used by Brad, and we will need to revise much of our sales presentation format. Additionally, we were not able to answer with much detail on specifics regarding the actual marketing tactics in the subs simply because we haven't had the opportunity of visiting the subs or spending anything in the way of quality time learning about their international efforts. We will, however, summarize our findings in an update on April 19th.

I have begun the initial planning for visits to our subsidiaries to eliminate the above problem.

Adam

Next month's Objectives
* Make sure the following corpcomm parts move on schedule: OCR coupon, Evaluation Kit sticker and disk labels, and Ad Kit. And t-shirts.
* See to completion of direct mail mechanicals
* Finalize system for capturing and tracking names over 1-800-992-DOS5
* Work with guild to draft and complete corporate marketing plan
* Finalize evaluation guide and technotes for Evaluation Kit
* Complete and circulate registration test plan
* Finalize purchase-by-letter

To:    Brad Chase
From:  Sergio A. Pineda
Subj:  Status Report for March 1991

I. March Objectives:
* To deliver both to OEM and field reps the next release of the DOS 5 newsletter.
* To complete final analysis of OEM historical sales by dollar/units.
* To secure additional OEMs assurance of using the dos 5 minute brochure.
* To continue working on the OEM sales guide/newsletter for our OEM customers
* To finalize DRI plan and distribute to all OEM account managers worldwide
* To continue providing OEMs with updates to DOS 5

II. March Activities

OEMs and DOS 5
Through the end of March 16 PC manufacturers have agreed to use the DOS 5 Minute Workout Brochure in their finished good. Among these include: Tandy, Zenith, HP, Everex, Wang, Zeos. We have delivered the brochure to both IBM and Compaq. Both have not committed yet to use the brochure. I am working with Compaq's marketing group to persuade them to use the brochure. I am having some difficulty reaching the people at IBM. They are not returning my calls. I will

continue to pursue this until we can convince them to use the brochure.

Completed and delivered the MS-DOS 5 Sales Guide for our PC manufacturers' reps to provide a quick overview on DOS 5. OEMs reacted very favorably to the idea of providing them with as much DOS 5 collateral as possible. The next step is to provide the OEMs with training material they can use to demo DOS 5 to their sales reps.

Completed and distributed to our OEM account managers a follow-up newsletter on DRI. This is the second in a series of newsletters to keep our account managers informed about pertinent events with respect to DOS. The next newsletter is due out in about 2-3 weeks and will discuss our support for Power Management, ROM DOS 5, and support for memory technologies such as Flash and PCMCIA cards.

Met with HP to present DOS 5 plans for their next generation palmtop. HP is very excited about using DOS 5 for their next machine.

Met with O&M to discuss tactics for placing an ad in the Wall Street Journal on June 11 recognizing our PC manufacturers for their contributions to help make DOS a standard. The ad will include worldwide OEMs who have committed to support DOS 5.

Met with Joachim and Richard Fade to discuss a plan for how we are going to discourage OEMs from purchasing DOS 3.3/4.01. We will not be able to cut off completely sales of 3.3 or 4.01 because some OEMs must fulfill government contracts with a specific version of DOS.


DRI Plan
Developed a plan to test DR-DOS 5.0 using an outside laboratory. We are requesting bids from several testing houses and plan to select one within the next week.

In addition to the plan, I have set up a meeting to meet with a close contact of DRI to learn more about DRI's future plans with DR-DOS.

The purpose of the independent testing is to identify any failures that occur with DR-DOS in a networked environment. We are using 6 different platforms and 3 different networks along with 35 applications for the test.

If we uncover any significant data then the next step is to develop a plan for disclosing the information.

OEM Historical Sales

Have not completed final analysis because of resource
constraints in Finance. BradC has escalated to resolve
resource problem with Steve Ballmer.

**Other**
Developed a newsletter for our field to inform them about
DOS 5 and provide them with an overview of the marketing
programs as well as explaining the differences between the
upgrade and OEM versions of DOS 5.

**April Objectives**
To gather more competitive information on DR-DOS and to
publish a document in late April/early May.
To train those PC OEMs who request assistance on DOS 5.
To develop a plan to include third party ISVs with the DOS 5
announcement plans.
To assist our OEMs with planning for the DOS 5 announcement
by coordinating which OEMs will participate and collecting
any OEM marketing materials to be used at the launch