|jeff
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From mariannj Thu Feb 21 16:03:19 1991
To: dosdev vanguard
Subject: 500 is smoked...
Date: Thu Feb 21 15:58:52 pdt 1991

Build 500 is now ready for testing on \\pyrex\dosdrop!500.

Enjoy!

From richab Thu Feb 21 16:01:08 1991
To: bradsi davidcol richt
Subject: steveb offsite
Cc: jonro
Date: Thu Feb 21 15:57:51 1991

let's put our heads together. What I hear via this mail is that
steve want's to review the current model (of how we market the
product) and perhaps consider a dramatic change.

as you know the research is in the works. what we may want to
consider is increasing the research spending. to get to
a representative sample of 2000 win 3 users will cost us lots...
perhaps $250K or more.

Fundamentally: we need to agree on the model of "proper" sales.
We need to make sure that the max number of units sold are used
in a proper and quality way. MS (systems div) has demonstrated
that we know how to blow a lot of product out the door fast.

The real challenge is to get it used.
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Bottom line is usage, not sales.

Jonro, richt and I will discuss. then we should discuss with you.

I can go into the co marketing ideas with WP or any other ISV with
you at this time.

rich
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>From bradsi Thu Feb 21 14:06:32 1991
To: davidcol richab richt
Subject: steveb offsite
Date: Thu Feb 21 14:02:26 1991

there was a steveb staff offsite this am where we discussed systems

strategy issues. russw went around previously to a number of people in the company to get their issues. I have forwarded copies of the document that russ passed out.

here are some of my notes from the meeting.

- there is a lot of concern in the company over weak us sales of windows. they have been flat since sept and down in january. intl has been very strong. what can we do to pump up windows sales??

- we need much more data about purchasing behavior. such as: how much is windows selling to installed base and how much to new machines? for new machines, how much bought at time of machine purchase, how much after the fact? what's the penetration across cpu types, by machine brand. what's our penetration of new machines (by processor type).

- we should study 2000 pc buyers and find out why/why not they bought windows.

- steveb predicts in 1996 we'll ship 15M copies of windows/year, of total machines 20-22M/year.

- we must get to at least 60% penetration in 93. we've got to do whatever it takes to get windows in large numbers. steveb even suggested to the exec strategy council that we sell windows to dealers for essentially cost when they install windows on the hard disk on a new machine.

- there will be a weekly windows focus squad of the top marketing people in the company to review data, programs, and ideas. steveb/bradsi to coordinate. we need to eat, think, drink selling windows.

- we need to put together a GREAT "windows here and now" sales pitch. [we already have systems strategy sales pitches but they focus a lot of (a) futures and (b) systems only perspective.] it needs to cover windows itself as well as windows apps, both ours and others. steveb said that richab did a good pitch in july for the analysts; we need something like that but broader. I own the issue — the three of us should meet with steveb to get a better idea of what he wants.

- when people ask us about developing apps for unix, our reply is that we are open minded but we only develop for platforms with 10% share or more (or 1M units/year). the smart person might then ask why we develop for os/2 when it's shipped only 300K+ total. the answer is that through wlo, os/2 is a windows platform. we develop for windows (with wlo) and we easily get an os/2 application.

- richab, can you descirbe some of the comarketing ideas you talked to wordperfect about?

- what great ideas do we have on isv comarketing for windows? what would isv's like the most?