PC Line Minutes—March 15th

List:

Robbie Bach, PC Works (6/2)	Don Miller, PowerPoint (Menlo Park)
Dan Bourgoin, Windows (3/1)	John Neilson, PC Works (6/2)
Celeste Boyer, Windows (3/1)	Tod Nielsen, Omega (4/1)
Jim Dunnigan, Project (6/1)	John Parkey, Win Word (5/2)
John Fitzpatrick, Omega (4/1)	Jon Reingold, PC/Win Word (5/2)
Melinda French, PC Word (5/2)	Jeff Sanderson, Word (5/2)
Karen Fries, Flight Sim., Works (6/2)	Cliff Swiggett, Government (4/1)
Monica Harrington, Word (5/2)	Richard Tong, Excel (6/1)
Ray Kanemori, QuickLangs (4/2)	Hank Vigil, Excel (6/1)
Joseph Krawczak, Excel (6/1)	Renee Watremez, Excel (6/1)
Lewis Levin, PowerPoint (Menlo Park)	Liz Welch, PC Word (5/2)

Cc: Susan Boeschen, Pete Higgins, Mike Maples, Debbie McFarlane, Jeff Raikes, Mike Slade, Charles Stevens

Microsoft Interoffice Memo

To: PC Line Committee (List Attached)
From: RuthAnn Lorentzen
Subject: PC Line Meeting Minutes for March 15th
Date: March 23, 1989

Agenda/Minutes

1. **Review**
   - Today's Agenda
   - Morning AMC Meeting. We discussed the three big issues related to the
     apps marketing budget: (1) PC growth rate - original forecast of 23% is now
     suggested to be more like 6% - we will check IDC and DataQuest forecasts
     and change forecasts in budget accordingly, (2) how much money would be
     given to Corp Comm under a bottoms-up budget, and (3) whether apps
     marketing will get 12% of revenues or less (11% would result in a $2 million
     decrease) and whether Windows would fall under apps or systems, which will
     likely get a smaller percentage of revenues. The four key items on the "BUM
     list of priorities" for resolution over the next few months are: (1) the role of
     Product Marketing vs. Channel Marketing, (2) apps division fiscal year goals
     for '90, (3) commenting on proposed corporate and channel programs, and
     (4) COGS, re:Scott Oki's increased focus there.
   - ADL. The latest active development list, with some modifications by the
     product managers, is attached. PC Basic 7.0 has been added to the list and
     Omega has gone into TBD status.

2. **Update**
   - RuthAnn Lorentzen gave a recap of the CUI/GUI meetings with Temple,
     Barker & Sloane. A memo is on its way to meeting participants describing
     decisions and open issues concerning the study.

3. **Omega: John FitzPatrick**
   John gave an overview of the DBMS market, primary competitors, Omega's
   strategy and positioning, and the team's expectations for the product, and Tod
   Nielsen demoed various aspects of the program. John indicated that Field
   Specialist activity will continue as planned. The presentation was very
   informative.

4. Microsoft Windows: Rich Abel

Rich told the group that a proposal is on the table to discontinue runtimes. Customers often associate Windows with apps features and miss its multitasking significance - runtimes only promote this misconception. The ideal would be to get OEMs to pick up the product and it has been priced accordingly, but this is not happening yet. Windows 3.0 will show significant enhancements over the current version. Rich indicated that Zenith is very concerned about Mac II and is getting more and more interested in Windows. Considering 50,000 Windows sales/year in a world of 35 million PCs, Windows has a long ways to go.

The product managers expressed a strong preference to Rich for a "thin windows" product--Windows without the applets that could be bundled (outside) of Windows apps. Product managers expressed a willingness to have two sku's of their product: one with thin windows bundled for a 50-100 higher SRP and a non-bundled sku. The committee feels that would be a far better transition to no runtimes and would provide the Windows group with significant revenues.

Rich was asked what was being told to ISVs and corporate customers re: "dirty" apps breaking under protect mode memory manager. He indicated that key ISVs have been given the whole story on the potential for apps to break (under nondisclosure agreement) and as of April 15, beta site customers will also be told the same. Any questions concerning this issue from corporate accounts should be referred to the Windows group. The decision to release a clean version of Excel 3.0 before or at the same time as the release of Windows 3.0 was also discussed.

Product Status

PC BASIC (Ray Kanemori)

Advertising is modifying their initial creative brief and CorpCom is circulating a draft of their Communication Plan for BASIC PDS 7.0. MS Press has chosen their authors and is making Learn BASIC Now their top priority for the Fall. The QBI-AE Professor mailing is going out in late March. Completed initial FY90 budget for BASIC.

