From jancl Fri Feb  9 16:49:13 1990
To: billg
Subject: FYI re AT&T, LM/X-Win3-WinApps-NewWave announcements
Cc: joachimk johnpa mikemap mikemur pattye paulma richab richardf russw
Date: Fri Feb  9 16:47:03 1990

Bill,
during the exec mtg yesterday with AT&T the LM/X and Windows based
office solution was discussed. AT&T would like to use Win3 in a "non-
visible" fashion during their announcement currently planned for March
27th.
The following is the background:
The "Conquistador" project has with the top mgmnt support the following
plan. AT&T direct sales and support will sell a total solution based on
LM/X backbone(Starlan) on AT&T/Intel hardware with the attached nodes
being based on the Microsoft Windows 3.0 solution plus Windows apps
including WinWord, Excel, Whimper, Powerpoint plus AT&Ts Windows Fax and
Windows mail. Lotus and Wordperfect will also be offered as secondary
options. The emphasis is on the total solution with various degrees of
integration and support. What is a far more controversial issue is that
AT&T will offer NewWave on top of Windows and they claim that they have
developed utilities that enable DDEs for apps to take advantage of NW
without being rewritten. This remains to be clarified.

There are two issues:
1. AT&T plans to have a large customer event the 27th of March where
they will announce their total solution and demo beta versions(actual
ship planned late summer). As Win3 has protect mode and significantly
better performance than 2.11 AT&T would like to to use Win3 in a non-
visible fashion. To give them a "day in court" Richab and I had a conf
call this PM. We told them we could NOT allow them to pre-announce Win3
althought they claim it would not be visible. As a compromise we
suggested that they could demo Conquistador in a backroom under strict
NDA to selected customers. I expect that Kavner or O'Shea will call you
and ask for your approval by mid next week.
2. We should follow-up with a visible participation of AT&T at our Win3
event in April/May.

Concerns:
1. We need to be consistant as we have said no to several people incl
Zenith
2. We have a desire to minimize exposure for Win3 before the announce
3. AT&T cannot use Win3 without showing 3d-look and system fonts

Action items:
1. Pattye/Jancl to gather input if the above would at all be possible.
We will call Carl Pavarini back next Tuesday with a response.
2. AT&T invited us to participate in the March 27th(analysts) and April
2nd(customer) events and represent both LM/X, Windows and Winapps.
Richab, Mikemap and Mikemur to advice if this is of interest.

FYI re business arrangements:
Due to internal reorg for the OS group they declined per system Win
license and instead they opted for per copy license of $45 for binary
with 20k units commit per year. This leaves us with plenty of room for
reneg at a later date for a per system agreement.
On the apps side the agreement to be signed is that AT&T pays MS the
greater of, 27.5% of SRP for every app they download from the server to
client or, 80% times the number of clients attached(ie client software)
times $136. The small min commit over two years is $1M with the
potential of bringing in far more revenues.
Pattye has done an excellent job making this happen and we expect both
the Win and Apps agreements to be signed within 3 weeks.

Jan
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>From richab Fri Feb  9 14:26:07 1990
To: jancl russw
Subject: AT&T: public showing of Win 3 in advance of announce
Date: Fri Feb  9 14:23:21 1990

We do not have a an option here.  We must retain our consistency on this
issue.  We have not let ANYONE publiclly show Win 3 under any circumatances
to date.  We have made isv's completely change COMDEX plans.  We have
a very angry Zenith (and other OEMs) because we have held firm on this
issue.

AT&T is preannouncing thier own fragile vapor code.  They are not committing
to a per system license.

I don't see how we can even consider this.

rich

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