one Windows with networking as an option in mid-93
- we're seeing such demand for an "OS/2 replacement" product that we're going to do a soft bundle of DOS/Windows for resellers to put on IBM systems (BJ 2.0)
- brief them on Chicago
- demo CAIRO
- tell them that components of Chicago that come from NT (eg, Win32) aren't covered by the licensing agreement and therefor don't fall into the sw companies hands (wild idea but I think we should pursue it, I can't stand the idea of them getting Chicago code)

What do you think?

From: Richard Barton
To: Brad Chase
Cc: Jeff Thiel; Joseph Krawczak; Richard Barton; Richard Tong; Rob Curtin; Scott Sandell
Subject: FW: IBM PC CO Trip Report
Date: Tuesday, January 19, 1993 06:31PM

There was an IBM PC Co - MS summit in NY yesterday. IBM PC Co brand mgrs express great interest in MS-DOS, Win, & WFW. Highlights:
* Assert PC co is free from IBM S/W Co influence
* Impression that OS/2 is inhibiting sales
* Mid feb launch of 486 PS/VP with PC-DOS & WIndows pre-installed.
This is same story I am recently getting from BJ contractees

Thanks for the info, Rob. This is good news. Couple of questions:
* Any guess at PS/VP sales by channel (800# vs dealers)?
* Any impression of the success or failure of the 800#, IBM Direct organization? (brand mgrs make any off the cuff comments about it?)
* Do you think the PS/1 will continue to offer an OS/2 pre-installed skus as it does now?

Good to meet-you at the RSM. thanks again,
Rich

From: Rob Curtin
To: Kelly Wood; Bob Jones; Clifford Mark; Gene Cronin
Cc: Richard Barton; Troy Oldham
Subject: PC CO Trip Report
Date: Tuesday, January 19, 1993 06:03PM

Trip Report:Strategy discussion with PC CO
Date: January 19, 1993 8:30 - 11:30 a.m.
Attending :
        MS: Kelly Wood, OEM Account Manager
                Bob Jones, DM Nyconn
                Gene Cronin, CANAM Nyconn
        Cliff Mark, ASE IBM National Account
                Rob Curtin, CAA IBM National Account

        IBM: Scott Bower, Mobile Computing
                Dave Andonian, Premier Line
                Angelica Hoiratis, Value Point
                Don Nicita, PS/1

The MS IBM Account Team met with the Brand Marketing
Managers of the IBM PC CO today at the IBM Personal Systems
HQ in Somers, NY. MS presented the MS Systems Strategy, and
Desktop and Application drill-down strategies for two hours
and spent the remaining hour discussing mutual strategies
and potential business opportunities.

All agreed that a meeting between the two companies was
clearly needed, and that communications must be sustained.
We successfully accomplished our Advance goal, and obtained
commitment from each of the brand marketing managers to
individually attend a briefing in Redmond focused on the
needs of each brand management team. Each brand marketing
manager expressed sincere interest in Windows, WFW, MS DOS
6.0, Multi Media, and specific MS offerings targeted at
their market niche, and would like to further explore
packaging these products with their offerings.

The IBM PC CO Brand Marketing Teams consist of three brand
managers: Marketing, Development, and Manufacturing. Today
we met with the brand marketing managers. They insisted
that the PC CO is free from the influence of IBM PSP and
AWD, and that the brand management team's have been
empowered to "call all the shots" for their respective
brands. There was an underlying feeling that most were
frustrated with IBM PSP (OS/2) and implied that OS/2 may be
an inhibitor to their sales volumes. The most recent proof
of this is that the PS/ Value Point will be shipping a 486
with preloaded Windows accompanied by shrink-wrap Windows by
mid February (Targeting end of month).

Kelly Wood has taken responsibility for coordinating the
Redmond briefings with each PC CO brand team. The IBM Field
Account Team will continue to call on the PC CO HQ personnel
in Somers, NY, and ensure day-to-day communications are
maintained. The briefing dates need to be coordinated, but
all parties agreed to make a best efforts attempt to
schedule the briefings with urgency. In addition to
Windows, WFW, DOS, and MM each brand team expressed interest
in the following:

Mobile Computing / Thinkpads

Modular Windows
PC MCIA
Pen-Centric Applications/Case Studies
Apps in ROM

Server Technologies / Premier
NT
LanMan for NT
Enterprise Strategy
Client Server Strategy

PS/1
Consumer Titles

Value Point
Application SW
MM Titles
DOS / Windows Futures

Many thanks to Gene Cronin for spearheading the scheduling
of this meeting, and to Cliff Mark for his Desktop and
Application drill-down strategy presentations proving to IBM
that MS really knows their Sh--

please email with any Q's
Rob