

Erik Stevenson

From: Doug Henrich  
To: bradsi  
Subject: Win32 PDC General Session Agenda  
Date: Thursday, October 21, 1993 8:43AM

I don't think we disagree. I too think a high volume message is critical before anyone would target a platform (unless an ISV's product is niche oriented or dependent on features not available on high volume platforms). The consistent API strategy is a plus to this. I think we can accomplish both, and must. A wildly successful PDC is having developers walk away excited about Chicago (and the rest of the systems product line in the markets it makes sense) and feeling like they know exactly what to do next.

I am most interested in understanding the role OLE 2 plays in how and what ISVs do next. It is my belief that this is where desktop and productivity ISVs will spend much of their time over the next 9 months. I could be wrong about this. What do you think? I am afraid that they will spend to much of their time exploiting OLE 2, and not be able to do Chicago specific work.

One of the most interesting questions is what we tell Lotus to do next spring. Or Word Perfect? etc.... And probably even more interesting is what they will actually do! I think Lotus will ship win32s OLE 2 smartsuite. Bradstr is lining up more of these meetings to understand this better. MS, Word Perfect, Lotus, and Borland are probably the only ISVs that matter. Actually MS is probably the only ISV that matters.

The whole issue of what we do with Win32s is something that needs to be completely thought out. Jonro is setting the meetings up for this. The questions in this area all center around what we should do with a win32s release next spring (mainly 32-bit OLE 2)? Then should we do an update (late summer/early fall) with features that allow ISVs to create applications utilizing Chicago features (TBD) but still be compatible with the Win31 install base? Or should we push the currently planned Win32s release further out to incorporate a TBD set of Chicago features?

I hope you are not confused about my groups focus on getting ISVs to build Chicago exploitive applications. There is a lot of exciting things for them to and we need to accomplish this to create the demand for customers to upgrade. Chicago will drive the masses to move to Win32 - NT or Win32s will not do this. We can accomplish both of our objectives - huge interest in Chicago with great application support and protection of our APIs locking ISVs into our 32-bit path. This is going to be fun. 32-bits and OLE 2 will bury our OS cloners.

One of the difficult questions is what you tell an ISV to do for a product release in H194. Do you feel a Win32 and OLE 2 application is good enough? Should we define this as a "great" Chicago application too? This would be a marketing question. I think one of marketing messages is that Chicago is a great OLE 2 platform (this needs to be cleaned up to be a customer benefit message). For the ISVs that follow this path, we would go back to these vendors, and get them to do a .1 release ASAP exploiting Chicago.

Next steps:

- sort out Win32s strategy looking at Chicago features to be made available on Win31 via Win32s

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- more Lotus like reviews of this strategy to quantifiable data prior to the PDC.

The ISV list could be: Lotus (done), WP, Micrografx, Corel, CA, SPC, Borland, Symantec, CPS, Autodesk, Aldus, SAS. Anyone else I am missing?

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From: Brad Silverberg

ISV's really don't care about our api strategy. They care about shipping product in volume. If the last two years of almost exclusive DRG focus on evangelizing for NT have taught us anything, it's that they will line up behind -- and only line up behind -- a platform that will ship in high volume on the desktop. As we know now for sure, NT will not be high volume on the desktop for at least the next few years. ISV's in general will not target NT (or OS/2 or Nextstep or anything else) until they see the volume. Screaming "win32" at developers will fall on deaf ears.

On the other hand, they \*do\* see that Chicago will be high volume. Screaming "chicago" at developers will be heard. Therefore we use Chicago as the lure to get them to adopt our api's. Field of Dreams strategies don't work.  
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