



Bruce Neiminen

From: bradc
To: gald; mmerker; rond
Cc: bradc; dosmktg
Subject: Key Competitive Info
Date: Thursday, May 09, 1991 11:47AM

Date: Thu May 09 11:42:49 PDT 1991

As an FYI/reminder, there are two key competitive info docs that need to go to the field/onto SmartPages. Both of these docs are on \\pyrex\public. They are in dosmktg\salesinf.

Document #1 - OEM.DOC

Explains how to sell the MS-DOS 5 Upgrade when you encounter an OEM also selling a DOS Upgrade. It focuses alot on the advantages of our product over the IBM product

Document #2 - Drdos.doc

Summarizes the key advantages of MS-DOS 5 and the MS-DOS 5 Upgrade versus Dr. DOS. We are doing further research on this and will have even more data soon.

Please work with richf to get these to the people out there that need them...

thanks for all your help

Bruce Neiminen

From: bradc
To: bradst; steveb
Cc: bradc; joachimk; sergiop
Subject: RE: DRI
Date: Sunday, May 12, 1991 10:38AM

Date: Sat May 11 22:45:38 PDT 1991

consider it done.

>From steveb Tue May 14 19:02:58 1991
To: bradc bradsl
Cc: joachimk
Subject: DRI

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EXH 8 DATE 5/17/02
WITNESS Barrett
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a customer can buy a network operating system from Novell without buying anything from Microsoft."

Ray Noorda, Novell's chief executive, downplayed his company's rivalry with Microsoft, saying he was attracted to Digital Research because its version of DOS is superior to Microsoft's in some ways.

"Now we can add capabilities (to DOS) in advance of Microsoft doing it," Noorda said in a telephone conference.

The deal, which the companies expect will be completed by October, calls for Novell to issue 1.5 million in new shares in return for Digital Research's private stock. Digital Research said it had revenues of \$40.9 million for its fiscal year ended last September.

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Bruce Neiminen

From: bradc
To: bradsl; davidcol; greglo; philba; richt; russ; tomle
Cc: bradc; richt; sergiop
Subject: RE: novell
Date: Tuesday, July 30, 1991 1:41PM

Date: Thu Jul 18 14:15:35 PDT 1991

One of my thoughts is that we have to think about how to short circuit Novell DOS before it gets off the ground. If we can put a dagger in Dr. DOS (or perhaps we should call it Novell DOS) now then it will put them on the defensive and have customers worried.

Now that we have the NSTL data back and some reasonable data on where Dr. DOS is problematic, I'd like to start a "slow leak" program - every other week or month we try to get the word out on some major dr. dos compatibility problems. At the same time we should be prepared to invest in more third party testing to look for other holes - for example with netware and dr. dos. I'd have to work with PR to develop the specifics of the plan, but if we can get the world to understand that dr. dos has a lot of incompatibilities with apps, windows and networks then it will put novell on the defensive and make it hard for customers or oems (ibm???) to consider dr. dos seriously.

>From davidcol Wed Jul 17 08:47:01 1991
To: bradc bradsl greglo philba richt russs tomie
Subject: novell

Date: Wed Jul 17 08:46:14 1991

I think we should use Windows to get a Microsoft OS back onto the Netware clients which will bundle or require DR DOS. We should alter our plans a bit and move all the DOS 6.0 improvements directly into Windows. When the user starts Windows, they get the Microsoft OS (including networking) and all the other cool features that go with that. When they quit, they get Netware and DR DOS and no Windows apps. The key is getting a piece of MS system software on that client so we can deliver our strategy and vision. We can leverage Windows and Windows apps to to this.

We should not consider things that stop Windows from working on Netware. (Netware here = netware + DR DOS.) If it was just DR DOS alone, then we should prevent Windows from working there. Netware has too much market share and too many customers are loyal to it for us to exclude Windows from that market.

I think this dictates that we maintain good relationships with Novell so we can stay abreast with what they are doing at the detailed technical level. However, I do think that we should do our own winnet drivers and other Novell provider components. If we are going to take over the desktop when Windows starts, it MUST be all Microsoft written software since Novell won't help us do that.

Bruce Neiminen

From: russs
To: bradc
Subject: FW: more on DR DOS, Artisoft, and Novell from Jonathon Schmidt
Date: Thursday, August 08, 1991 1:53PM

Date: Thu Jul 18 17:24:07 PDT 1991

Here is the mail I sent that BradSl and I were telling you about. If you want to talk to Jonathon Schimdt his # at Performance Technology is 512-349-2000. Tell him I sent you.

>From russs Thu Jul 18 14:23:27 1991
To: steveb bradsl mikemur jrmall
Cc: davidt johnlu
Subject: more on DR DOS, Artisoft, and Novell from Jonathon Schmidt