

Strategy ~~Support~~ PR

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Messages:

From: milkenap Thu Jul 25 09:17:25 1991
To: lewis
Cc: bobbs bradl chasrt chrsp dntelp darrylr gregg jeffr peteh susanb vijay
Subject: Re: *** Apps support of OS/2
Date: Thu, 25 Jul 91 09:06:04 PDT

The answer in the O&A is fine.
What I would say if pushed is:
IBM has said that OS/2 2.0 will run There are three possible outcomes.
1. It all works. If that is so, most all OS/2 1.x users will move to OS/2 2.0 (free upgrade, more features, runs better) and our app strategy of Win only is correct.
2. It does not work, and OS/2 2.0 is not accepted by customers as a result. Our strategy is correct in this case also.
3. It does not work, but OS/2 is accepted anyway. If this happens and OS/2 sells in big enough quantities for a good business case then we will build OS/2 versions, probably using one of the porting tools.
For the next 6-9 months the only prudent plan for apps is the one we are on. Of course we will adjust as the market moves. This is true for OS/2, Unix, etc.

>From: lewis Wed Jul 26 19:26:33 1991
To: milkenap
Subject: *** Apps support of OS/2
Date: Wed Jul 26 19:25:54 PDT 1991
I met with Richard felt to discuss the answer we should give the field on our intentions for OS/2 apps. As we discussed it's:
1. we have PM Word and Excel
2. IBM says OS/2 2.0 will run Windows apps
We need to decide how hardcore to be with the answer:
Steveb is doing a press tour now explaining our position on OS/2. This will break in the press next week. This will start questions about the apps direction.
A O&A document is being developed by Systems to be distributed to the field and to customers. It includes the following question and proposed answer:

<From: peterhey Wed Jul 26 14:43:23 1991
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To: lewis
Cc: peterhey richie
Subject: Apps support of OS/2

Below is the question relating to MS plans to support OS/2 with apps in the future. Thanks for your OK/Input. Pls. forward soon--we're 99.9% done!

Q9. Will Microsoft support OS/2 2.0 with applications?
A9. As noted, Microsoft's focus is on Windows. Currently, Microsoft offers OS/2 applications including Microsoft Excel and Microsoft Word for Presentation Manager. However, given IBM's promised OS/2 2.0 support for Windows applications, it does not make sense for Microsoft to continue a separate application development effort for OS/2.

That is the true answer. Do we want to actually announce that we have no ongoing PM applications development?

Pros

- It's true
- we don't do anything to encourage adoption of the environment that is against our strategy
- when it is clear to the majority of customers that OS/2 will not run Win apps in a satisfactory way, IBM and OS/2 take the heat and OS/2 takes its second and final bow
- OS/2 will increasingly be seen as IBM proprietary. OEMs will not be eager to support it. As IBM hardware mkt shrinks OS/2 will be less of an issue. Windows will be the OS of choice for Intel machines.
- Makes our strategy clear: no ambivalence about OS/2 or Windows

Cons

- Lotus will foster impression that it is in in bed with IBM and supportive of OS/2 direction (fine words, even though development emphasis will be Windows)
- customers may stay with OS/2 regardless of how poorly it runs Win apps: and insist on PM api apps which competitors may be more willing to supply (but can't in the short term)
- pragmatic approach for us would be to preserve flexibility to do PM ports quickly if we need to: in this case why announce that we have no PM work underway?
- we already have leadership position for PM apps (for what that's worth)

Given pros and cons I think the answer is fine as written. Do you agree? Need an answer on this THURSDAY.

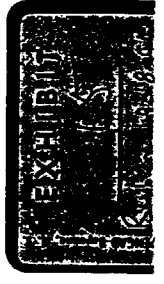
The rest is food for thought. Can discuss later.

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Thu Jul 25 12:52:14 1991

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But, the question raises some issues that need more thought:

1. Richard asks the hard question:

I'm Royal Bank of Canada with 3000 PH workstations running Microsoft PH apps. You're telling me I can't get Excel 4.0 or Word 2.0 for PH, except under OS/2 2.0--and we now know that OS/2 runs the Win apps unsatisfactorily. What are you going to do for me?

Our answer could be: Go to Windows and we will give you cheap or free upgrades to our Windows apps. What about Windows? Will we give it to them? Or would we do WILD ports of the Winapps so they would run better on OS/2?

2. a) If OS/2 2.0 does run Win apps well (define as no worse than 15% performance degradation, at least run in std mode, and run in a window--not full screen, and require < 4 Meg) then in the short term our Win apps will be the best bet on OS/2. But, this makes OS/2 more appealing to customers and opens the door that native PH api apps would be better than Win apps. Under this scenario, do we re-assess PH app development?

b) If OS/2 2.0 runs Win apps badly then Windows gets at least a short term boost. We get more time for Win 32 bit api and nt. But, some customers will go with OS/2 anyway. Other significant app vendors will do apps (even if it takes a while). OS/2 is superior to Windows 3.x in some significant ways. Customers may see it as risky to rely on our commitments on OS 6/win 32 and nt. We are part of the reason some of these customers decided to go with OS/2. Under this scenario, do we re-assess PH app development so that we have a good solution for PH?

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The big competitive battle is going to be on Windows so we have to commit our resources to winning there. Do we keep the dialog open with customers who have started down the OS/2 path or just tick them off with our intransigence?

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