

From cameronm Fri Oct 4 21:10:11 1991
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Subject: Helping ISVs sell against OS/2
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ISVs don't want to have to develop for OS/2, especially when they see the market for Windows. We've heard this from many ISVs - Fred Gibbons, Frank King, and many others. Irrespective of their politics and feelings towards MS, they want have simpler development & platform strategies. If only for their own "self-defense" many ISVs want OS/2 to go away.

So, why don't we help them make OS/2 go away? Why don't we enlist them to help us sell against OS/2? This could be hardcore and inviting them to participate in any aggressive upgrades we do, or more subtly giving them market research, slide presentations, transition team info, sales training etc. - that would form the ammunition they could use to convince their customers to forget about OS/2.

I am convinced there are significant ISVs (and lots of small ones) that are scared of being "forced" into doing OS/2 development and would love (if only as "self-defense") to convince their customers that native OS/2 development is unneeded. And man of these ISVs would see it as a service we were providing them.

We should really look at this and see how we can leverage/help out our ISVs. I think if we gave ISVs access to the same Windows and OS/2 info that we give our own field we could have an impact and ISVs would love it. This should also be part of the general plans and stuff that Neff is looking at in his upgrade program.

Cam

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