

From jefft Mon Oct 25 09:27:37 1993
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From: Jeff Thiel <jefft@microsoft.com>
To: cameron, doughe
Date: Mon, 25 Oct 93 09:27:48 PDT
Subject: RE: OS/2 Attack: status and next steps
Cc: bradsi, jimall, jonl, richt, w-clairl, w-pamed

I agree that we need to hit hard on 32-bit apps. I think we should do this in 3 ways:

- 1) NT PR apps countdown. If we're confident there will be apps then I think we need to start a campaign which makes every release and another milestone toward the goal of 500 apps. We need some sort of catchy event the press will care about.
- 2) Demos. 32-bit apps should be shown running on WFW as well as NT every chance we get. I'm constantly amazed how few press people understand that Win32s apps don't run on OS/2 2.1 (either that or they don't care). As the Win32s list grows we need to hammer on the fact that OS/2 has inferior windows support.
- 3) Test data. We will continue to test apps on OS/2 2.1 such as Office and funnel the data to the press via email "notes from the lab".

I'm not strongly in favor of doing challenges because they turn into pissing matches that if anything serve to legitimize the competition. We must remember that OS/2 still has 1% of the installed base and behave accordingly. I would be in favor of hard-hitting comparisons with specific corp accts where OS/2 is a serious threat.

From: Cameron Myhrvold
To: Doug Henrich; Jeff Thiel
Cc: Brad Silverberg; Jim Allchin; Jonathan Lazarus; Richard Tong; Claire Lematta; Pam Edstrom
Subject: RE: OS/2 Attack: status and next steps
Date: Monday, October 25, 1993 12:23PM

I would hit harder on 32-bit applications — show that OS/2 is a dead-end or if not a dead-end, then IBM will be on the technology treadmill forever.

What about starting a campaign called "Which 32?" (like Claire's old idea of "True32") where we would ask developers (or get the press to ask developers) which 32-bit API they are going to write for: OS/2 2.1 or Win32 (NT & Chicago)? Sort of like a pepsi challenge, but what is nice is that it forces a separation in people's minds between supporting Windows and supporting OS/2. I do not think everyone realizes this choice is implicit in the 32-bit API developers choose to write for. Maybe this is also a banner/effort under which we could unify Win32 as a single coherent API.

In fact, conceptually there's no reason to limit this to just comparison with OS/2 and if relevant we could add other competing 32-bit APIs. You could also extend this to IHVs & OEMs in terms of which device driver model they were supporting — show how far IBM is behind Windows. It doesn't even have to be an API statement, "Which32" could apply to the operating systems themselves.

Cam

MS 0157498
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From: Jeff Thiel
To: Windows Focus Squad
Cc: Adam Taylor; Jeff Thiel; OS/2 Response Planning Team; WIN Marketing Group
Subject: OS/2 Attack: status and next steps
Date: Wednesday, October 20, 1993 6:04PM

Windows is vulnerable to encroachment by OS/2 during the next year because our WFWG/NT pincer is not closing and Chicago is not real yet. OS/2 has a credible opportunity to penetrate the BMB 486 desktop with OS/2 2.1 and IBM is driving hard to exploit it by spending massively (\$10mm in advertising during first 6 mos of '94) and introducing aggressive offers (a <\$50 version is coming which supposedly uses Windows code on the users system to avoid MS royalty).

We must prevent them from achieving a beachhead. The primary battleground will be the press and large corporations (most OS/2 users today are large corp MIS guys). PC enthusiasts will also be a field of battle. Our battle plan consists of the following:

- 1) Reposition OS/2 2.1 product now (adamt)
 - test OS/2 against WFWG/Office/NT combo for compatibility, performance, features (in progress, adamt and tscook own)
 - create one-pager OS/2 response for the field (adamt)
 - patrol BBS's to identify OS/2 FUD points
 - create short summary comparison materials (brente, after rolling off WFWG resource kit)
 - communicate results of comparison to press (adamt)
- 2) Hit OS/2 hard with our product line this Fall and Winter (adamt):
 - create OS/2 killer demo with WFWG/NT/Office (adamt)
 - conduct demo tour with key user groups and professional ass'ns (tbd)
 - identify OS/2 Alarm accounts (stevesil)
 - use demo with high alarm accounts (stevesil)
 - distribute comparison materials to distribution channels (adamt)
- 3) Out promote OS/2 with WFWG this Winter and Spring (rogersw owns)
 - sign up top OEM's to pre-install WFW on all systems
 - grant extended terms to Egghead, Ingram, Marisel and key channel partners to ensure plentiful stocking of WFW in both the Windows section and the network section
 - distributor call-downs of VARS to seed them at launch with the NT/WFW Microsoft Network Starter Pack at \$199 including 4 netcards, cables, connectors, and an Install Guide. Will also run ads for the bundle in CRN, LAN Times, PC Mag Network Edition, and VARBusiness.
 - lower pricing to around \$50 street to allow channel to stock and sell Workgroup Addon as a general operating system upgrade.
 - use launch PR and Advertising to emphasize WFW 3.11 as a mainstream Windows version. Best Windows for Networks and a Power User Upgrade thanks to its 32-bit Chicago file system technology and VxD networking architecture.
 - soak up retail bandwidth with an aggressive retail promo for the Winter/Spring that will center around a "speed and space" theme with targeted efforts at each segment of the channel (direct, wholesale, storefront, outbound).
 - launch ad to debut COMDEX week that touts WFW 3.11 as a superior Windows release based on three key attributes: great networking support, more speed than Win 3.1, and great mobile computing capabilities.
 - drop Focus to our regbase with a WFW 3.11 article and product offer.
 - train 10K-15K SP partners via the DevCast downlink scheduled for early in December.
- 4) FUD them with Chicago this Spring and Summer (jefft owns)
 - weave FUD points into Chicago articles that will appear in press following PDC
 - conduct surgical strikes with alarm accounts and show Chicago demos to those accounts

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- show 32-bit apps on Chicago at Comdex, let press know those apps
won't run on OS/2

Comments, suggestions?

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