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From w-clairl Fri Oct 19 12:19:45 1990

To: bobt bradsi cameron kathyph

Subject: Open Tools PR plan (draft)

Cc: richab w-clairl

Date: Fri Oct 19 12:10:54 1990

Here is a draft of the plan for this announcement, based on your input. Cam may set up a conference call this afternoon to discuss; otherwise, please send your comments.

Thanks in advance, Claire

Windows Open Tools Announcement

Summary:

Microsoft has opened up the architecture of Windows to aid ISVs in the development and marketing of Windows development tools. The APIs important to development tools ISVs, including file formats, internal data structures and heretofore undocumented internal APIs will be exposed and documented. Essentially, we are leveling the playing field for development tool vendors, thereby increasing the opportunity for tool vendors to compete in the Windows tools marketplace and ultimately enrich the entire Windows development environment. This means a new generation of compilers, debuggers, resource editors and other tools will emerge. Leading ISVs such as Borland, have already begun to take advantage of the Open Tools program and it is anticipated that new product announcements from these ISVs are shortly forthcoming.

Objective:

Communicate Microsoft's commitment to the Open Tools strategy for Windows to the press and demonstrate the support of the third party development community for the program.

Messages:

1. The overwhelming success of the Windows platform creates a new higher level of demand for tools for the development of Windows graphical applications.
2. Microsoft identified the need to open the Windows API to

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the community of tools vendors in order for these companies to quickly and easily support the Windows environment.

3. The Open Tools strategy exemplifies Microsoft's commitment to developing and supporting open platforms.

4. Major tools vendors support Microsoft's open tools program and express their public support.

**Tactics:**

1. Draft a press release explaining the components of the strategy, the benefits to tools vendors and highlighting broad third party support.

2. Get statements of support from key ISVs, particularly Borland. Include in press release.

3. Consider a west coast press tour (2 day) to the Bay area week of November 5 to meet with the press and industry analysts to explain the program in depth. (This would be appropriate depending on level of coverage desired).

**Open Issues:**

1. How should this be positioned vis a vis the Windows SDK program.

2. Has Microsoft Languages had an unfair advantage; e.g. have they had access to these apis before?

3. What is the deliverable under the Open Tools Strategy? Is it available now? Can we get it to editors?

**Note:** Aggressive timing anticipates possible third-party tools announcements that we want to precede.

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From bobum Fri Oct 19 12:21:51 1990

To: bradsi richab

Subject: Re: IBM Office Vision

Date: Fri Oct 19 12:16:08 1990

I totally agree with Brad. We definitely want to encourage IBM to develop OV for Windows to ease their pain, but OV should be treated like any other application in terms of requirements, etc. I.e., we should listen to them and make changes just like we might for Aldus, but that's it.

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