



To: Brad Chase
From: Sergio A. Pineda
Date: September 06, 1991
Subject: August Monthly Report - MS-DOS Marketing

- I. August Objectives:
 1. Complete OEM Marketing Plan.
 2. Complete MS-DOS 5 ROM Marketing Plan.
 3. Reach agreement with MS Press on the Concise DOS 5 Guide.
 4. Distribute the APM specification to key OEMs.
 5. Continue working with summer interns, Jeff Alder, to develop a plan for addressing the DOS piracy issue.
 6. Continue gathering feedback for XIP.
 7. Work with OEM to help secure an EMI DOS 5 license.
 8. Present the MS-DOS 5 ROM version product at the Pen Windows conference on 15 August.
 9. Continue working with OEM regarding the package product reception.

II. August Activities

OEM

OEM Marketing plan has been submitted to the OEM directors and Joachim for feedback. The focus of the plan is to maintain momentum for MS-DOS 5 and to support OEMs in the areas of training, providing technical notes and to ensure OEMs are updated on MS-DOS 5 ROM and Advanced Power Management. I am also currently working on a plan to train OEM Account Managers on how to sell against DR-DOS 6.0.

JanK and GeorgeF from PSS submitted key input to MS Press to ensure the Concise DOS is technically accurate. MS Press is incorporating the changes to ensure that we can use the book for the Thin DOS product. We met with MS Press to determine the amount that we will pay them. No decision was reached. However, in order to determine a reasonable amount to pay MS Press I am determining the cost for developing a Concise Revision of MS-DOS with UserEd.

The APM specification was distributed worldwide to OEMs under NDA. It is too early to determine which OEM will implement APM anytime soon. My goal is to obtain a commitment from the following key OEMs: AST, Zanith, Toshiba, and Dell. A statement of support from these OEMs will help ensure that the specification becomes a standard in the PC industry. Once I obtain the commitment from these OEMs I intend to use their support as part of the MS-DOS 5 ROM PR program.

Met with OEM and RichP to determine an appropriate schedule for communicating to OEMs the status of DOS 5.0a. We agreed to provide OEMs with a positioning statement informing them about the changes contained in 5.0a and plan to release final code to OEMs in late September. Documentation changes are to follow in early October.

I worked actively with Legal, OEM and PR to draft objectives for addressing the counterfeit problem. We convinced Joachim of the need for a Thin DOS product to be sold to small OEMs on a royalty basis. I worked closely with Jeff Alder to define the product. I still need to meet with OEM to

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determine a royalty price that we will sell the product for. It is critical that we offer the product at a price that is higher than what our key OEMs pay for royalty plus their cost of manufacturing MS-DOS.

I presented to OEMs at the Pcs Windows Conference an update on MS-DOS 5 ROM, Flash File, and Advanced Power Management.

DRI Plan

I developed a presentation for OEM on how to sell against DRI and DR-DOS. I must still develop a plan for training OEM AMs on how to sell against DR-DOS 6.0.

Product

MS-DOS 5 ROM version

MS-DOS 5 ROM is moving along well. No real delays. I expect the product to be released in the middle of October. I am working on a final draft of the Marketing Plan for MS-DOS 5 ROM version.

I reached agreement with Sewell Development and Rupp Corporation regarding the file transfer utility. Sewell and Rupp now have the final draft.

Flash File 1

The product has been updated to run with MS-DOS 5.0 and has been released to manufacturing! I have worked closely with Andrew Silverman to ensure that the product be released by August 1991.

PR

I met with Carrie and Liz to discuss key messages for MS-DOS 5 ROM. I am working on refining the message. We expect to launch MS-DOS 5 ROM version after Fall Comdex. In addition I am working with Carrie to develop a plan for educating endusers about the risks of counterfeit DOS.

Objectives for next month:

1. Deliver a plan for training OEM Account Managers on selling against DR-DOS 6.0.
2. Get OEM commitment for APM.
3. Finish defining this DOS product and meet with OEM to determine a price for the product.
4. Present MS-DOS 5 ROM, APM to OEMs at the worldwide OEM briefing on 17 September.
5. Present MS-DOS 5 at the package product OEM briefing in San Jose, CA on 25 September.
6. Continue developing the anti-counterfeit plan.
7. Develop a PR plan for MS-DOS 5 ROM version.
8. Develop MS-DOS 5 Technical Notes to assist OEMs in supporting MS-DOS 5.
9. Assist RandyM with training OEM PSS groups.
10. Get Sewell/Rupp to sign contract for file transfer.

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As part of our effort to keep these customers loyal to Microsoft, we need to be very aggressive about providing our AMs with more information about DRI. Therefore, I strongly recommend that the MS-DOS product team visit with these PC OEMs periodically and communicate directly to them our areas of strength and leadership. For example, in the Spring of 1992 there will be a European OEM briefing. This will be an excellent opportunity to update customers on MS-DOS but more importantly to meet with them individually and develop a stronger relationship with them. Maintaining these strong ties can only help us in the long term.

Recommendations

- Work with Jeff Law to develop a plan for getting European package product PC OEMs to convert to royalty agreements
- Ensure MS-DOS is discussed at the European OEM Briefing in April
- Meet with key European PC OEMs at least once a year to discuss MS-DOS plans in more detail
- Update our European AMs with MS-DOS plans and continue coaching them on how to discuss MS-DOS with the customer

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