Erik Stevenson

From: Jim Allchin
To: bobmu; bradsi; davidcol
Subject: RE: The chicago big bang
Date: Thursday, October 21, 1993 8:45AM

I think we are looking at this all wrong. I will cover the high
points here, but perhaps we should talk after brad's back in town, etc.

In short, I think we should sell win32 and ole 2. And I think the PDC
should be restructured where we focus on these and we use the platform
story: win32s, Chicago, NT, Cairo to support the story. It shouldn't
be focused on the platforms -- other than to push the consistency
message. Here's why.

1. ISVs are overloaded now. They do not have 32bit apps and they do
not have OLE apps. Conclusion: above all else they are going to do
ole 2 (16). It will take all our might to get them to get to 32bits
and ole2 (32 bits).

If we tell them to write to Chicago, then our message becomes quite
dilluted. We will not have a good plan for win32s nor NT for Chicago
enabled apps. I don't see this getting fixed. This move will
splinter the huge momentum that we will have if we just focus on win32
and ole.

Our story of win32 and ole support is so compelling. We will have it
on all the platforms: win31 (with win32s), Chicago, NT, and Cairo.
That makes the decision very easy for an ISV!

If we don't unify then there is a chance that they will focus on ole 2
(16) above all else for a quite a while time frame. That means a
delay to Chicago apps. I have talked to many people. Now that
Winword is shipping and Office soon, it is clear that everyone is going
to after them. We must get unified or we will lose.

2. There is another issue that really bothers me. One way to win in
the market is to give our apps group an advantage. That advantage
could be Chicago enabled apps. We should get all ISVs to write to
win32 and OLE 2(32) for all the platforms (including win3.1) and tell
our apps group to enable for Chicago. I'm not saying that we
shouldn't talk about features or anything, I'm just saying that we use
this opportunity to our advantage.

On the topic of the PDC, I think the current agenda plan is wrong.   It
We will have the two products competing instead of complementing.
could be very bad for the ISVs and certainly would be bad internally.
We would be setting the teams up to try and outdo each other. This
would be very bad.

Chicago is going to win provided it delivers on the promise of NT (32
bits, multitasking, 4MB size and June next year). It seems that we
should just hammer the win32 and ole message and leverage the family
story. I worry about looking confused to the press and the ISVs if we
try and deviate from this message. I worry about OS/2 getting
movement if our story isn't rock solid.

We could look so coordinated if we could just focus on the win32, OLE
story. We discussed a joint presentation between david and bob

yesterday in a meeting we had the PDC topic. It would be a combined platform presentation. I think it is a great idea. It would really drum home that no developer should think about anything other than Microsoft platforms.

I also think we need a section for server applications also. I want to hammer NLMs and push people to write NT server applications.

jim