OS/2 Competitive Watch   *UPB's*

From steveb Mon May 13 08:43:15 1991
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I have been thinking and talking to many of you
about os/2 1.x and 2.x   I propose here a straw man
on a set of actions   these are not vclear cut
there is tension between our desire to be the only vendor
to our Oem's and to hoping OS/2 2 does not succeed   more
importantly there is tension between our desire to ride os/2 2's
success if it is successful and our primary desire to see it fail
If we could predict the future accurately these decisions woul;d be simple
but here goes a proposal

1.In Japan, work with IBM on OS/2 2 as we discussed at the KK R&D retreat
Outside Japan:
1. Do not do OS/2 2 pkgd product
2. For oem's be a pass thru distributor for os/2 2   do not do tech work
    Do not help IBM anticipate problems   Just report OEm problems
3. Do not do OS/2 2 apps. that means do not help IBM compatibiltiy
    test our current apps and for new apps if customers want apps
    remind them of IBM's promise to run windows apps better than windows
    Count on IBM to fail
4. Do not do OLE for windows
5. Stop enagelizing OS/2 for the server now! Enagelize win 32 (ISV's),
6. Plan on not doing LM for OS/2 2 but do not announce that   Leave it open
    in case we need it
7. Finish our current OS/2 server apps for 1.3 then move to win 32
    (new sql release, connectvity pieces etc, we will have separate
    meeting to discuss spitfire)
8. Do no OS/2 localization! Just apss thru the IBM pubs for os/2 2
9. Meet our customer commitments to os/2 2 developer support   *OS/2*
    stop selling new sdk's do not plan to offer #900 support for 2.0
10. Do not take new IBM 1.3 CSD's Plan our own course driven off LM
    for this product
11. Do not tell the world we will not support os/2 2 with apps etc   leave i
    open as above in case IBM gets its act together this is similar to
    what we do today for Unix
12. Evaluate implications for WLO team
13. Allow Citirx to do PP os/2 2 for their use with rights to their work back
    to us an insurance policy

    Buy 10% Citrix   *Emphasize 1.3   OS/2 1.3 in LM box.*

14. Do not help IBM with LS. Compete with this product and win.
    I do not think we will converge. IBM owes us one last convergence
    proposal But lest take this course now. Evaluate what to say wehn
    IBM release their 2.0 product I think we will want to position it
    as still behind   They do not want to converge today they want to
    claim equivalent function

pls do not discuss this broadly It has people ramifications should we deci

Continue 1.3 Tige ... LM box # dist's.

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