

Donna Poreda

From: Brad Silverberg
 To: Brad Chase
 Subject: RE: Future of DOS Plan
 Date: Monday, June 29, 1992 10:19AM

actually this is a very tough question with debate now happening at the billg, steveb, paulma, jonl, bradsi level.

one school of thought says that we start talking about ms-dos7 soon in vague ways to let people know msdos lives. another is to absorb ms-dos into windows - Windows will be our integrated os and msdos gets absorbed into it.

From: Brad Chase
 To: Martin MIDDLEWOOD (WGNR)
 Cc: Brad Silverberg; Richard Freedman
 Subject: RE: Future of DOS Plan
 Date: Sunday, June 28, 1992 12:43PM

a lot of good ideas here. i like some of the creative ideas too. i like doing this in early september or just before dr dos hits. not sure why we need a second press tour - that will come out of astro (ms-dos 6) visits anyway. We do need to discuss how we get the technology message out without dampening the sales of astro. Lets focus on this after the pc mag visit. richf will work on most of the leg work with you. comments welcome

From: Martin MIDDLEWOOD (WGNR)
 To: Brad Chase
 Cc: Martin MIDDLEWOOD (WGNR)
 Subject: Future of DOS Plan
 Date: Fri, Jun 12, 1992 11:00AM

Future of DOS Plan
 Situation Analysis:

Microsoft's emphasis over the past several months on Windows 3.1 as its most strategic product has prompted editors to start asking the question, "What is the future of MS-DOS?" The introduction of Blue Janus also helped confuse the MS-DOS message. Within the next 18 months, Microsoft will introduce several products - Windows NT, Astro, etc. - which will continue to refract our messages and confuse Microsoft's overall operating systems strategy. Additionally, Microsoft has made several announcements involving MS-DOS - MS-DOS 5 ROM Version, the Microsoft Flash File System, etc. - that editors don't necessarily see as part of a coherent Microsoft MS-DOS strategy.

In addition, the presence of DR DOS has added some interest and conflict to the "DOS" operating system market where there was none. Microsoft has the opportunity to capitalize on this increased interest by rising above the "function war" that DRI uses to compete with MS-DOS by focusing on the better future that MS-DOS provides its users.

Recommendation:

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Implement a PR program focusing on communicating the future of MS-DOS to pave the way for the introduction of MS-DOS 6 this winter and Cougar/Jaguar later next year. Illustrate how MS-DOS will become "ubiquitous" -- with its platforms extending from palmtops to workstation applications to niche applications like Sony's DiskMan and controller cards-- thereby making it the first truly universal operating system.

Objectives:

Raise editorial awareness about the importance of MS-DOS in Microsoft's long term strategies.
Quell any fears that MS-DOS will go away, or that it is a operating system dead-end.
Help the editorial community (and thus users) understand Microsoft's long term commitment to MS-DOS.
Demonstrate that MS-DOS has a path for both the Window and the character-oriented user.
Pre-empt the introduction of DR DOS 7.0, which is expected this fall

Messages:

MS-DOS is alive, well, prospering and has an important future.
MS-DOS will continue to develop into a more robust operating system.
MS-DOS is strategic to Microsoft's operating system product line and part of a coherent Microsoft operating system strategy.

Audiences:

Monthly and weekly PC trade press editors
BYTE, Owen Linderholm
Computerworld, Chris Lindquist
Computer Reseller News, Tom Smith
InfoWorld, Stuart Johnston
PC Magazine, Robin Raskin
PC Week, Paul Sherer
PC World, Russ Glitman
PC/Computing, Chris Barr

Key PC columnists
Associated Press, Bart Ziegler
Los Angeles Times, Larry Magid
New York Times, Peter Lewis
San Francisco Chronicle, Don Clark
San Francisco Examiner, Paul Freiberger
San Jose Mercury News, Lee Gomes/Rory O'Connor
USA Today, John Schneidawind
Wall Street Journal, Paul Carroll?

Key Analysts
Dataquest, Andy Seybold
Forrester Research, John McCarthy
Gartner Group, Mike Schneider
InfoCorp, Bill Higga
International Data Corporation, Nancy McSharry

Major Publications in Secondary Markets
Home Office - Home Office Computing

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MIS - Datamation, Information Week
Networking - Network Computing, Network World

Tactics:

Two one-week press tours -- one mid-summer and one early next year -- to meet one-on-one with the key industry influentials. Each tour should focus on what will be happening to MS-DOS in the next six months, but also have some strong allusion about MS-DOS functionality beyond that time frame. The purpose of the first tour will be to break ground for the Astro announcement in the winter, while the second will serve to reinforce the first and to hint at future functionality.

User story placement -- developing and placing MS-DOS related stories in key publications, both trade and vertical, to communicate that corporations have a large investment in MS-DOS and will continue to trust in it. Develop user profiles?

Wild Ideas:

Back to the Future mailing - comic book or something. Develop adventures of Marty McFly as he travels back to the past to investigate the history of the computer industry. How have past events in computer industry affected us today? What if they were different? For example, what if other companies didn't jump on the MS-DOS bandwagon in 1981 -- would the computer revolution have ever started if the compatible market didn't? MS-DOS is a long-term player so we can speak with authority since we may have "been there".

Star Trek theme - again, something with the future in anecdotal form.
Baseball trading cards - user profiles with bubble gum. Or MS-DOS cards with neat batch files, MS-DOS encyclopedia information, explanation of commands, etc.

Materials for First Tour:

Microsoft Operating System Backgrounder -- an 8-10 page document describing the Microsoft operating system strategy and how MS-DOS, Windows and Windows NT fit within this strategy, as well as their respective market positions.

"The Future of MS-DOS" Backgrounder -- a 5-8 page document describing the dynamics of MS-DOS development. The backgrounder will cover how the product will grow into a more robust operating system through the addition of increased functionality, whether that be by adding utilities or by new commands. This document should also discuss how MS-DOS will change to handle various platforms, from the palmtop to full 32-bit workstations, and niche products. We will need to communicate "new" markets MS-DOS is conquering and explain why.

Presentation -- 10-12 flip chart pages that communicate the direction of MS-DOS, how it fits with the Portable Computing Initiative, how companies are implementing MS-DOS for niche (or new) applications (ala Sony's DiskMan), future markets, etc.

Estimated Budget:

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Two Week-long Press Tours	\$15,000 (each)	
Strategy Backgrounder	\$3,500 - \$4,000	
Future Backgrounder	\$3,500 - \$4,000	
Presentation	\$1,000 - \$1,500	
Coordination	\$5,000 - \$6,000	
Proactive work with the Press	\$2,000 - \$3,000	
TOTAL		\$30,000 - \$33,500 (first tour only)

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