From: Mike Appe
To: Brad Chase
Cc: Jeff Sanderson
Subject: FW: Chicago News 4/7
Date: Thursday, April 07, 1994 12:44PM

WOW - If you are REALLY still telling the field the RTM is Sept 30 - and if you are REALLY serious - we have a ton of work to do VERY fast?!!

Is this just propaganda mail???

Making me nervous about getting the channel lined up this fast if you are serious......

mikeap

From: Suanne Nagata
To: Communication to NorthAmerica Sales Reps
Cc: Keith White
Subject: Chicago News 4/7
Date: Thursday, April 07, 1994 8:08AM

>From Keith White, Chicago Marketing --

As we start to ramp for Chicago, the Chicago Marketing Team will be sending out bi-weekly email to the field structured in the following way:
- Current OS Update-current news on MS-DOS/Windows/WFW
- Chicago Update-Current news/issues on Chicago
- Available Resources-Where to get available resources (info/ppts/demo scripts, etc.)
- Key Dates-Development schedule, Beta releases, Training, etc.
- Technology Corner-In each piece of mail, we will also discuss a technology or associated issue in Chicago as part of our ongoing training.

Please send feedback to keithw

*Current OS Update
1) WFW sales bypass Windows 3.1 sales!!!
WFW sold over 300,000 units in January, and has sold 1/2 a million units in the first 2.5 months. In January we sold more units of WFW than Windows 3 1. (see attached press release) Great work!
< <File Attachment: WFWPR.TXT> >

2) Workgroup Add-on for MS-DOS
The Workgroup Add-on for MS-DOS also shipped this month. This is the new version of the old Workgroup Connector, but offers a number of improvements in functionality. The Workgroup Add-on allows:
-MS-DOS based pcs which cannot run Windows, the capability to connect to WFW, Windows NT, Windows NT/AS, and Lan Manager systems
-It also includes server capabilities for both file and print services over IPX and NetBEUI. This means an MS-DOS based PC can act as a file or print server.
-It also includes the MS-DOS version of Microsoft Mail, so these non-Windows PCs can still send and receive electronic mail.

3) TCP/IP VxD in beta
The TCP/IP beta was released last week, and is currently available on Compuserve in the MSNET forum section/library 15 on our FTP server (FTP.Microsoft.COM), and on \\productsX\beta.
The TCP/IP VxD is a protect mode implementation of the TCP/IP protocol specifically for WFW 3.11.

4) Self-paced training is available for Windows for Workgroups 3 11
LEARN PC, a Solution Provider, has video based training for WfW aimed at end-users. If you would like brochures course outlines or a demo copy to use internally or for your customers, call Andrea Hanes at LEARN PC, 708-492- 8127. Attached are the product specs:
< <File Attachment: LEARNPC.TXT> >

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                CONFIDENTIAL   CONFIDENTIAL

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RBC 05051

*Chicago Update
1) What can we say/show to customers and when concerning Chicago?
Many of you are beginning to have situations where you would like to present or demo Chicago to many of your customers, or at specific events. Here are the general guidelines for when and what you can say and show.

When	Who	What Present/Demo
Pre-M6	Non-NDA	General Overview of Chicago goals/mission (prezbuilder)
		Demo should be limited to technologies (multitasking/PlugNPlay)
	NDA	Specifics on product
		Demo of specific capabilities (Multitasking, Netware support, etc.)
		UI demo only if trained (\\chicmktg\info\demo\ui.doc)
M6	Non-NDA	Specific Overview of product (ppts from Chicago Mktg Team)
		Demo most features (UI, Security, Netware connectivity, etc.)
	NDA	As is appropriate for account issues
		Full demo ("Structured Trial" from Chicago Marketing Team)

2) Chicago Training
Many of you would like to begin getting up to speed on Chicago. Formal training will happen via Video Tele Conference, WWT Course Materials, and at the NSM. Prior to these we will have a number of documents available for your reading pleasure (see below). More details to follow.

*Available Resources
1) Where can I get more information on Chicago
The Chicago marketing team has setup a server which will contain all the current information on Chicago and WFW. This will include available whitepapers, Chicago Q&A, PPTs, Demo scripts, etc. when they become available. Of course much of this same info will also be in Infobase.
The server name is \\chicomktg\info.
Currently on \\chicomktg\info are whitepapers overviewing:
    * Chicago Networking (netback.doc)
    * Chicago System Management (mgmt.doc)
    * Chicago Overview (overview.doc)
    * Plug and Play (pnpover.doc)
As well as the most current Chicago Q&A document and much more.

