

Lynn E. Williams (Legal)

From: Steve Ballmer  
To: richt  
Cc: bradsi; jeffr  
Subject: RE: Winmktg for week endind 3/20  
Date: Tue, Mar 23, 1993 10:13PM

a few commens

1. you should make sure you and jeffr are in synch of us FY 94 mktg plans
2. I hate your chicago positioning I think it misses some how the fundamental end user excitement of the release

From: Richard Tong  
To: dwgroup  
Cc: Brad Silverberg's Direct Reports; WIN Marketing Group; Windows Focus Squad  
Subject: Winmktg for week endind 3/20  
Date: Monday, March 22, 1993 10:28AM

Busy this week on sustaining FY93 marketing, but more importantly, for FY94 planning. The sustaining marketing for Windows 3.1 and WFWG appear to be under control although many difficult issues remain particularly for WFWG:

- CHICAGO. We've done a number of presentations on Chicago which have helped to tighten up the basic messages and make sure we are well ahead of the curve on PR.
- FY94 PLANNING. I am in the middle of writing an FY93 post-mortem and FY94 proposal for how to make Systems Division marketing work better. Draft was done this week. Next week we'll go final and distribute
- Focus Squad this coming week. You'll see an agenda on Tuesday.

The Press

Infoworld covered Tech\*Ed last week with a front-page story on Chicago and Cairo. This highlights the need for a PR plan to make sure we don't leak these products out too early with too many details.

This week, Jonro did a week long tour with monthlies and weeklies on Snowball. The explanation of WFWG as a product that "makes using networks easier" seems to really work well. From Gartner to PC Week to Infoworld, they seemed to like our more humble approach overall. We are moving into a "Windows 3.1" style of marketing with this product that seems to be more effective. Key messages that work are:

- Better client on existing networks
- Better as a standalone network
- Continuing 32-bit improvements

The Competition

Paulma reviewed our OS/2 attack plans. In general, we will focus on making reviews of OS/2 2.1 get made with comparisons to Windows 3.1 and Windows NT. There is now a 14-page point-by-point comparison that needs further refinement. Continued work to get closer to the hardware groups at IBM. This week, met with Eduquest (their K-12 marketing group). Agreed to help with demos for their Windows machines. They will also test their application software (mainly MS-DOS-based) running on WFWG.

Novell announced that they would use DPML to do protect mode device drivers. They will discuss this at the upcoming Brainshare (their developers conference).

### FY94 Planning

We completed FY94 product plan reviews with PR and International marketing managers this week. It went well. All major groups have been briefed on product plans. Over the next couple of weeks, we will get their marketing requirements. Target dates are:

- March 26. Initial marketing budget, revenue budget to bradsi
- April 1. Market plan, budget, revenues to SMC and 2nd round to bradsi
- April 9. Paulma review

### Chicago

The primary positioning ("makes PCs easy to use") seems to work very well. We need to refine our submessages. Currently they are:

- Easier. The new shell and plug-n-play are key.
- Powerful. This one we have to fix, what we don't mean lots and lots of new features, we mean that we've reengineered the product with the latest in modern technology. Sort of like putting a new 4-valve overhead cam engine in a Honda Civic. We don't mean you get a Ferrari, you get better gas mileage, driveability, etc.
- Safe Upgrade. This one is kind of wasted this far out. We will probably replace this with compatibility since this seems to remain very important for both its low hardware requirements and running existing MS-DOS and Win16 applications.

Jefft has a detailed launch schedule with issues that he now sends separately. If you want to get on the alias, please email him. Yusufm will be handling the CD project from our end (this is a project to figure out how to unlock pieces of Chicago from a CD and get payment from the end-user for it).

### Windows 3.1

Yusufm is making good progress on piracy estimates. We completed our first PR on busts earlier in the month. Rogersw presented at the small OEM briefings that are being held around the US. Major concerns are:

- Compaq press. Now that we have a deal with them, we need to figure out how to engage them marketingwise. Richt will be doing regular meeting with Laurie Strom, their VP of software marketing. We also need to figure out how to do an announcement with them.
- 25MM units shipped. Rogersw will be handling this from our end.

### Windows for Workgroups

The press tour went well. The key has been moving on from a post-mortem of our launch to the new product, Snowball. It is being well received. We've talked about this as a customer satisfaction release for to make using networks even easier. This seems to work very well.

Patfox will be driving the complete launch plan for this product. Kick-off meeting will be schedule next week.

### Multimedia Services

Did the first off-site post reorg with product managers and DRG. This was a good overall evaluation of both our MM subsystem and of the Video for Windows product. Things are a little confusing given the reorg and the kickoff of Modwin2 as the new consumer project. The goal is to figure out

relationship of Modwin2 and Chicago next week.

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