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Subject: Win 3 Per System Campaign
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The US and Intl OEM groups will be launching an aggressive campaign on securing design wins on getting Win 3 per system commitments onto key OEM machines. The campaign has several important objectives.

1. Getting more \$ per system from key OEM shippers.
2. Getting the OEM community to buy-in the GUI OS strategy as early as possible
3. Create OEM and user demand for the DOS/Win bundle prior to IBM's intro.

What we would want to do is to have by Q3 FY90, key OEMs in your area to have a cohesive plan to get Win per system bundles onto their machines. This means that we should plan now for this. The following is my tentative "hit list" for each of your markets. Please feel free to add or substitute to the list.

Japan: Epson, Toshiba, NEC, Mitsubishi, FU - Export machines under own logo/brand.

Korea: 286 and 386 export shippers under own logo/brands

Taiwan: Acer own logo machines, COPAM Euro machines and any other prominent exporter with a strong 286 or 386 orientation.

Mexico: Printaform 286 machines.

By next week 9/20, please send me a confirmation of the hit list in your area and also revenue potential from adding Win to their appropriate systems. In fact, if you can lay out information for me in the following format, I would appreciate it:

Acct Name, New or upgrade Win license, CY90 total forecasted units, CY 90 286 machine units, CY90 386 machine units, Win 3.0 incremental royalty\$, % penetration potential, CY90 incremental Win \$ potential and estimated time to close Win agreement.

The key is to choose the most strategic OEM partners for this. The rest of the lesser OEMs will come about sooner or later. If we can capture the top OEMs, we will make the DOS/Win sales story a lot stronger over time.
Thanks

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