From v-wmaria Thu Nov   2 20:00:52 1989
To: richab
Subject: FYI
Cc: kathrynh russw v-wkrism v-wpamed
Date: Thu Nov   2 19:51:23 1989

I do not completely agree with you. I spoke to David Cearley about
this and I was the one who decided that we should not brief them on
3.0. They are using the hype about Win 3 to generate participants
in this call and it was clear to me that they feel it is their job
to help users choose between Win 3 and OS/2. Win 3 is not a shipping
amentally confused about Microsoft's systems
strategy. I felt that Ballmer was more appropriate to speak to them
since he owns the systems strategy, Win and OS/2 inclusive, and also
was in New York and could meet with them one on one. If someone is
totally confused about OS/2 and Windows, I am afraid that getting briefed
on Windows 3 will not unconfuse them. At best we can not add to the
confusion. So that's why I recommended Ballmer.

Also Maples does a great job. Maples says — my job is to sell
applications. I look at the possible platforms out there. I say to
myself — how can I sell apps. I pick Windows. I pick PM. I don't
pick PM because I work for Bill Gates. I pick PM because I believe
I can sell apps. My group contributes more than 50% of the revenues
of this company. I make business decisions, etc., etc. I don't think
this supports the being in bed together thesis.

Now one could say, gee what do you expect Maples to say. But he
delivers this very credibly. He also says stuff like, hey if Next
sells enough machines next year, maybe i'll develop for it...

>From richab Thu Nov 2 19:09:32 1989
To: kathrynh
Subject: FYI
Cc: russw v-wmaria
Date: Thu Nov 2 19:10:38 1989

1. It seems that the Windows group should have been talking to gartner
some time ago. If I would have gotten the reqest to hear about win 3
I would have been happy to talk to them.

2. Having the MS Apps group talk about the app developers views of
OS/2 vs. Win only appears like a rigged game, and furthers the preception
that chruch and state are in bed with one another.

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>From kathrynh Thu Nov 2 18:55:19 1989
To: richab
Subject: FYI
Date: Thu Nov 2 18:52:32 1989

>From v-wkrism Thu Nov   2 14:33:14 1989
To: jeffr mikemap peteh
Subject: Conference call Friday
Cc: cathyw debem dinash msftpr v-wkrism
Date: Thu Nov 2 14:24:33 1989

As you are aware we have set up a conference call with Dave
Cearly, Bill Kirwin and Leslie Fiering of the Gartner
Group and this will be tomorrow morning from 9:00 - 10:00.
The purpose of this call is to talk with them regarding
OS/2 -vs- Windows from the applications developers per-
spective. Specifically, they will want to talk with

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you about:

1) Windows and OS/2 as application development environments.
   Threads in OS/2 and not in Windows.

2) What is Microsoft interested in taking advantage of in
   its applications because of OS/2?

3) Why would ISVs choose to develop applications for
   OS/2 as opposed to Windows?

4) What is Microsoft's projection of application sales for
   the Windows and PM environment over the next two years?

5) What is the feedback MS has been receiving from
   ISVs and corporate customers?

BACKGROUND
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As you are probably aware, The Gartner Group will be conducting
a conference on November 7 for their clients. The purpose
of the conference is to address OS/2 -vs- Windows issues.
Gartner's letter inviting clients basically said the
following:

o It's no surprise to them that OS/2 is gaining acceptance
slower than what Microsoft predicted.

o Microsoft has not done a good job at managing OS/2
expectations.

o Windows is doing well and that significant improvements
are in the works -- improvements that will make Windows
rival OS/2.

o Inviting you because we want to hear your views
regarding how these two environments will evolve.

Dave Cearly met with Peter Neupert in October and was fully
briefed on OS/2 1.2 and the general positioning and status
report on applications, etc. He told TWG he was REALLY
impressed with Peter. Later he called and asked for
some briefing from the Windows group so he could put
the two two environment strategies together. We told
him we could not give him a briefing on Windows 3.0
for purposes of a November 7 conference. What we did
do was have Steveb visit Gartner when he was back
East. Steve reiterated the positioning of the two
relative to each other. Steve did not give Gartner
specific disclosures about Win 3.0, but Gartner does
have a fundamental understanding of what to expect with
Win 3.0. Dave told Steveb that Microsoft should take
features out of Windows 3.0.

We believe the Gartner Group is STILL skeptical about
OS/2 and confused about its positioning.

During the call we need to make sure that we come
across with a consistent systems and applications
message.

Connie Snyder will be on the line with you tomorrow
as well. AT & T will hook all of you in, so you
need to be in your office at 9:00 a.m. prompt
please.

Thanks for your attention.

Krista

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