



DOJ - Legal

From: Bill Gates
To: Chris Peters
Cc: Bill Gates; Pete Higgins; Steven Sinofsky
Subject: Wordperfect competition
Date: Friday, April 30, 1993 12:12PM

I find it surprising that after all this time we still dont have the advance code stuff working in T3. The mail says basicly we dont even know if we can handle the PW documents. We either design to WIN or we are running experiments late in the game.

I dont think we have given enough priority to this and automatic document formatting. Key features need smart guys and a leader who does not accept failure.

Whatever happened to the idea of running Wordperfect macros? I wanted us to have a 3rd party do it. When we talk about this stuff we should do it. I think marketing ourselves and the best way to homogenize a mixed company is incredible. If we can show that we read their stuff really well and they dont read our stuff well and really get the message out that is a REAL competitive advantage!!! (worth a white paper and some marketing).

Unless we use IQ to achieve interesting competitive things we sell a commodity.

I would like to see more ideas about: leveraging systems strength (this is both a marketing and technical point). Technical is the tie to HELP format, integration with shell, integration with mail (I wonder if the suggestion I made on this is clear - mail should be an OLE 2 container), integration with forms strategy (bosworth is working on this), changng systems UI to match your thing (do both the capone text handler and the cairo text handler use your selection model and conventions HARD CORE???. Of course the cairo text handler is better than WORD at having all the features of the help displayer - it is a real problem for us to have this mismatch.)

Have we ever tried to use RTF as an advantage?

I want to see more action on items like these.

