Microsoft Memorandum

Date: March 17, 1989
To: RichAb
Copies: DavidCol, HalimD, TomHen, GregLo, SherryR, JodyS, LowellT
From: CelesteB
Subject: DCA/Microsoft meeting and followup call

With mutual interest from both DCA and Microsoft, a meeting was held on Wednesday, March 15, 1989, Bldg #1/1171.

Microsoft Attendees:

Rich Abel - Group Marketing Manager, Windows
Celeste Boyer - Product Manager, Windows
Tom Henningsgard - OEM Account Manager
Greg Lowney - Program Manager, Windows
Jody Snodgrass - Group Program Manager, Windows
Sherry Richardson - Developers Contact

DCA Attendees:

John Beall - Director of PCCG (Personal Computing Communciations Group) Engineering
Mark Browning - Director of Product Management (including Windowlink)
Stephen Kangas - Product Manager (for Windowlink)
Steve Yeh - Staff engineer (reports to John Beall)

Actual agenda followed:

1. Review of Microsoft agenda items		Celeste Boyer
2. Review of DCA agenda items		DCA
3. Overview of DCA organization and contacts for MS		Mark Browning
4. Overview of MS organization and contacts for DCA		Sherry Richardson
4. Windows version 2.11		Greg Lowney
a. technical issues		
b. impact on Windowlink		
5. Windows version 3.0		Jody Snodgrass
a. positioning with PM		
b. compatibility and technical issues		
6. Discussion of DCA products in the Windows environment		Mark Browning
- IRMA family		
- Windowlink		
7. Discussion of impact/relation of Windows futures and DCA product futures.		All
8. Windows marketing direction		Rich Abel
9. Current Windows/3270 (Windowlink) situation		Celeste Boyer
10. Review of action items		Celeste Boyer

(Note: Off line discussion on technical issues was held by GregLo and Steve Yeh.)

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Notes:

1. DCA organization has two PC communication product divisions - PCCG and Crosstalk.

   * All of MS/DCA interaction to date has been with PCCG. This division has five groups:
     - 10NET: in Dayton, does LANMan licensing, contact is Bob Setterbon
     - LAN Communications: in Austin and Atlanta, contacts are J. Holmes and B. Harzog respectively, this group manages IRMAlan and is currently working with HalimD's group here at MS on the Comm Server project
     - PC Communications: in Atlanta, contacts are J. Beall and B. Marsh, this group handles the PC communications products including Windowlink and IRMAX.
     - MAC group: in San Jose, contact is P.Cheans, handles MAC communication products.
     - Mainframe Software: contact is George Moore.

   * SherryR will contact the Crosstalk division (contact is Chuck Randolph) to determine the level of current and future Windows activity.

2. Windows version 2.11

   * GregLo provided a technical review of the release and provided them with a beta level copy of the software.

   * DCA is going to be releasing an update to Windowlink in the very near future. (THIS IS CONFIDENTIAL.) They will test with version 2.11 for any problems. As Windowlink does not ship with the Windows SAE, they don't have to scramble to change their update in any manner unless they find some serious incompatibility problem which is very unlikely.

   * They are having a keyboard problem with the current version of Windowlink and Windows version 2.10 (they didn't know the A, B, C, or D level). I will request the service request from PSS and determine what actions need to be taken.

3. Windows version 3.0

   * DCA is wavering back and forth on making a full blown committment to the Windows environment or concentrating on OS/2 and PM. From a technical perspective, they were looking for:
     - getting some memory and performance relief in future versions of the Windows
     - better SDK documentation, sample code, and tools
     - enhanced network support
     - enhanced MDI information

     JodyS provided an overview of Windows 3.0 concentrating on these areas. Their only disappointment seemed to be the lack of network DDE in the product. JodyS also described the aesthetic enhancements in 3.0. I feel this helped to convince them that we are serious about our commitment to the product line.

   * JodyS and GregLo described the code changes that may be necessary for compatibility with Windows 3.0. We also provided them with the 3.0 ISV Pre-Release information, debugger, etcetera. They feel they are too close to the upcoming release of Windowlink to make changes for 3.0 compatibility. However, they will complete the testing and evaluate their upcoming release schedules on all Windows products. I believe they are committed to making their products 3.0 compatible. The real issue here is to make sure

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that their future PC based products are Windows applications as opposed character based products.

* Although DCA was on the list of ISVs to recieve the orginal mailing on the 3.0 ISV Pre-Release Program, none of those present recalled seeing the letter. SherryR will update the ISV database to insure that future notifications go to John Beall.

4. DCA products -they summarized the products that could be encountered by Windows users.

* Windowlink
    - 3270 CUT mode, single session terminal emulator program
    - includes file transfer software: IRMAlink is a Windows app, SEND/RECEIVE is accessed via a PIF file
    - includes APIs which may be accessed via a PIF file
    - They feel their IRMA product line is so successful because it provides everything a user could need/want. They feel Windowlink provides about 85% of the capabilities of the IRMA line and that only the least required features are missing. (I hear our users asking for several features such as multiple sessions and DFT mode. Most often I hear the request for SEND/RECEIVE to be a Windows app.)
    - They stated that Windowlink has been as successful as expected but added that those expectations were not high.
    - They have only sold about 1400 copies to date.
    - They made the statement that they "won't be doing much more with this product." However, they implied that this is not the end of Windows based 3270 programs from DCA – just that Windowlink itself will not have significant enhancements.

