Lynn E. Williams (Legal)

From: josephk
To: winsquad
Subject: FW: OS/2 2.1 Response
Date: Wed, Mar 24, 1993 6:09PM

From: Joseph Krawczak
To: paulma; dwaynew; davidt; meganb; jonl; jefft; scottsan; richt; bradsi; richardg
Subject: OS/2 2.1 Response
Date: Wednesday, March 17, 1993 4:22PM

Here is a summary of today's review meeting with Paul to lay out the basics of our response plan to 2.1-

Strategy
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Our response will focus on 4 areas:

1. Treadmill
IBM can't keep up to MS Windows advancements. Need to make this widely understood.

2. Pincer
3.1 must defend the desktop while Win NT establishes Windows on the high end. Danger is OS/2 opportunity in the "middle ground" with 3.1 apps, crash protection, and better size/perf than Win NT.

3. Expose the Dirt
Deny IBM the "perfect Windows compatibility" half of their strategy. Hard, but need to do it. Need to be careful of tone and manner.

4. Wedge
Befriend IBM PC Co., help move them to Windows. But can't count on displacing OS/2.

Action Items by Channel
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See ===> for deliverables

Product Analysis

Set up lab with 3.1, Win NT, OS/2 2.1, Unixware, all running on a lower-end and higher-end PC. Evaluate perfomance, size, strengths, weaknesses. Will provide basic ammunition for below areas. Will use next beta of OS/2 so data is close to shipping product.

===> JosephK, JeffT, MeganB, RichardG by April 15 to test 4 products and hold review meeting with Paul. Include scenario that shows better Win NT design, like MS-DOS app that sends and NMI and shuts down OS/2, or SQL Server with background net traffic.
===> JeffT by April 15 to summarize lack of leading applications support for OS/2

PR

Increase Industry knowledge and perception of Win NT as better technology, and understanding of why IBM is on a no-win treadmill. May

have difficulty winning all reviews, so must create winning criteria.

= = = > DavidT by late April to find, educate, launch 2-3 spokesperson
to articulate the above
= = = > DavidT, PR continue ongoing efforts for reviewer and analyst education
= = = > JeffT by April 1 to create revised desktop eval criteria for OS/2 vs.
3.1
= = = > MeganB, JeffT by April to 15 to create "leakable" field document
comparing 3.1, Win NT to OS/2. Factual and direct, but appropriate
tone and manner.
= = = > JeffT by April 15 to create standard Treadmill demo using· OLE
2, cool Win 32 apps. VxD and Win 32/s apps that break OS/2, and
possibly ODBC. Over time, layer in Chciago as appropriate.
= = = > JeffT before OS/2 launch to collect and circulate negative
C-serve threads from OS/2 Forum
= = = > MeganB, RichardG by April 15 to extend high end eval criteria for
Win NT to also include Unixware and Solaris

Corporate

Arm and equip field to win desktop and high-end evals. Address "Hot"
accounts wherever needed. Show corporate momentum for Win NT.

= = = > JeffT, MeganB by April 15 to ship summary Selling Win Family over
OS/2 tools to field
= = = > CATM, MeganB, Jefft by March 20 to review and ensure timely
escalation and response for Hot accounts
= = = > JonL by April 15 to explore third party study to show low OS/2 usage
= = = > JonL by May to survey Win NT beta sites to show NT usage

OEM

Continue to aid IBM PC Co. Get a leading OEM to endorse Win family
stratigic choice. Leverage SMP announcements to show OS/2 deficit.

= = = > JonL by April 1 to figure out if we can get Compaq to endore
·Windows as part of alliance announcement
= = = > DavidT, PR by April to put plan in place to leverage OEM SMP
announcements and PR action to show SMP deficift for OS/2.