To: Brad Chase
From: Sergio A. Pineda
Date: 07 November 1991
Subject: October Monthly Report - MS-DOS Marketing

I.   October Objectives:
1.   Determine if Microsoft or Donnelly will manufacture Easy DOS.
2.   Present education campaign to OEM/DOS Marketing for approval.
3.   Reach agreement with MS Press on the Concise DOS 5 Guide.
4.   Work with RichBa to define a plan for how we're going to sell off remaining inventory of MS-DOS 3.3/4.01.
5.   Evangelize APM internally to all Systems Groups.
6.   Complete the DRI presentation for the OEM Account Managers.
7.   Attend Comdex.
8.   Present MS-DOS 5 at a DOS Day Seminar in Irvine, CA.
9.   Complete the OEM Technical Notes on MS-DOS 5 and get them distributed.
10.   Work with PR on finalizing plans for the MS-DOS 5 ROM announcement.

II.   October Activities

OEM
The presentation for the worldwide OEM group on DR-DOS is done! BarrySp and I have worked closely to provide the account managers with the right level of information. The class on DRI will be taught by both Barry and myself. I will focus on our portable solution and competitive analysis of DRI. The US OEM group will attend the class on 11 and 12 November. In addition, the Far East will be presented with the material on 23 November and the European OEM group will receive the information at a class in Sweden the first week of December. I will present the material at the three sessions.

I have begun evangelizing APM with the Systems Group. I already met with the IHRV, a group under CameronM which works with hardware vendors. I have notified the Pen Windows group and plan to meet with Jim Dunnigan, Pen Windows OEM Product Manager to discuss APM.

AlexN and I met briefly to discuss APM with Windows. As she is the Windows OEM Product Manager, I am bringing her up to speed with respect to APM and Windows.

The MS-DOS 5 OEM Technical Notes are in final review. I expect to have them distributed to OEMs by the end of November/early December.

We met with OEM to determine how we might deplete existing MS-DOS 3.3/4.01 product. OEM is going to investigate if we can sell the product to an OEM and export the product.

Anti-counterfeit Campaign
Corp Comm and I presented the concept of the education campaign to OEM and BradC. We are proceeding with a more detailed plan explaining the costs associated with the program. The goal is to present a more detailed plan the week of 26 November and get final approval.

Portable Solution
I drafted key messages for the portable computing segment. These messages need to be evangelized by the OEM account managers worldwide. In order to help them evangelize the messages, I sent the European and Far East groups with a document summarizing our key messages. The next step is to

continue evangelizing the messages to these groups so they understand fully how we are positioning MS-DOS 5 ROM.

Product
MS-DOS 5 ROM version
The product will release to manufacturing in mid-November. However, the APM driver will be shipped later to correct the behavior of Power.Exe. OEMs will be informed that they will receive the driver by the end of November.

Flash File I
Nothing to report with Flash File.

APM
I have been working closely with Intel to define how we will communicate APM to the press when we announce the specification. APM is part of the portable computing solution and will be announced when we introduce MS-DOS 5 ROM.

MS-DOS 5
Presented at an MS-DOS Day Seminar in Irvine, CA. Attendees consisted primarily of corporate users, consultants and some from educational institutions.

PR
Working with LizSi and Carrine we drafted an APM and MS-DOS 5 ROM press releases. In addition, we drafted a backgrounder on APM for the press. The APM press release and backgrounder need to be reviewed by both Intel and Microsoft.

Objectives for November:
1.   Meet with Pen Windows group to discuss APM.
2.   Present final anti-counterfeit education plan to OEM and DOS Marketing.
3.   Meet with US subs of Taiwan and Korean OEMs to update them on MS-DOS 5.
4.   Continue working on the launch plans for our portable solutions.
5.   Teach a class on DRI to the OEM Account Managers for US and Far East.
6.   Work with MS-DOS Program Management to prepare FernandD for a class to be taught in San Diego targeted for embedded OEMs.
7.   Keep OEM groups at the subs up to date with our plans for the portable computing segment.
8.   Distribute the OEM Technical Notes to PC OEMs.
9.   Continue working with PR for the launch of MS-DOS 5 ROM, APM, etc.