

Erik Stevenson

From: Jeff Thiel
To: winsquad
Cc: adamt; jefft; os2team; winmktg
Subject: OS/2 Attack: status and next steps
Date: Wednesday, October 20, 1993 6:04PM

Windows is vulnerable to encroachment by OS/2 during the next year because our WFWG/NT pincer is not closing and Chicago is not real yet. OS/2 has a credible opportunity to penetrate the 8MB 486 desktop with OS/2 2.1 and IBM is driving hard to exploit it by spending massively (\$10mm in advertising during first 6 mos of '94) and introducing aggressive offers (a <\$50 version is coming which supposedly uses Windows code on the users system to avoid MS royalty).

We must prevent them from achieving a beachhead. The primary battleground will be the press and large corporations (most OS/2 users today are large corp MIS guys). PC enthusiasts will also be a field of battle. Our battle plan consists of the following:

- 1) Reposition OS/2 2.1 product now (adamt)
 - test OS/2 against WFWG/Office/NT combo for compatibility, performance, features (in progress, adamt and tscok own)
 - create one-pager OS/2 response for the field (adamt)
 - patrol BBS's to identify OS/2 FUD points
 - create short summary comparison materials (brente, after rolling off WFWG resource kit)
 - communicate results of comparison to press (adamt)
- 2) Hit OS/2 hard with our product line this Fall and Winter (adamt):
 - create OS/2 killer demo with WFWG/NT/Office (adamt).
 - conduct demo tour with key user groups and professional ass'ns (tbd)
 - identify OS/2 Alarm accounts (stevesil)
 - use demo with high alarm accounts (stevesil)
 - distribute comparison materials to distribution channels (adamt)
- 3) Out promote OS/2 with WFWG this Winter and Spring (rogersw owns)
 - sign up top OEM's to pre-install WFW on all systems
 - grant extended terms to Egghead, Ingram, Merisel and key channel partners to ensure plentiful stocking of WFW in both the Windows section and the network section
 - distributor call-downs of VARS to seed them at launch with the NT/WFW Microsoft Network Starter Pack at \$199 including 4 netcards, cables, connectors, and an Install Guide. Will also run ads for the bundle in CRN, LAN Times, PC Mag Network Edition, and VARBusiness.
 - lower pricing to around \$50 street to allow channel to stock and sell Workgroup Addon as a general operating system upgrade.
 - use launch PR and Advertising to emphasize WFW 3.11 as a mainstream Windows version. Best Windows for Networks and a Power User Upgrade thanks to its 32-bit Chicago file system technology and VxD networking architecture.
 - soak up retail bandwidth with an aggressive retail promo for the Winter/Spring that will center around a "speed and space" theme with targeted efforts at each segment of the channel (direct, wholesale, storefront, outbound).
 - launch ad to debut COMDEX week that touts WFW 3.11 as a superior Windows release based on three key attributes: great networking support, more speed than Win 3.1, and great mobile computing capabilities.
 - drop Focus to our regbase with a WFW 3.11 article and product offer.
 - train 10K-15K SP partners via the DevCast downlink scheduled for early in December

- 4) FUD them with Chicago this Spring and Summer (jefft owns)
- weave FUD points into Chicago articles that will appear in press following PDC
 - conduct surgical strikes with alarm accounts and show Chicago demos to those accounts
 - show 32-bit apps on Chicago at Comdex, let press know those apps won't run on OS/2

Comments, suggestions?