

Lynn E. Williams (Legal)

From: Mike Maples
To: billg; paulma
Cc: bradsi; jeffr; steveb
Subject: RE: IBM: PERSONAL SOFTWARE PRODUCTS DIVISION NAMES RICH, PROCTOR
TO NEW POSTS TO HELP MEET GROWING BUSINESS OPPORTUNITIES
Date: Tue, Apr 27, 1993 7:44AM

I don't have any new data points on the marketing force. One thing that was always effective is when we participated in seminars for IBM customers. If we could figure a way to participate more we would break down many of the barriers.

I will work on helping Lee and Larry.

From: Bill Gates
To: Mike Maples; Paul Maritz
Cc: Brad Silverberg; Jeff Raikes; Steve Ballmer
Subject: FW: IBM: PERSONAL SOFTWARE PRODUCTS DIVISION NAMES RICH, PROCTOR TO NEW POSTS TO HELP MEET GROWING BUSINESS OPPORTUNITIES
Date: Tuesday, April 27, 1993 1:11AM

It really concerns me to see them bringing in such senior people. Its like a serious recommitment to PSP.

We should see if we can facilitate Loucks being hired somewhere else in the industry. Also perhaps Lee.

Even though we disagree with both of them, they are both reasonably competent. I hope these other guys decide to retire.

Someday PSP is going to have to make money. Their big win to date has been taking a royalty out of the PC hardware group. We should be able to cut that off 90% this year so all they are going to be left with is Os/2 revenue. Another key step for us is to get the normal IBM sales force out of selling Os/2 to accounts. I am really unclear how IBM can afford to have the normal sales force talk about Os/2 and support Os/2. Perhaps they really still believe it helps them sell their profitable products. I think it is a left over of the old grand SAA strategy. When does Wheeler really leave the company?

This whole issue of the broad IBM sales force selling against us is one I want to figure out how to raise with Gerstner when I see him on May 25. Any new datapoints on this will be helpful.

I think the public perception or at least the press perception has changed away from believing Os/2 will defeat Windows. Rather there is a view that it is a nice operating system that will continue to have some role.

From: Newswire Mailing
To: WWIS Daily News Services for Executives
Cc: Newswire Mailing
Subject: IBM: PERSONAL SOFTWARE PRODUCTS DIVISION NAMES RICH, PROCTOR TO NEW POSTS TO HELP MEET GROWING BUSINESS OPPORTUNITIES

