

## U.S. OEMs

### IBM

Summary: IBM has no DOS development group anymore, but they have a planning group in Boca who we deal with on DOS issues. The primary day to day contact is John Windsor, his boss is Barbara Miller, her boss is Deanne Safford. Ericst has been the MS interface to Boca planning, and he mainly interacts with Windsor.

Per my email, IBM wants to participate in the DOS 5 announcement in March, but we need to start working with them on this. Their product marketing people are driving this (Peter Schreiber and Marty Sullivan - see email for phone numbers).

There is a major issue outstanding, which is how soon IBM will be shipping DOS 5. Up until very recently they have been saying that they would delay shipment of DOS until all international versions are ready, so that they can have a simultaneous worldwide release. It is critical that we get them to ship the U.S. version at time of announce, so this needs to be worked.

In general, my experience has been that major issues (like IBM moving up their U.S. DOS 5 ship date) are decided at higher levels: at IBM, and that it is pretty much a waste of time to work these issues through people at lower levels who we have access to (like Barbara Miller, etc.). So to get timely resolution usually requires that you make Bradsl/Steveb aware and ask that they bring this up at the higher levels (with Reiswig or whoever is the appropriate high level IBM person).  
*↳ Works for Campaign*

#### Action Items:

1. Follow up with Schreiber/Sullivan, get IBM in synch with our launch plans
2. Determine what IBM's current position on timeframe for shipping DOS 5 is, escalate quickly if they are still planning to delay U.S. release

### Compaq

Summary: Compaq has already signed their DOS 5 license. However, they have indicated that they expect that it will be at least 60 days from the time they receive the final OAK until they will release to mfg. This means that they would not be able to announce availability at time of DOS 5 announcement. And they are very religious about not announcing anything until they are shipping it, so there is a danger that they might not participate at all.

It is important that we spend some time with Compaq and agree on a plan under which they can reduce their 60 day cycle. This will require some special attention from program management. Tomie is key to this - he has worked a lot with Compaq and understands their issues well. He should meet with them soon to agree on this plan. We also need to talk to them about the PR opportunity, and sell them on the upside to Compaq of playing a prominent role in the DOS 5 announcement. Judy Allam and Liz Kempker are key contacts, Peterbra is the account manager and can help you understand who all the Compaq players are.

Compaq is also very paranoid about the RUP. They hate the idea of MS selling directly to their customers, and are concerned about cannibalization of their DOS sales by the RUP. They also now plan to offer their own DOS 5 upgrade through retail distribution, since they want dealers to

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offer Compaq customers the option of getting a true Compaq DOS 5 upgrade as opposed to the more generic RUP.

Compaq's RUP concerns are for the most part unfounded, but it is important to be empathetic and not piss them off. It is important enough to them that they have raised it at the Steveb level.

**Action Items:**

1. Make sure that we set up a Tomie/Compaq meeting (peterbra can coordinate this).
2. Set up meeting or phone conference with Compaq marketing people to discuss PR opportunities (work with peterbra)

**Zenith**

**Summary:** Zenith is anxious to participate in DOS 5 announcement. They are also planning on introducing the first Genesis-based notebook PC in '91, and we have worked closely with them on power management. They would ideally like to somehow tie in introduction of their machine with the DOS 5 announcement, but it is not clear that the timeframes for the 2 products will match up. As with Compaq, it is important that we work with these guys on a plan for reducing their turnaround time for the OAK. Zenith is planning to visit us in the next few weeks to discuss this. Ron Kasik and Bob Meinshein are the key Zenith contacts, Kellyw is the account manager and can help you sort out the players.

**Action Items:**

1. Talk to Kellyw and make sure Zenith meeting gets scheduled this month

**Tandy**

**Summary:** Tandy is introducing a major new line of PCs in January, and are currently pissed off because they won't be able to ship DOS 5 with these systems due to schedule slips. They tried to talk us into allowing them to ship beta so that they could include DOS 5 with these systems, and I told them no way. They even threatened to go with DR DOS, but it was really an empty threat. I met with them just a few days ago, and they have for the most part settled down. They will ship DOS 3.3 initially with their new line, and will switch over to DOS 5 as soon as possible.

Tandy is committed to being an early shipper of DOS 5, and I told them that there would be an opportunity for them to participate in the announcement event if they were shipping by announce date. They were very interested in pursuing this. I would monitor the situation with these guys fairly closely and make sure that we are being as helpful as possible. Raydc is the account manager.

**Action Items:**

1. Communicate regularly with Raydc - if there are further schedule slips, make sure that Tandy is informed right away
2. Schedule a follow up call to discuss Tandy's participation in DOS 5 announcement at the appropriate time.

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## HP

Summary: HP is signed up for DOS 5 but is notoriously slow in getting their adaptation work finished. It will probably be at least 6 months after receiving final OAK that HP will ship DOS 5.

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A more interesting part of HP is the calculator division, which has licensed ROM DOS 3.22 for a pocket information manager a la Sharp Wizard. This is our most significant design win to date for ROM DOS, and HP's announcement of this product (early to mid next year) should provide us a good PR opportunity. We need to talk to their marketing people and determine how best to exploit this opportunity.

Also, this same group is working on a next generation product, which will likely be 286 or 386sx based, and is a great fit for rom dos 5.0. I met with HP two weeks ago and gave them the DOS 5 pitch, and this should be followed up on.

### Action Items:

1. Contact HP Corvallis marketing about HP's plans to announce the handheld product
2. Work with Larryed (account mgr) and follow up on dos 5 opportunity for next generation product

## Commodore

Summary: These guys have made a lot of noise about switching to DR DOS. The issue seems to be strictly price - DRI is offering a much lower royalty, and Commodore is extremely price sensitive. OEM sales (Tedha and Debbieff) are working the issue, at this point there does not seem to be a whole lot of value that product marketing can add, but I would stay on top of the situation.

## Phoenix

Summary: Phoenix licenses DOS and resells in packaged form to small OEMs - they are a second source packaged DOS supplier (and the only authorized one). They are an important customer, and brought in \$5 million last year. They will definitely ship DOS 5 immediately, and generally you just need to keep them well informed on schedules, etc. Petep is the account manager.

## Other U.S. OEMs

There are no other OEMs that have significant issues, but you will get calls and requests from various OEM customers. I have generally tried to be responsive, but whenever possible ask the account manager to handle or at least be the liason so that these people are not calling me directly. The following lists the other major OEM accounts and the account mgr:

AT&T - Pattye

Unisys - Braddu (not licensed yet, expected to ship at announce)

Everex - Johnmc (has licensed dos 5, expected to ship at announce)

Compuadd - Jeffmo (has licensed dos 5, expected to ship at announce)

Wang - Jeffmo

Memorex/Telex - Debbieff (has licensed dos 5, expected to ship at announce)

DEC - Pascalm

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Dell - Barrysp (not licensed yet, expected to ship at announce)  
NCR - Teresach  
AST - Jeffd (not licensed yet, expected to ship at announce)  
Tandon - Karenhu  
Wyse - Karenhu

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