From: Brad Chase
To: mikemap; steveb
Cc: billg; billp; bradc; bradsi; joachimk; paulma; tonya
Subject: RE: Astro & IBM
Date: Friday, July 17, 1992 6:57PM

I would use the ms-dos 6 upgrade.  Not surprisingly our contracts with

Norton, Central Point and others preclude us from distributing their
utilities unless they are with the operating system
----------
|From: Mike Maples
|To: Brad Chase; Steve Ballmer
|Cc: Bill Gates; Bill Pope; Brad Silverberg; Joachim Kempin; Paul
Maritz; Tony Audino
|Subject: RE: Astro & IBM

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MS-PCA 2611553

|Date: Fri, Jul 17, 1992 6:34PM
|
|Would you use the DOS Upgrade to add the features to a standard
|PC-DOS or would you have to have another SKU.
|
|Another alternative would be to have the utilities on packaged
|as a product SKU and offer it bundled with the MS-DOS upgrade
|and to OEMs.
|----------
|| From: Brad Chase
|| To: Mike Maples; Steve Ballmer
|| Cc: Bill Gates; Bill Pope; Brad Chase; Brad Silverberg; Joachim
Kempin; Paul Maritz;
|| Tony Audino
|| Subject: Astro & IBM
|| Date: Fri, Jul 17, 1992 11:50AM
||
||
|| Issue
|| --------
|| This mail is intended to address three key goals for Astro (MS-DOS
6).  They are:
|| 1.    Increasing OEM royalties
|| 2     Help OEMs' keep their cogs down
|| 3.    License source for compression in particular but some of
|| our other cool utilities if possible
||         to IBM under our terms rather than the current IBM
|| contract terms.  This is important b/c we
||         do not want to give IBM compression they can use for OS/2 or
another product
||·        or even allow them to sell a stand-alone compression
|| product (which the current contract
||         allows them to do)
||
|| Recommendations
|| -------------------------------
|| Much as we do now with the MS-DOS shell we would offer OEMs some ke
y
utilities as an
|| add-on to MS-DOS 6.  They could license the "Standard MS-DOS
|| 6" for some price and for say
|| $2 more per unit they could get what I would call here the "utility
pak".
||
|| The utility pak would consist of MS-DOS & Windows Back-up,
|| MS-DOS & Windows Anti-virus, compression, Windows undelete,
|| the MS-DOS shell and slalom.
||

|| The MS-DOS 6 Upgrade would stay as planned, there would be
|| only one version and it would contain all components.
|| Ideally, MS-DOS 6 Package Product and Easy product would also
|| only be available in one version that contained everything
|| although we may have to make some compromises there as I
|| explain below.
||
|| This plan has been developed in conjunction with joachimk and
|| the OEM directors and has been discussed with Paul.  OEM
|| believes that breaking off some of the utilities will give us
|| our best shot at increasing total MS-DOS royalties or at least
|| keeping them at their current levels.  This is because the
|| utility pak will be very compelling and they expect a majority
|| of OEMs to go for it if we price it aggressively.  Ironically
|| any user who gets the base version is still a candidate to buy
|| our Upgrade product.  Also the base product may give us
|| something we can be aggressive with if we need to match DR DOS
|| in an account where price is the only issue.
||

Privilege Material
Redacted

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Impact on my bu
------------------------
We need to create a seperate install for only the base
product.  We also need to modularize our documentation so that
we have a solution for each case.  With some effort we believe
we can do both without changing our RTM.

Saving COGS
----------------------
As you know we are also working on a MS-DOS 6/Win 3.1 combined
product (code name Jastro).  We will provide these docs and
install as an option to OEMs shipping Windows and MS-DOS 6.
They can save on disk space by choosing to not ship the MS-DOS
versions of back-up, undelete and anti-virus and by using our
documentation.

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From: Brad Chase
To: mikemap; steveb
Cc: billg; billp; bradc; bradsi; joachimk; paulma; tonya
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MS-PCA 2611557

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| |
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