2) Where can I get my questions answered for Chicago?
There are 3 alias setup for getting your questions answered concerning Chicago:
    * TRIO-For your own personal installation questions
    * ChicMktg-For any Chicago marketing related questions
    * ChicTec-For any Chicago technical questions

*Key Dates
1) Current development schedule (Microsoft Confidential)

#	Description		Date Complete
M1	Self-hosting		Done
M2	Finish Spec		11/30
M3	Prebeta MS release	1/22/93	.
M32	Early PDK release		3/8/93
M4	PDK release		7/30/93
M5	PDK-2 release		10/29/93
M6	Beta 1 release		5/2/94
M7	Beta-2 release		7/22/94
M8	RC releases begin	8/94	
Ship	Final product RTM		9/30/94

2) Beta 1 (M6) due out May 2nd!
The first beta of Chicago is scheduled for May 2nd. This will be released to a number of ISVs, and 200 accounts previously nominated by the field. Contact msusbeta, or your beta bud for more info.

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*Technology Corner
What are the key benefits and features of Chicago? What features will Chicago not have?

For customers, Chicago will present a major step forward in functionality on mainstream desktop platforms
by providing a system that is easy to use, offers responsive multitasking performance, and provides a great
platform for communications. Ease of use will be delivered through the Plug and Play architecture and an
improved, more intuitive user interface. Chicago will be a complete, integrated protect-mode operating
system that does not require or use a separate version of MS-DOS, implements the Win32* API, and
provides pre-emptive multitasking and multiple threads of execution for 32-bit applications. The
communications capabilities of Windows will be enhanced with integrated, high-performance networking,
built-in messaging, and features such as Remote Network Access and File Synchronization designed for
mobile and remote computer users.
Chicago wil also be a hassle-free upgrade for current Windows users. Chicago will be compatible with
most current applications and drivers for MS-DOS and Windows, and will provide an easy transition to the
new user interface features. The performance of applications running on Chicago will meet or exceed the
performance of those same applications on a 4MB 80386 system. For systems with more memory,
performance will be significantly improved over Windows 3.1. The setup program will provide a very
simple safe installation process for end-users, and will provide tools for system administrators to customize
the configuration of Chicago.
Chicago will not be processor independent, nor will it support symmetric multiprocessing systems, provide
C2-level security, or provide full Unicode support. These features cannot be delivered on the mainstream
platform in the near future while still meeting the performance and resource targets necessary to create a
compelling upgrade for the huge installed base of Windows users. If these features are important to a
customer, Windows NT is the product to deploy.

Next Tech CornerTopic:
Is Chicago completely a 32-bit OS and if not why not?

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OSOFT Windows for Workgroups 3.11 Becomes World's Best-selling
il Operating System Retail Sales, Upgrades, OEMs, Corporate Wins
Contribute to Sales Growth As Windows for Workgroups Becomes
ing Version of Windows

DMOND, Wash --(BUSINESS WIRE)--March 28, 1994--MICROSOFT Corp.
DAQ:MSFT)
ay announced its MICROSOFT Windows for Workgroups operating system
ion 3.11 has become the world's best-selling retail operating system and the ne
stream version of Windows.

 edged the company's MICROSOFT Windows operating system version 3.1
ware into the No. 2 spot, based on the most current monthly sales data
lable.

les of the full retail product and of the upgrade for Windows 3.1 totaled
 over 300,000 copies worldwide in January 1994, the most current month
which data is available. International success has led the way, with some
pean markets such as Sweden and the United Kingdom seeing more than 70
ent of their retail volume of Windows move to Windows for Workgroups
. With sales of half a million retail units in two months, Windows for
groups 3.11 is now selling ten times faster than it did after its release last

 .

indows for Workgroups has become the desktop operating system of choice
our customers, whether they are running standalone or on a network," said
 Silverberg vice president of personal operating systems at MICROSOFT. "The
on is simple: Windows for Workgroups 3.11 is faster and more capable
 Windows 3.1. It is also a great way to experience today some of the
cago' 32-bit file system and networking technology." MICROSOFT Windows "Chicag
he code name for the next major release of Windows on the MS-DOS operating
em platform

e 32-bit file access of Windows for Workgroups 3.11 speeds hard disk
ss up to 150 percent, making it the fastest Windows operating system available
today's PCs   Windows for Workgroups also sports additional functionality
 Windows 3.1, including the following:

 32-bit, protect-mode network drivers for faster, more
liable networking under Windows

Page 1

Great support for networking industry standards such as
VELL IPX/SPX and ODI standards, the TCP'IP protocol,
d the NDIS driver model

MICROSOFT At Work fax technology for s•nding and receiving
xes and binary files directly from the desktop

Built-in electronic mail and group sch•duling capabilities

Remote-access capabilities for dialing into other machines
sed on the Windows NT operating system ·r Windows for
rkgroups 3.11 and for accessing files a·d printers

