

May 16, 1990

TO: Mr. L. R. Reiswig, Jr.

Lee these are EMEA's charts. Your comments. They plan to use Friday with the countries.

W. H. McCahan -X6-3270

by 5/18!

Facts Don't Lie
Don't
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Reiswig
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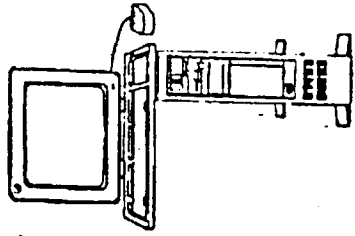
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WINDOWS / OS/2 POSITIONING

90136 HPC 0038-515

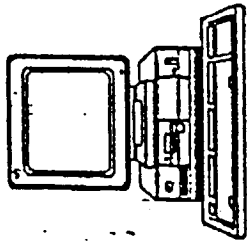
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TWO KINDS OF PC APPLICATION



RUN-THE-BUSINESS

- Finance, Manufacturing, Retail
- Needs LAN for Comms/Data Sharing/ Resources
- Business Payback Determines Price-Point
- Custom or Customised S/W + Packaged S/W



PERSONAL PRODUCTIVITY

- W/P, Spreadsheet, Personal Data
- LAN Connected for Resource Sharing
- Widely Distributed, Low Price Point
- Packaged S/W

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APPLICATION ENVIRONMENTS FOR THE 90'S

COMMON AIMS

- INCREASE USER EFFECTIVENESS → GRAPHICAL USER INTERFACE
- EXPLOIT HARDWARE TECHNOLOGY → 286/386 PROTECT MODE

APPLICATION - SPECIFIC ENVIRONMENTS

PERSONAL PRODUCTIVITY

- Cost of Total System
- Compatibility with **PREVIOUS** Packaged S/W
- Development Environment **NOT** Major Customer Issue

RUN-THE-BUSINESS

- **FUNCTION** of Total System
- Ability to Support **FUTURE** Applications
- Speed & Quality of Application Development is **KEY** Customer Issue

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DIFFERENT PLATFORMS FOR DIFFERENT NEEDS

WINDOWS

OS/2 EE

MEETS USER NEEDS

MEETS BUSINESS NEEDS

- Cost-Optimised for Graphically-Based Applications
- Emphasis on **USER** Productivity Issues
 - Fully Uses 1Mb
 - Fast, Mouse-Driven Environment
 - Compatible with DOS-Based Applications

- High Performance with High Resilience (Systems Architecture)
- Emphasis on **SYSTEMS** Issues
 - LAN Management
 - Communications
 - Structured Relational Database
 - Durable, High Level Interface

- New Issues of **PERSONAL** Productivity
 - MS WORD
 - MS EXCEL
 - IBM CURRENT
 - IBM 3270 CONNECT

- New Levels of **DEVELOPMENT** Productivity
 - EASEL
 - (IS/2)
 - Applications Manager
 - CASE PM/SMALLTALK/.....

PLUS:

- State-Of-Art User Apps in Same Environment
 - EXCEL
 - 1-2-3 G
 - PAGEMAKER
 - CAD

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STRATEGIC DIRECTION

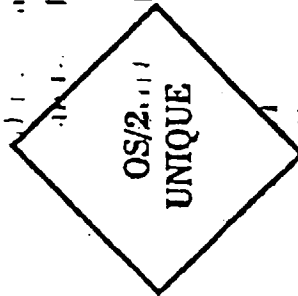
- Security (DOD 32 > C2)

