

Erik Stevenson

From: Brad Silverberg
To: davidcol
Subject: RE: pdc
Date: Friday, October 22, 1993 8:34AM

well, I can see benefit since by evolving the platform, we continue to "own" windows and make it harder for cloners (wabi, ibm, novell) to keep up. our competitors want to see the world frozen at win3.1 so they can provide all the new api's (middleware, networking, object management, etc). so yes, evolving the platform's api's are very imp't to us.

- but still, it's clear they just simply don't get it. don't get it. don't get it. as to what drives isv's and how to get them to move along. neither jim nor bob have ever been a successful isv nor have they ever delivered an os that has gotten isv acceptance. they don't get it.

From: davidcol
To: bradsi
Subject: RE: pdc
Date: Friday, October 22, 1993 7:59AM

I guess I'm also naive because I don't understand the tangible benefits to MS of telling ISVs to write generic Win32/OLE apps for Win32s, NT, and Chicago. I don't know how this helps us meet our systems revenue goals. There's no royalty on OLE, no royalty on Win32s. generic win32/OLE apps help Chicago a little but probalby not in a way which will influence users to upgrade to Chicago to run these apps.

From: bradsi
To: davidcol
Subject: pdc
Date: Thursday, October 21, 1993 7:01PM

I think jim is being very naive that we can tell isv's "code to win32" and expect that they will do anything about it. UNLESS they see a high volume platform that they can target with win32. Saying that it will also run on NT and Cairo doesn't mean squat to isv's. They care first, second, third, ... about targeting the high seller. If with little additional effort, they can hit some other targets, so much the better.

EXH 48 DATE 2/13/02
WITNESS Silverberg
MARY W. MILLER