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Subject:	Windows Support Files PR Plan & Q&A
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Here's my stab at a PR plan for dealing with the Windows
Support Files ("WSFs") and a rude Q&A. Note that I went
beyond the WSFs as there are a number of logical questions
that flow from these.

I'd be interested in any comments. I was very frank in
my responses.

PR Plan:

1. We should advise key editors that we have resolved matters for
Win 3.11 and WFW 3.11. We tell the truth and follow the Q&A outlined
below. We do not issue a press release.

2. We do not place a quote in Novell's press release, if asked for
a quote.

3. Related to #1, we make the call the moment WE sign the license.
I'm also nervous about waiting for Novell's Q&A. I think we're
being stalled until the press release is out. I believe we should
go with the responses below.

Rude Q&A:

Q. What has MS licensed?

A. MS licensed the "Windows Support Files" (WSFs). These files make
it easier for an existing NetWare (NW) user on MS-DOS to upgrade from
NW 2.x, 3.x, or 4.x, to the same release of NW running under Windows.
The WSFs are licensed only for the coming "driver refresh" release of
Windows (v3.11) and not for the recently announced WFW 3.11.

Q. Do the WSFs include the client requestor files?

A. No.

Q. Why are the WSFs licensed only for Win 3.11 and not WFW 3.11?

A. (Note: Until we see Novell's Q&A, we can only guess at how to
respond. My recommendation follows.)

Novell will state that Windows 3.11 is the universal client and given
the penetration of NetWare users either running Windows or wanting to
run Windows, makes sense to have the support files available. Windows
is also the version most thoroughly tested by Novell and the version
for which Novell is willing to warranty support. On the other hand,
Novell will claim that this is not the case with WFW 3.11 and that
WFW 3.11 has presented support difficulties since its inception, plus
has had very limited penetration. So, says Novell...

The reality is that there is an extremely high percentage of WFW users
today who are also NW users (>70%). People need the connectivity to
NW servers, but otherwise appreciate the functionality and performance
of WFW, not to mention the ease with which network drivers can be

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installed. Furthermore, MS provided Novell pre-release copies of WFW 3.11 as early as March so we are confident of the product's supportability. This, of course, is in addition to MS' own testing of the product on NW networks. In case of problems, however, MS and Novell have an established technical support alliance process in which the companies cooperate in the resolution of problems.

Q. Why were the client files pulled from Windows and WFW?

A. These were pulled at the request of Novell.

Q. Why did Novell request that the client files be pulled?

A. There was disagreement between the companies over MS' rights to include the client files in WFW, a product which (as an extension to Windows 3.1) includes networking functionality that is competive to Novell's own products.

Q. Why does Novell not permit inclusion of just the WSFs in WFW 3.11?

A. We can only surmise that Novell is concerned about the competitive nature of WFW. Regardless, we believe it ignores recognition of the large volume of WFW shipped over the course of the past year (>1M users), the number of OEM bundling deals for WFW, and the large percentage of WFW customers also running NW (>70%). Clearly, MS has its focus on the customer.

Q. But, Novell claims there are problems running WFW on NW nets. They claim to have tested and reported problems to MS.

A. Novell received WFW 3.11 as early as the beginning of March 1993. During that time, they reported exactly two problems: 1) WFW 3.11 doesn't run on Novell DOS 7 (due to Novell DOS 7's incompatibility with MS-DOS) and 2) a concern over the load sequencing of certain NetWare files (which was proven to be incorrect information on Novell's part). WFW 3.1 runs very well on NW networks and WFW 3.11 dramatically improves upon that reputation by providing a more robust environment, and 32-bit ODI and IPX drivers. WFW 3.11 also delivers much greater performance, plus improved Windows functionality like integrated fax support, remote access services, additional networking options and security -- all of which benefit both Windows and NW users.

Q. Novell also claims that MS could get the NW client files for both Win 3.11 and WFW 3.11, but that it would have to sign a standard license agreement for the clients. Is this true?

A. Novell has offered a standard license, but the terms are onerous and the fee excessive. What seems on the surface to be relatively small is really an unnecessary cost for either MS or the customer to bear. Novell had previously made all of its clients available without charge and now smells the opportunity to make significant sums of money if the clients were bundled into Windows. A reasonable annual maintenance fee (akin to what Novell formerly did for UNIX System customers) would be acceptable, but anything else is contrary to the spirit of ensuring good client connections and competition based on server performance, functionality, and pricing.

Q. Are you guys going to work things out so that Chicago has good NW support?

A. WFW 3.11 forms the underpinnings of Chicago's networking. In fact, this is exactly the process we're following to add networking

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to Chicago. WFW 3.11 provides today a fully 32-bit networking solution. However, we do want NW customers to be able to take maximum advantage of new Windows functionality, so we will be providing early Chicago code to Novell under a NDA. We expect this to occur around the time of our next pre-beta release.

Q. Won't MS be releasing its own NW-compatible client as part of Chicago?

A. MS is beta testing a NW-compatible client (NWCS) for Chicago. However, packaging has not yet been determined. Our objective is to ensure that any client can connect to any server. We know that Windows customers need this capability. Whether MS or Novell does the work is not the issue, so long as great support is provided. If Novell would like to work with MS, or use MS code, or if we work out our respective installations so that one client can install smoothly over the other without harming the customer's environment, then the customer should be well served.

Q. But, why do your own client instead of licensing Novell's? Don't you worry about compatibility?

A. It's a matter of economic justification and ensuring good customer support. We are highly motivated to ensure customers receive great NW connectivity as close to release of a given version of Windows. Furthermore, we want the customers to have maximum NW functionality and access to NW services. We will do whatever is reasonably necessary to ensure achievement of these objectives. We do admit, though, that it would be much easier to achieve these goals if specs such as the NCP were open and readily available under reasonable terms and conditions, the same as SMB specs and licenses.

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