

Erik Stevenson

From: Scott Sandell
To: bradsi; jefft; josephk; os2team; richba; richt; t-richo
Cc: scottsan
Subject: Lee Reiswig's speech highlights
Date: Friday, January 22, 1993 12:00PM

The following highlights of Lee Reiswig's speech this week to the Bay Area OS/2 User's Group reinforce the emphasis and resources IBM is putting on OS/2. As you are all aware from Josephk's mail this week, OS/2 2.1 is a substantially better product, in many ways a better Windows than Windows, etc. This mail indicates that they are not about to give up anytime soon:

- *\$100 M for advertising in '93
- *As much as \$400 M for Reiswig's group, much of it OS/2

And that they are enjoying greater industry support for OS/2:

- *The 2.1 beta is shipped with ~213 printer drivers, approx. the same as Win3.1.
- *2.1 beta includes video drivers for the top 5 chipsets by volume, comprising ~80% of shipping cards

As we all know, all of this suggests that we need to take OS/2 much more seriously:

- * Make sure NT and Chicago ARE better products (joe's suggestions of Tuesday)
- * We give them as little trial as possible (Rich Barton's proposals)
- * Need to reposition them effectively in the marketplace: a few ideas (old & new)>
 - They are on a technology treadmill, will always be behind (they have Win 3.1 support, almost, after a year, but what about Win32s, networking??)
 - They haven't really attracted ISV support; the few horizontal apps being developed are behind the Windows versions
 - Question whether IBM can really continue this massively unprofitable venture given the corporations current losses - with all the recent press about firing Ackers, question whether his replacement would change funding priorities for Reiswig's group?
 - Their strategy is very confusing, they are independently developing three OS's, what does this mean for customers??

Scott

Newsgroups: comp.os.os2.advocacy

Path:

hexnut\microsoft\unet\uscl\howland.reston.ans.net\zaphod.mps.ohio-stat.edu\uwmm.edu\linaclatl\cbnewsc\cbfsblatt-out\pacbell.com\well\well.sf.a.us\dpsey

From: dpsey@well.sf.ca.us (David Posey)

Subject: Lee Reiswig speaks!

Message-ID: <dpsey.727599220@well.sf.ca.us>

Sender: news@well.sf.ca.us

Organization: Whole Earth 'Lectronic Link

Date: Thu, 21 Jan 1993 06:53:40 GMT

EXH 29 DATE 2/13/02
WITNESS Silverberg
MARY W. MILLER

Lines: 61

Lee Reiswig addressed a special meeting of the OS/2 Bay Area Users Group tonight, in conjunction with the OS/2-Windows Conference in San Jose. Approximately 200 people turned up (30 minutes after the show closed) on short notice. Mr. Reiswig recapped his 'Strategy Briefing', given earlier in the day, and answered many questions.

Note: I did not take extensive notes - I went as an individual developer, not a reporter. I thought what he had to say deserves repeating (briefly!).

In no particular order:

- 1) The 'Workplace Family' strategy continues to be refined and defined. One slide showed Workplace (WP) DOS for small machines, including pen-driven, WP OS/2 for 'normal' desktops (super client), WP OS for 'high-end' desktops/workstations, and WP UNIX at the top end. Mention was made of targeting the WP OS and WP UNIX at multiprocessor & parallel systems.
- 2) The 2.1 beta is shipped with ~213 printer drivers, approx. the same as Win3.1. Support is provided for printers released since last spring, like HP LJ4, DJ500C, and Lexmark 4029 series (are these supported for Win3.1 users by MS?).
- 3) The 2.1 beta includes video drivers for the top 5 chipsets by volume, comprising ~80% of shipping cards. Not S3, ATI and other accelerated cards. Mr. Reiswig was apologetic over the lack of drivers, DDK, etc.
- 4) The DDK is available in limited beta. Bug your IBM contact if you need it.
- 5) Stay tuned for an announcement next week re:DBM. The rumor mill suspects 32-bit engine will be unveiled.
- 6) Advert/marketing budget for '93 is approx \$100Million - massive upswing from '92. 'Event' marketing (Fiesta Bowl, etc.) will *not* be the emphasis. Focussed, content-rich print ads should be the norm. The 'OS/2 100' 23-page tear-out section is a good start!
- 7) IBM polled developers to see where to focus electronic support efforts, some time ago. Seventy percent said Compuserve, 50% said Internet, less for Fidonet/BBSs. So, IBM focused on Compuserve first, to get their feet wet. A greater Internet presence is possible, but was not promised.
- 8) The 'OS/2 cost \$2Billion to develop' strawman is (direct quote follows) 'utter and complete bullsh*t'. [The numbers just don't work out - Mr. Reiswig's annual budget is approx. \$400 mil, including many developers not working on OS/2, marketing, etc. Somewhere in the range of \$100M to \$500M is more likely]

Mr. Reiswig's reluctance to talk about MS, or even mention them, was notable - and noble, considering Mr. Gates constant bad-mouthing of IBM.

The presentation was extremely well done - this is not the IBM I knew and loathed in the mid-80's!

Again, I apologize for any minor inaccuracies, the gist is correct as I heard it.

Regards,
David