

Donna Poreda

From: Richard Tong
To: Brad Silverberg; Jonathan Roberts (Xenix); paulma
Subject: RE: Snowball naming "A" or "B" options
Date: Tuesday, May 04, 1993 2:29AM

Gives us some time to figure out what to do. Boy, are these UK guys passionate about this. We'll figure this out.

Rich

From: Brad Silverberg
To: richt; Jonathan Roberts (Xenix); paulma
Subject: FW: Snowball naming "A" or "B" options
Date: Monday, May 03, 1993 3:58PM

fyi

From: Steve Ballmer
To: philb
Cc: bradsi; paulma; rolfs
Subject: RE: Snowball naming "A" or "B" options
Date: Friday, April 30, 1993 11:47AM

thx for the input will share with the guys I agree but they can make good cases both ways

From: Phil Buggins
To: Steve Ballmer
Cc: Rolf Skoglund
Subject: Snowball naming "A" or "B" options
Date: Wednesday, April 28, 1993 11:53AM

As per telephone call with rolf and as per discussions between UK product marketing & Redmond here is a summary of UK views:

Our vote is clear: Option A - Win Pro

Option A is the only option that will achieve against our key business goals:

- Increase Revenue per Windows PC, i.e increase avg price of Windows
- Build a strong consistent family of Windows operating systems
- Beats Novell, address the threat of Personal Netware.

I think we all agree we need a clear concise Windows Family message, the simpler the better, so :

Win 3.1 for the home, disconnected, isolated user

Win Pro for the connected business professional, need to make all the

IT

contentious stuff easily turn on/offable at install time

Get this version preinstalled by all major OEM's

Win NT for the power specialist(need more work on crystallising this!, needs to be

consistent with "most powerful o/s for client/server computing!)

Option A is simple, concise, consistent with Windows family and addresses the network client needs of WinNT.

The turbo & workgroup add on approach in option B will further confuse & fragment the market, is inconsistent with our goal of reducing SKU's

& simplifying things and is TOTALLY inconsistent with the Win NT model!
Furthermore we all agree that Workgroup computing is now a fundamental part of everything, o/s & apps, and therefore having an addon doesn't make sense.

> From reading the proposal the primary reason for recommending option B is the belief that IT will not buy anything with Peer/Ras/Mail included, which is debatable:

- Industry momentum, it is IN WinNT, Unix, MACINTOSH and Novell(sooN)
- Not ALL accounts have a problem, you will always have some IT depts who hate change, how many IT depts wanted GUI!
- It is strategic for MS to have this stuff on every connected corporate desktop!!

However we should not lead our marketing of WinPro with Peer, we have removed all mention of PEER from UK mktg of WFWG, we lead with integrated networking services, extra flexibility, extra options etc. and need to address all security issues.

Option B also plays into the hands of our competitors by fighting on their terms by separating connectivity software from the o/s(again NOT the WinNT model!), moving to the WinPro approach will maximise our strengths.

cheers