

From richardf Fri Mar 16 22:02:49 1990  
 To: paulma  
 Subject: Compaq Presentation....  
 Cc: jeffl joachink  
 Date: Fri Mar 16 22:02:47 1990

Hindsight is as usual 20/20, between you and I it dawned on me at dinner with these guys that Russ wasn't this totally team player that he was actually harboring a view clouded by his love and pursuit of making windows a winner. I believe the OS/2 / Windows message has to actually come from Steve or Bill in the end because it was Bill who got Cannon so stoked on OS/2 v2.0 in the first place. I am not so sure having peter there wednesday would have been desirable because today i have not heard anyone at MS wiht answer to Compaq's questoin. So let me ask you. Peter is going to ship Porthole to the ISV world the end of this month ( SDK) MS is going to have a blow out in May, wiht mega \$\$\$\$'s in follow on activity in the months that follow for Windows... add in this timeframe say end of May ...OS/2 v1.2 will still be not shipped ( ie read "not very many sockets in the market...") Forget all the faithfull ISV's who wrote for OS/2 whose investment lies relatively idle while we get a better verion together, but what do you tell an ISV who at that time asks "given all this, what should I write to ? Windows? thats where all the volume is plus you will let me run under OS/2 next year ( ie when any Os/2 volume gets built....). Russ woudl not hesitate, he says "Windows". today i would have to say "gee it depends on what your app wants to do..." which is not a very crisp or simple story. What would you tell the ISV ? (Compaq views their offering Windows bundle essentialy as telling the ISV to do the work under windows and wonders if this will retard the growth of OS/2 apps....( which they believe the industry needs to grow...)

richardf

>From paulma Fri Mar 16 08:57:39 1990  
 To: richardf  
 Subject: Compaq Presentation....  
 Cc: steveb  
 Date: Fri Mar 16 08:56:18 1990

I actually think that if you had petern or I along on these meeting with Compaq re Windows that it would greatly help to sell Windows. It would make it look like more a strategic decision, and not the Windows team coming in on their own bat with their own agenda. Sometimes when the mother tells you that it is going to be some time before her daughter is beautiful, it is more credible than having the neighbour do so.

From richardf Thu Mar 15 13:53:52 1990  
 To: joachink paulma russw steveb  
 Subject: Compaq Presentation....  
 Cc: bjornh jeffl  
 Date: Thu Mar 15 13:51:36 1990

As you know we traveled to Compaq yesterday to present a Windows 3.0 proposal. Russ did a great overview of the product and update on the May event and follow on activities. We presented the "Create several (or one) incremental Windows models within your product line" proposal, including the "instant on" and Asymetrix intial screens demo. Compaq was quite receptive to our proposal. There were of course issues and questions raised. Netted out One stregic, several implementaion/logistics. Strategic: Compaq claims to have received pressure from several ISV's ( they claim "non Lotus") to not bundle Windows. "OS/2 great, but please not Windows...". In this environment Compaq is asking itself what should we be telling signallingthe ISV comm In this environment Compaq is asking itself what should we be telling signallingthe ISV comm It was clear that the reality of the OS/2 v2.0 timeframes had not sunk in yet. After our meeting and dinner they are closer. We discussed Porthole and when might be the appropriate time to announce it. At the time of Porthole announce what would be MS's "product family" story ? ie at the time of annouce what direction to you give to ISV's for writing to Win or OS/2 API's ? This is obviously a huge issue for us anyway, and key fro Compaq to understand our story. ( They are still in love with OS/2 v2.0 though now they are beginning to understand it will be awhile before they have it). Implementation: single model to any country (with the "instand on" software installed onb the hard disk), we have some ideas from having worked this with Tandon and others. e logistics of actually creating ( and supporting) such a

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model prior to May 22nd.  
They have several product announcements in the works for the same time period,  
they were unclear if this product ( new model ) could be integrated.

Action:  
Mike Clark and Fred Cutler will present our proposal in a strategy team meeting  
today. We hope to get some feedback this afternoon or tomorrow am.  
We need to work through the ISV message and present it to them by mid week  
(wednesday) next week along with proposals for several of the implementation  
issues. Jeffl and Bjorn own the action.

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