i hear greglo did a memo. was it thorough enough?

446
`rom bradsi Wed Nov 20 11:27:56 1991
To: georgem stevesh
Cc: davidcol dennisad richt steveb
Subject: Re: Proposal for Ownership for Microsoft Dingbats
Date: Wed, 20 Nov 91 11:27:56 PST

this is the font we need. maybe it will have to ship after win 3.1.

it's a mess to have three fonts. users will not like it. you have
to hunt around for the characters you want. oops, not in this font,
let me check another. plus, these fonts are filled right now with a
lot of fairly useless characters. further, they take additional
space and all three have to carried along from machine to machine.

what customers want is a single font that contains the most useful
presentation characters. they only need to know that one font.

> >From georgem Wed Nov 20 08:49:43 1991
> To: bradsi, stevesh
> Subject: Re: Proposal for Ownership for Microsoft Dingbats
> Cc: davidcol, dennisad, richt, steveb
>
> > what I want is a single font that contains the most useful characters
> > from the three fonts. chuck can keep the three-button xerox mouse
> > character.
>
> This is easier said than done at this late date. All three of
> those fonts have manual hints applied to the glyphs, which means
> it would be an extremely time-consuming chore to start swapping
> glyphs between the three fonts. It would quite possibly take as
> long as re-hinting them from scratch (not to mention the time
> involved by Chuck Bigelow in just figuring out how to do this).
> Sampo at Type Solutions averaged 1.6 weeks hinting time for each
> of the Lucida typefaces, however, he is busy doing the work for the
> EGA version of TypeMan and his typographers are busy working on the
> hinting of the 22 Monotype fonts for Mike Maples. If you wanted
> this done, it would delay quite a few other important things.

447
From bradsi Wed Nov 20 11:30:09 1991
To: bradc
Subject: DR-DOS 6.0 retail momentum
Date: Wed, 20 Nov 91 11:30:09 PST

> >From mikemur Wed Nov 20 09:52:45 1991
> To: bradsi garygi mikede richmac
> Subject: DR-DOS 6.0 retail momentum
> Date: Wed Nov 20 09:52:01 PDT 1991
>
> See comments below:
>
> >From   steveka Wed Nov 20 09:04:57 1991
> >From martinl Wed Nov 20 06:24:46 1991
> Sell thru at Waldensoftware (62 software only stores)
> pw: Per week sell thru

	MS-DOS	DR-DOS	Total
Before DR-DOS 6.0 :	100-140pw	5-10pw	105-150pw
After DR-DOS 6.0 :	70-80pw	50pw	120-130pw

> MS-DOS share has therefore declined from approx 95% to
> 60%.

There's a famous case study called "Janitor in a Drum". This is
a household cleanser product sold in supermarkets. It was developed
by a small company and quickly became the dominant market leader.
A large packaged goods company decided to clone "Janitor" with the
expressed purpose of taking away this leadership position. The
people at "Janitor" learned about this and just prior to the
rollout of the clone, the "Janitor" company stuff the channel with

a buy X get Y free offer. Supermarkets stocked up on 6 months worth
of "Janitor" and the clone was completely locked out of the market.

Can we do something of the same ilk with MS-DOS 5.0? Here's some
ideas:

* Take delivery now, but pay later. For every 2 you order now,
we sent you one additional copy. You pay for the 2 now and for
the third one in February. This allows the channel to keep the
cash for 90 extra days.

* Create a channel stocking bundle of Windows and MS-DOS 5.0. This
is not a consumer bundle, but simply a way of getting more MS-DOS 5
on the shelves. This adheres to the precept that "he who owns the
shelf space gets the market share".

* Use aggressive point of sale marketing devices to focus attention
on MS-DOS as the "real thing" — a "pepsi challenge" could become
appropriate.

* Create an financial incentive for the reseller to buy "all Microsoft"
similar to frequent flyer programs. This would extend to Excel, Word,
MS-DOS 5.0, etc. This program must have a long life, but would be
a great way of developing long term allegiance to MS.

448
From bradsi Wed Nov 20 11:34:47 1991
To: marcw
Cc: andyhi daviddi johnlu terrib
Subject: Re: bug #5699 - Setup problems with InterLink
Date: Wed, 20 Nov 91 11:34:46 PST

we don't need for win 3.1 now but certianly will in the near future
— it's exactly the same kind of thing an admin will want to do to
set up windows remotely on a users machine.

>From marcw Wed Nov 20 10:45:16 1991
To: bradsi
Cc: andyhi daviddi
Subject: Re: bug #5699 - Setup problems with InterLink
Date: Wed, 20 Nov 91 10:41:43 PST

I guess we ought to implement SETUP /REMOTE:<drive> or something
along those lines. We currently do not have any way to handle
running Setup on one machine to set up on another. Maybe next
release. How important do you see this (I suppose it is getting
to be more important all the time)?

>From bradsi Wed Nov 20 09:44:52 1991
To: daviddi
Cc: marcw
Subject: Re: bug #5699 - Setup problems with InterLink
Date: Wed, 20 Nov 91 09:42:40 PST

thanks.

unfortunately, your alternatives are far less satisfactory than
setting up on an interlink server. the detection and path name
problems don't bother me as they are easily fixed by hand editing.

the typical case is that the desktop machine is connected to the net.
you want to set up from the net to the notebook. because interlink
will not redirect net drives — that is, you cannot use the desktop as
the server and see net drives from the portable — you would have to
use the notebook as the server.

in my case, which is typical, my notebook doesn't have a net
connection and I don't have the net software installed on it (nor do
I want to — it would take far too much disk space).

all the files aren't on the desktop, so much for that option. [in
fact, to do the install, though, that's what I had to do: I had to
copy the entire net directory to my hard disk on the desktop and
install that way. what if I didn't have room on my desktop?]

and installing from floppies is a stoneage hassle. why cut floppies
when all the files are already there on the net?