- RISC Platforms

- POSIX

- SAA

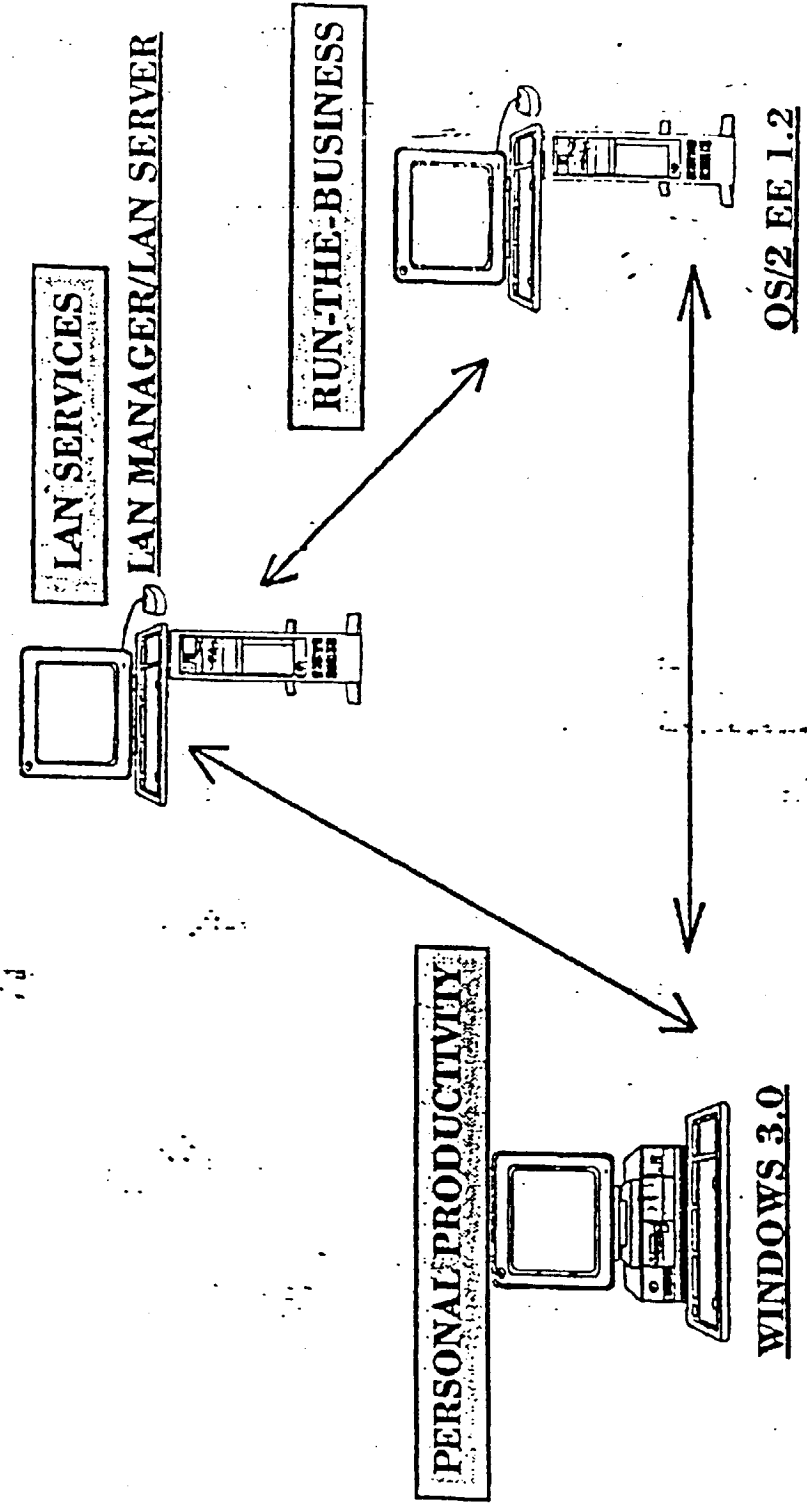
- OFFICEVISION



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CONFIDENTIAL

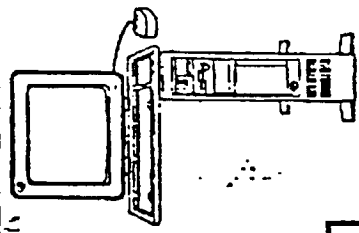
NETWORK ENVIRONMENT



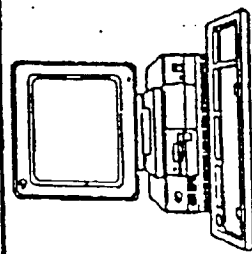
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TRANSITION TO 32-BIT

LAN SERVICES

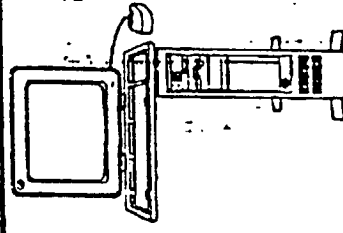


PERSONAL PRODUCTIVITY



WINDOW S PACKAGES
(BINARY WINDOWS
FIVES)

RUN-THE-BUSINESS



LAN MANAGER/SERVER
APPLICATIONS
(LAN APPS)

(LAN APPS)

OS/2
V 2.0

BUSINESS APPLICATIONS
(DATABASE/COMMS
APPS)

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SUMMARY

WINDOWS 3.0

- Exploits Technology to Provide Best Base for **DOS' PRODUCTIVITY APPLICATIONS**

- Available Now

- State-Of-Art Productivity Applications

OS/2 EE 1.2

- Exploits Technology to Provide Best Base for **BUSINESS APPLICATIONS**

- Available Now

- State-Of-Art Applications Development + State-Of-Art Productivity Applications

One Step Migration
Path to OS/2 v 2.0