OEM and Corporate Support Fuel Growth

addition t• strong retail sales, top OEM systems manufacturers are
ting Windows for Workgroups 3.11 as the standard operating system to offer thei
omers. Manufacturers include APAQ Technology; Aquarius USA, Inc.; Asia
ce, Inc.; CompuAdd Corp.; DFI Inc.; Digital Equipment Corporation;
tain Technologies; Gateway 2000 Inc.; HEWLETT- PACKARD Company; Infotel, Inc.;
lligent Computers & Technology; Lexmark. Midwest Micro; Packard Bell;
;Toshiba Corporation; Unisys Corporation; Zenith Data Systems; and Zeos
rnational. Many international OEMs are also adopting Windows for
groups 3.11 as their standard offering for Windows. These include: Elonix, PLC
Personal Systems; Investronica; Olivetti; Peacock; Seanix; Siemens Nixdorf
rmation Systems; Tulip Computers, B.V.; VIGLEN Limited; and VOBIS
ocomputer AG.

s part of our commitment to offer our customers the very fastest and
functional Windows systems, Gateway was one of the first companies to begin
ping Windows for Workgroups 3.11 and its new 32-bit file system as our
dard offering for Windows," said Ted Waitt, chief executive officer of
way 200·. 'We have been pleased with the results and are gratified to
that our instincts about what Windows-based customers want were cn target."

e were cautious with Windows for Workgroups 3.11 at launch," said Eric
r, marketing manager of the HEWLETT-PACKARD personal computer division
renoble, France. "But its strong standalone speed benefits combined
solid networking support and new faxing capabilities have convinced us this is
er version of Windows to offer on our systems."

jor corporations and organizations are making purchases of Windows for
groups in volume to take advantage of its benefits.

e decided to switch from OS/2 to Windows for Workgroups 3.11," said
d Welin of the Swedish Tax Authority. 'This decision means that between
00 and 12,000 users will upgrade to the Windows for Workgroups environment."

reat NetWare connectivity is one the many reasons for our decision to
ade to Windows for Workgroups 3.11," says Randy Lewter, corporate LAN
nistrator of Volvo GM Heavy Truck Corporation in Greensboro, N.C. "In
tion, the improved performance and added standalone benefits, such as
t-in fax and remote-access capabilities make it an ideal solution for
end users."

he fast-food business is a very demanding, time-critical environment,
aid Julian Rubenstein, co-owner of 'Wendy's franchises in the Lake County, Ill.,
. "Recently, we decided to overhaul our store point-of-sale system and
ace it with a complete manufacturing and store-operations system.
dows for Workgroups 3.11 became the logical choice for the operating system
use of its built-in networking and superior performance. Today, our Wendy's
es run the Windows for Workgroups-based COMET integrated fast-food
facturing system, and store productivity has increased by more than 40 percent.
group Add-on for MS-DOS Version 3.11 Ships

 related news, MICROSOFT announced that it has shipped the Workgroup
on for MS-DOS, a complementary product to Windows for Workgroups. The
group Add-on for MS-DOS provides the following:

 MS-DOS-based peer file and print server capabilities to
86 and 80286-based machines running on networks based
 Windows for Workgroups, Windows NT and Windows NT
vanced Server

 A high-performance MS-DOS-based network client for Windows
r Workgroups, Windows NT and Windows NT Advanced Server

 An MS-DOS-based mail client that is compatible with all
CROSOFT mail servers and post offices

unded in 1975, MICROSOFT (NASDAQ "MSFT" is the worldwide leader in

Page 3

ware for personal computers. The company offers a wide range of products and
ices for business and personal use, each designed with the mission
aking it easier and more enjoyable for people to take advantage of the full pow
ersonal computing every day.

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and Windows NT are trademarks of MICROSOFT Corp. NOVELL and NetWare are
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RNATIONAL BUSINESS MACHINES Corporation Comet is a trademark of Wendy's

         CONTACT: MICROSOFT Corporation
              Collins Hemingway, 206/882-8030 (Press only)
                    or
              Waggener Edstrom
              Pam Kanl or Colleen Lacter, 503/245-0905 (Press only)
                    or
              MICROSOFT Corporation
              General Sales and Product Information, 800/426-9400
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ows for Workgroups V3.11
-Paced Video Training System

ent:
 video training system presents comprehensive instruction on WfW 3.11,
uding networking, file sharing, E-mail and scheduling features. Users
 learn how to log onto WfW, connect to a network drive, schedule
intments, set up an At-Work Fax, send, receive and print mail and add
s to an address book.

ning Time:
leting the entire series takes about 3-4 hours. The series includes 2
otapes, 2 guidebooks and disks. The two video courses run
oximately 2 hours and the remaining time can be dedicated to hands-on
cises.

ing:
es (2 courses)   SRP $69> US
               SRP $845 Canada

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