9/16/ii NcR

DOS and Windows Plans

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DOS Lives!

MS-DOS 5 Objectives

- **DOS 5 = MS-DOS**

- **Immediate pervasiveness**

- **More memory for DOS applications**

- **End-user focus: utilities, ease of use, polish**

- **Complementary with Windows**

DOS Lives!

Most successful product launch in PC history

- **Great PR**
- **140 OEM's**
- **1,500,000 units shipped**
- **Retail frenzy!**

DOS: Coming Soon...

- **ROM executable DOS**

- **Advanced power management**

- **File transfer utility**

- **Solid state memory card support**

- **Flash file system**

MS-DOS 6

- **100% DOS 5 compatibility**

- **Platform for Windows, including Win32**

- **Exploit 386**

- **Installable file system**

CONFIDENTIAL

We want your input!

MS-DOS 6

- **Improved installation, configuration, administration**

- **Improved network support**

- **Unified approach to localization: EJAL**
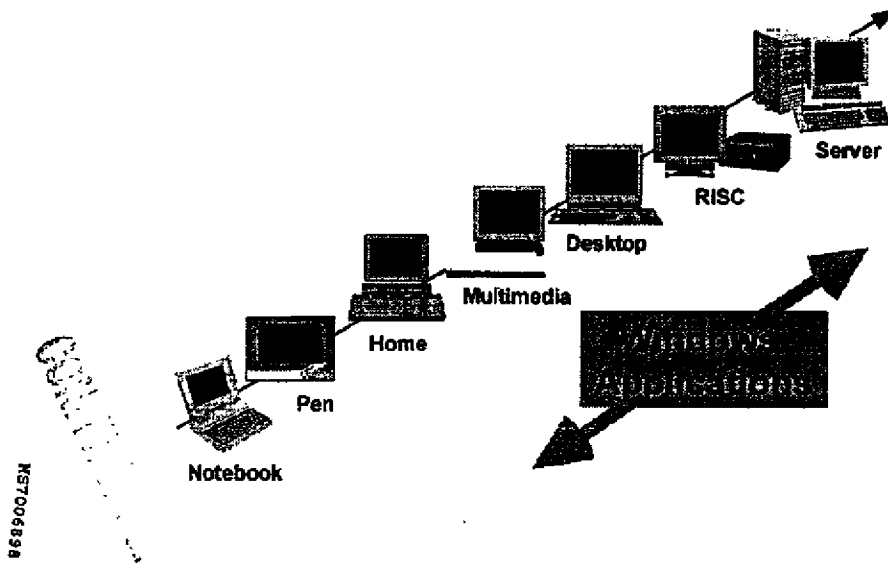
- **Enhanced support for mobile computing**

We want your input!

Windows: Scalable Operating System

Windows Phenomenon

(Millions)
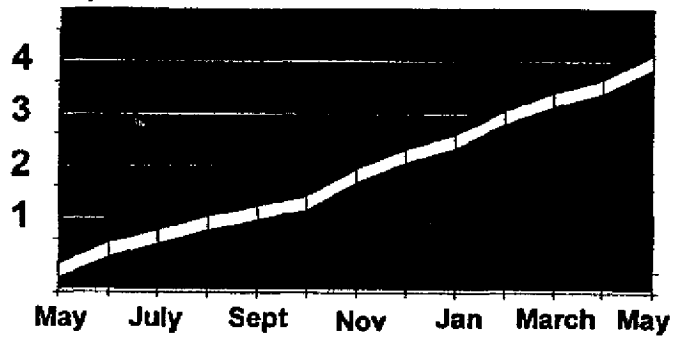
More than 4,000,000 copies !!

Market Perspective

	Installed base	Forecast annual run rate	Q1 1991 application volume
Windows 3.x	9M	7.8M	245T
MS-DOS	70M	18.0M	625K
Macintosh	5.0M	3.1M	210K
PC-UNIX	3M	.9M	2K
OS/2	.3M	.2M	25K

Sources: Software Publishing
Assoc., 1991 & IDC, 1991

Windows Applications

- **Over 60,000 SDKs shipped**
- **1200+ applications**
- **Top priority for leading developers**
- **Choices in every application category**
- **The target platform for application innovation**

Customer Feedback

- User satisfaction survey 7/90

- Focus groups on Win apps 9/90

- Windows adoption cycle study 1/91

- User profile study 5/91

- Customer discussion groups 8/91

- PSS feedback (2500 calls per day)

- Four developer surveys

- Corporate accounts marketing -- 70 customer visits per month

Feedback Highlights

- **High satisfaction: 7.6 ***

- **Appeals to novices: 7.9 ***

- **Satisfaction improves over time: 8.1 ***

- **#1 benefit is ease of use: 46%**

- **#1 disadvantage is "none": 29%**

  #2 is "uses too much RAM": 11%

- **Biggest call generators: setup, printing, DOS apps, networks**

* Scale of 10

Windows 3.1

Refinement and Extension

- **Driven by customer feedback**
- **Improved usability, performance**
- **Improved robustness**
- **Application Integration**
- **TrueType**
- **Compatible with Win 3.0 applications**

Extended Hardware Support

Laptops
- ROM and advanced power management support in 3.1

Pen Extensions

Multimedia Extensions

Microsoft Commitment

**We are totally committed to
Windows, now and in the future**

**We want to work with you as a
partner to make Windows successful**