

Feb 25 12:14 1992 MAIL Page 76

From w-clairl Sun Jul 7 23:06:03 1991
To: billg bradsi joachimk jonl mikehal paulma staveb
Subject: Systems strategy meeting summary (July 2)
Cc: julieg martyta maryho w-clairl w-pamed
Date: Sun Jul 7 22:48:30 1991

The meeting was called to discuss systems strategy roadmap and discuss options for dealing with the IBM/OS/2 situation.

SteveB gave the latest version of the systems pitch. He also gave out a roadmap of PR milestones. It was agreed that Steve will do a press tour week of July 22 and he will do the "attack OS/2 as a product" as part of the tour.

We discussed the idea of the exclusive article on why MS could not work with IBM. BillG will write out his thoughts on the points that would be covered in the interview. If we go ahead, date will be Aug. 12 for the interview in NYC. SteveB will help set the stage on his road trip. Pam is setting up interview.

Other PR dates:

- Analyst meeting, July 24 (This is a PR event)
10 year anniversary, Aug 10
Windows 3.1 Developers conference (Press will be there)
Lotus/Wordperfect ship Win apps (Sept. timeframe)
OS/2 2 goes golden (IBM date, Sept. 30)
NT rolllout (October)
Comdex (Oct 21)

Everyone has responsibility for specific fronts:

- 1. SteveB--attacking OS/2 the product
2. MikeHal--Corp accounts
3. Joachim--OEMs
4. Bradsi--retail end users
5. Pam/Marty--press

We agreed we need to do at least a couple videos--on our Windows centric strategy and on attacking OS/2 the product (for the field) Also several whitepapers (Win 32--why better than OS/2; Windows as an OS; Allchin's work; development tools; host connectivity; future of LAN Man; why NOT OS/2.

Additional points made:

- how is OS/2 selling with the OEMs? IBM's sales number for OS/2 are mythical.
--Why OS/2 2 is not better Window than Windows: When has a clone been good/successful? It will be bigger, slower, not 100% compatible.

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Feb 25 12:14 1992 MAIL Page 77

Two different pieces of software not meant to be together.

--NT must be made real. Deliver the PDK in 3-4 months. Make the packaging and pricing decisions.

--Don't forget the customer in all this. We need to show that we are doing tis strategy for the customer.

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