



my address--if not, please link me, or call 617-923-3545.

Can you also tell me what we need to do to get a copy of the published spec for the Excel file format. At this time MUSE does not import or export Excel files; we support other formats such as WKS and text. Any help/guidance you can provide is much appreciated.

Thanks again for your help!

Steve Vandegrift

From lisab Mon Dec 2 17:09:01 1991
To: mikemap
Subject: MacWeek Front Page
Cc: lewisl lisab
Date: Mon Dec 2 17:08:30 1991
Mail-Flags: 0000

Just finish reading Andy Gore's latest MS/Apple love-hate story and am concerned that any progress we've made in getting customers to feel like we have a good working relationship with Apple may take a turn. Lewis and I discussed the possibility of some follow up PR. This might be a phone call between you and Roger Heinen to set the record straight on what we can agree to work on. Then a follow up by Karenme to see that Andy or someone else at MacWeek will do a follow up piece for coverage.

Perhaps we are being too hasty, but I got mail from three different people in our subs and direct calls from two customers asking about last week's reference in Mac the Knife. Who know what I will get as a result of front page coverage.

Your thoughts would be helpful here. Thanks

Lisa

From lewisl Mon Dec 2 19:11:39 1991
To: chrisp elainew hankv jonre mikemap peteh pinckney
Cc: richta
Subject: RE: The latest on Word for OS/2
Date: Mon Dec 02 19:11:06 PDT 1991
Mail-Flags: 0000

You have to say more than Windows is the strategy for now. Also tell why it is a sensible, not a religious thing.

Three possible outcomes:

1. They deliver. If so, we made a good development investment because we support two platforms for the effort of one. Customers get lots of applications.

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2. They don't deliver well enough and customers don't move to OS/2 as a result. This also makes the Windows investment a sensible move.
3. They don't deliver well enough, but customers have other good reasons for wanting OS/2 that have nothing to do with running Win apps. In this case, we will look at the decision again. If we were to decide to do OS/2 apps, we would be in a good position because we already have 2 PM apps; we have the expertise; we have a head start with great Win apps.

We can't tell whether this is the right move yet; we really have to see the acceptance of OS/2.

The customer can go with his own estimate of the probabilities of the 3 outcomes, but most can see the rationale even if they don't like it. It does show our decision in terms that make sense and aren't religious.

>From hankv Sun Nov 10 18:18:07 1991
To: chrisp elainew jonre mikemap peteh pinckney,
Cc: lewisl richta
Subject: The latest on Word for OS/2

Date: Sat Nov 09 13:59:25 1991

It was pretty clear from Richard Tait's experience with OS/2 accounts that this positioning is not likely to help us with OS/2 committed accounts. They don't appear to believe that IBM will deliver on the Better Windows than Windows, and will some will go with OS/2 anyway. Richta thinks we are still pursuing the same strategy, but I don't think the "Well, IBM Says... so we believe them" is a credible or straight forward story when we are talking to customers. It sounds like a slippery evasion by us. Michael Picnkeny was right I believe to tell them that Windows is the direction for now, and not try to hide behind the IBM deliverable.

Richta, anything to add?

>From elainew Sat Nov 9 15:08:30 1991
To: chrisp jeffr lpos2wrdr mikemap obumktg
Cc: hankv lewisl pinckney
Subject: The latest on Word for OS/2
Date: Fri Nov 09 22:00:15 PDT 1990

I want to bring everyone up to date on the latest happenings with Word for OS/2.

Current Strategy for PM Word:

A. We want to support our OS/2 customers. Based on IBM's commitment of "a better Windows than Windows", we believe that it is in ours and the customer interest to focus our development effort into more features and less platforms.

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B. If IBM does not deliver on the Windows part of OS/2, we will have to re-evaluate our plans and take actions based on the opportunity presented with OS/2 and other operating platforms.

C. If our customers want to move between platforms (OS/2 to Win) we want to have aggressive upgrade programs to help them.

Tactically what does this mean to our customers:

A. Current plans for a PM Word 2.0 release are on hold. If IBM delivers on their promise of OS/2 2.0 being better Windows then Windows, then Winword 2.0 will be the logical product for customers on OS/2. If OS/2 2.0 does not deliver, we will re-evalaute the situation at that time.

B. To make sure OS/2 customers currently have the best word processing product available to them on the PM platform, we will be doing a PM Word maintenance release in the very near future.

C. If customers who are currently on the OS/2 platform want to move over to Windows, there is a new OS/2 to Windows SWAP program available to them. The objective of this program is to generate good will, "a customer for life" and provide an easy migration path from OS/2 to Windows. This program is CONFIDENTIAL and will be available to corporate accounts at the discretion of our field sales force the first week in November.

In a nutshell this program offers corporate accounts with 25 or more exisiting licenses of OS/2 the option to:

1. SWAP their OS/2 for Windows 3.0 or 3.1 for FREE
2. SWAP their Word for OS/2 to Word for Windows 2.0 FREE
3. SWAP their Excel for OS/2 to Excel for Windows 3.0 FREE

The eligibility factor is the number of OS/2 units they have, so there is no minimum application number for participation. For example, if an account had 50 units of OS/2 and 2 units of PM Word, they could SWAP for 50 units of Windows and 2 units of WinWord.

If you have any questions on PM Word, the above outlined strategy or the new OS/2 to Windows SWAP program, please feel free to contact me.

Thanks,
Elaine

From edwardj Tue Dec 3 01:08:46 1991
To: arts darrylr gregw stevem
Cc: aarong billg jimall lisab mikemap nathanm steveb
Subject: My Dinner With Apple
Date: Tue Dec 03 01:07:53 PDT 1991
Mail-Flags: 0000

I had dinner tonight with Steve Weyl (the guy at Apple who runs the groups doing AppleEvents, Object model, MacApp, etc.) who with Charlie Oppenheimer is charged by Roger Heinen with coming up with an agenda for cooperation with us.

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