* IRMA products

    - The main products that Windows users may run into are
        + IRMA - single session, CUT mode, uses about 110K
        + IRMAX - multisession, DFT mode, display and printer emulation, uses about 180 to 270K
        + IRMAlan - family of products providing workstation software, gateways, etcetera
        + IRMAremote - their SDLC connection
    - These products basically share the same code base.
    - DCA will come out with replacements for all of these products. They moved back and forth at the meeting between saying they WOULD BE Windows apps and saying they would make this decision in the next 90 days.
        + They feel that Windowlink is the Window equivalent of IRMA. Again, no intention to really enhance this product. They feel it represents old 3270 technology.
        + They were concerned about memory constraints on a Windows verson of IRMAX. Windows 3.0 memory management seemed to put their mind at ease on this. GregLo gave them a lot of technical info and met off line with Steve Yeh and got his enthusiasm going for doing Windows products.
        + They know they need to go GUI.
    - JodyS proposed a meeting between their technical people and ours. They agreed and said they "want to be that company" that works very closely with us on providing 3270 Windows solutions to our customers. GregLo to schedule within the next 2 weeks.

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4. Market direction and information

* RichAb gave a sales pitch on "why Windows." I feel that this, in combination with Windows 3.0 information, did a lot to move them towards the Windows platform. We

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need to continue to keep them reved up for the next 90 days. They have to see that the Windows market is viable before they will feel good about making the next rev of their whole line Windows apps. Their leary feelings seem to come from the fact that they only sold 1400 copies of Windowlink and they are blaming Windows rather then their own product or lack of support and marketing. If we had hard statistics on numbers of users, etcetera, this would have helped to ease Mark's mind.

* I spent some time talking with them about customer concerns, requests, and some speculation on why they haven't sold more then 1400 copies of Windowlink.

    - IBM support problem of non-IBM software products. Mark didn't believe this would affect their product sales as he thinks their customers only call DCA. John agreed that many host questions go to IBM and could be causing some problems

    - Rumours that DCA is dropping support of the product. They strongly deny these rumours but agree that their lack of marketing and emphasis could convey this message.

    - Reported problems with the product. They say that all current problems should be fixed with the next release.

    - Lack of features (no support for IBM cards, DFT mode, multisessions, etcetera). They agreed – that's why they are planning new line. Wanted to know how much business we think they'd get if they supported IBM cards. Comments anyone?

Follow up phone call:

As a follow up to the meeting, I called Stephen Kangas (Product Manager for Windowlink) on Friday, 03/17/89. We agreed that several opportunities exist for the two companies to work together.

* Sales. DCA has a sales force of about 40 supported by 10 SEs. They handle both retail and corporate accounts. We would like to establish informal pairings of DCA and MS sales personnel for driving joint sales activity. Stephen indicated that our respectives "sales heads" will need to meet (to formalized the agreement) before any names/locations are exchanged. He is going to run the idea by sales management and get back to me next week on logistics.

* SE. DCA SEs are strictly presale. Stephan would like them to recieve any information/materials we have that would help them combate technical objections. I agreed to provide him with this information (of a non-confidential nature). I'm going to see what information is currently available on On-Line. Stephan expressed interest in getting an On-Line account strictly for marketing/sales support. I'm sending him the information.

* Support. DCA technical support is organized in a manner very similar to ours. Customer calls come into their support center and are taken by first line technicians. Stephen confesses that these technicians are not hot shots. They are recruited straight out of college. These technicians are backed by second line supervisors and a third level technical services group. Any problems still unresolved are put on "Elevated Problem Reports" and forwarded to Engineering for resolution. The final resolutions are placed on an electronic bulletin board and distributed to the SEs. Stephen is going to pull any Windows related problems/resolutions for me and find out if we can get access to their bulletin board.

Their service group is called the Response Center and about 20% of the incoming calls are presales in nature. DCA is planning on developing a special phone based support

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program for their corporate accounts which would provide them with more immediate service from an assigned rep.

* Marketing. To date, all of DCAs products are bundled hardware and software. For many products, Windowlink in particular, this bumps the cost. A customer would have to purchase IRMA for $1195, throw out the software and buy Windowlink for $195, buy Windows for $99, and then buy any extra software feature options they also need - pretty pricey! (CONFIDENTIAL) This is all going to change the end of April. With the new release of Windowlink all the options will be included and the hardware may be purchased separately from IRMA. Price of Windowlink will go up to maybe $295 or $395 but the customer should still save money and have a better product. A major marketing effort will kick off their new pricing strategy -- I didn't get the esitmated dollars to be spent.

Stephen is very interested in doing a special promotion with Windows. We dicussed several ideas for bundling the two products. We are both going to look into the possibilities and speak again Tuesday morning.

Summary of Action Items:

Microsoft

1.	Get them 2.11 code for testing. Done at meeting.	GregLo
2.	Get them into 3.0 ISV Pre-Release program. Done at meeting.	SherryR
3.	Update the ISV database to insure that future notifications go to John Beall.	SherryR
4.	Check on line for Windowlink keyboard problem reports and other general problems.	CelesteB
5.	Provide Stephen with copy of On-Line collateral.	CelesteB
6.	Schedule meeting with technical teams from both companies.	GregLo
7.	Participate in technical meeting.	GregLo/TBD
8.	Work with Stephen on marketing promo ideas.	CelesteB
9.	Get DCA email names to CelesteB and GregLo. Done.	TomHen

DCA

1.	Test next release of Windowlink with 2.11 for compatibility	John
2.	Test next release of Windowlink with 3.0 for GP errors.	John
3.	Provide CelesteB with copy of 3270 "primer." Done via FAX on 03/18/89.	Stephen
4.	Provide CelesteB with any Windows related problem reports.	Stephen
5.	Meet with Sales management on forming "sales teams" with MS and DCA sales personnel.	Stephen
6.	Provide CelesteB with copies of sales literature for Windows Workstation project.	Stephen
7.	Participate in technical meeting.	John/TBD
8.	Contact CelesteB on Marketing promo ideas and plans.	Stephen

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