Project for Windows (Jim Dunnigan)

We are still on target for shipping in June. This week we have added two more programmers to work on speed optimizations. We are still shooting for 4/15 as our beta launch. Our manual has gone to edit and things are looking good. In order to meet a government bid we hope to have speed and memory cleaned up by 4/6.

Windows (Celeste Boyer)

Ungerman Bass

I've been working closely with Kathryn Stolz, the new 3rd Party Software Test Manager at UB. We've provided her with copies of Windows for testing this quarter. She is very interested in getting all Microsoft applications on her test schedule for official certification.

This certification would be helpful to our field personnel when working with customers with UB networks installed. It will also provide us with detailed information on the optimal system configurations when running MS products in the UB network environments.

Kathryn is currently interested in getting the latest copy of PC Word for testing and would like to know when she can anticipate getting Word for Windows and the next version of Excel. I recommend we take advantage of this outside resource. Please feel free to contact her directly at (408) 562-5624, or you can work through me.

Windows 2.11 Release Status Update

1)   It now appears that we will get very little 2.1 returns from our retail customers. Nearly all of our direct accounts have commited to sell 2.1 through. This is great news.

2)   Win286 2.11 will be released ahead of 386 due to 8514 bug 386. This will enable Canyon Park to get rolling on the initial builds of 286 the week of 3/20.

3)   Rework will be limited to Win286 5.25" inventory and disk sets and promo product.

Windows 3.0 Pre-Release Status Update

1)   The following Update was distributed via email to the field on 3/20/89:

Windows 3.0 will constitute the most significant enhancement ever made to Windows since its inception. The enhancements to memory management, the user interface (shell), network compatibility, setup/install & documentation will ensure that Window's success continues into the future uninterrupted. In order to smoothly roll the new Windows out to the market with minimal disruption, the Windows group has a pre-release program for ISVs, IHVs, OEMs, and key corporate account developers underway. A letter was mailed to those in the target audience mid-February soliciting their participation in this pre-release program. To participate, an Online account (or support arrangement with local sub.) and a signed NDA are required. In addition, we require that the company give us sufficient information to be listed in our directory.

To date 300 responses have been received. ISVs who meet the criteria have been sent the first software installment which enables them to test and debug, if necessary, their applications under the new memory manager. OEMs, ISVs, and IHVs participating in the program are scheduled to receive the second software installment on or before May 1st. At this time beta 386 product, beta device driver kit, and beta SDK will be shipped.

International and domestic OEM account managers are determining the beta needs of their accounts. International and domestic corporate account managers should do the same. Understand that we prefer to involve only those corporate accounts that have Windows development underway at this time. Key contacts concerning this program are: sherryr for ISVs and IHVs, celesteb for corporate accounts, and richab for OEMs.

FYI and thanks.

Rich Abel

2)   Efforts continue to increase the % return of NDAs related to the pre-release program. 186 ISVs currently have the alpha release. A copy of the letter distributed to the ISVs is attached.

3)   Decision was made to produce a marker app for ISVs to use to mark their 2.1 applications as clean. The marker will be distributed via Online when available.

4)   Follow up telephone also will begin next week to key ISVs to get commitments for release of clean software.

5)   Win 3.0 compatibility issues have been generally ironed out.
    a)   We will aggressively lobby ISVs to write 3.0 exploiting apps
    b)   Win 3.0 apps require Win 3.0 to run
    c)   Clean (marked) Win 2.1 apps run under 3.0 and enjoy memory benefit.
    d)   Unmarked 2.x apps run under 3.0 will generate a dialog warning user that the app may not be compatible with 3.0
    e)   Windows 3.0 may be started as real mode only via a command line switch. Running in real mode ensures users can still use old dirty apps.
    f)   Win apps which require expanded memory will run under Win 3.0 ok.
    g)   Win 3 will start as protect mode only when sufficient extended

memory is available (>256k).

h) Upgrade users will not be forced to reconfigure extended/expanded memory hardware to run 3.0. There may be significant user benefit associated with doing this and the user will be advised of this in an "advanced topics" section of the docs.

i) File save and File open will be added to the clipboard viewer to facilitate moving data between dirty apps and clean/Win 3 apps.

j) A separate documentation piece covering compatibility issues will be included in the 3.0 package. The doc will be separate so it can be dropped from the package at a future date.