

Lynn E. Williams (Legal)

From: Richard Freedman  
To: bradc; bradsi  
Subject: RE: msdos6 positioning  
Date: Fri, Mar 26, 1993 8:52AM

if they really release a version with all this junk in it, it will mean that for three ms-dos releases in a row (5, 6 and 7), DR will have had our key features in their product 12-18 months before us (kernel in HMA, compression, VxD/multitasking). given that track record, it's going to be impossible to shake this "MS as follower" image. it's been very difficult so far as it is.

therefore, maybe we should reorient our message slightly. instead of always insisting that we're the technology leaders, we should just reinforce our positioning of them. assuming dblspace works as advertised, that will really hammer home the message since dr 6's compression was such buggy crap. the message is something like "sure DR has put some cool features in before us. but they never work. DR doesn't seem to understand that operating systems are not utilities - it's not good enough if the features only work 90% of the time."

From: Brad Silverberg  
To: Brad Chase; Richard Freedman  
Subject: RE: msdos6 positioning  
Date: Friday, March 26, 1993 08:31AM

msdos7 is 32-bit, mvdem, lots of cool stuff. not just a dumb desqview clone.

From: bradc  
To: bradsi; bradc; richf  
Cc: bradc  
Subject: msdos6 positioning  
Date: Wednesday, March 24, 1993 10:12PM

i like better desqview than desqview, that is a better way of saying what i have been saying on the press tour when it comes up. does put us in a strange position for ms-dos 7

topview2 is good too except most people don't even remember topview!!

good suggestions.

i have also been hammering on compatibility and not being open on dr dos

> From pcmgate1!bradsi Wed Mar 24 16:49:28 1993  
From: bradsi  
To: bradc, richf  
Subject: msdos6 positioning  
Date: Wed, 24 Mar 93 16:39:00 PST  
X-Mailer: Microsoft Mail V3.0

one thing missing from the press release is a sense of using our pr activities to position our competitors, ibm dos and dr dos. we need to better anticipate how they are going to position their products and claim that space instead, or put them on the defensive.

for example. on DS, it's not enough to just say we are integrated with the OS. we need to say we are the ONLY integrated disk compression. also, we know ibm is hitting hard on some claim that they improved the kernel speed 20%. we cannot leave speed open to them. that's why we need to claim improved speed too via smartdrv. believe me, their 20% is totally bogus and irrelevant. but we cannot give them the free runway.

we need to think more how novell will position noell dos 7 and put them on the defensive. for example they will have multitasking. great, better desqview than desqview. ibm's workplace shell. i love it, it sounds like TopView 2.

keep thinking. how are they going to position themselves??? then we either need to claim that territory ourselves now or trivialize it. it's going to

be a battle. you cannot just execute your plan without thinking how to put the others on the defensive.