



Digital Research

WE MAKE COMPUTERS WORK

Digital Research (UK) Ltd TEL 44 (0) 435 32834
Oxford House, Oxford Street FAX 44 (0) 435 32834
Yorkbury TLX 94011073
Buckingham RC13 1JB, England

Mike

Internal report from
OPUS for your interest.

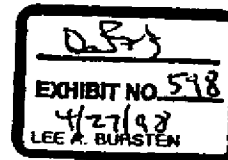
Glennys

Per Tony Speakman

Copy to John B
John C.

WITH COMPLIMENTS

00290231



MS-CCP-MDL 5014900

Plaintiff's Exhibit

5109

Comes V. Microsoft

MS-CCPMDL 000005014900

ADAM HARRIS

MEMORANDUM

TO : MARTIN BREFFIT
CC : MIKE HERMAN
FROM : BARBARA BEAMAN

Barb's file

DATE : 23/04/90

SUBJECT : DR-DOS - RESULTS OF SURVEY AS PER YOUR MEMO DATED 28/02/90

I. Full analysis attached to this memorandum.

II. Observations.

The sample was extremely small considering the size of our customer base. The sample was carefully selected to represent the best and most co-operative of our customers. Therefore the response rate of 34.5%, in ordinary circumstances would be considered to be quite good, is somewhat disappointing for this survey. Particularly in the dealer sector as only 1 in 4 of the questionnaires were returned as compared to County Councils who returned almost 1 in 2.

Although the sample is small the conclusions are not spurious. All respondents showed a strong preference for MS-DOS :

- Q1. Only one of the 23 already use DR-DOS.
- Q2. 18 or 78% of the sample are not planning to use any other operating except MS-DOS in the future.
- Q5. 20 or 87% of the sample would prefer Opus to supply MS-DOS

If the answers had been more contradictory then I would have advised not to draw conclusions.

III. Conclusions

It is human nature to resist change of any form. MS-DOS is a tried and understood operating system and a suggestion of anything different will always give a negative response. What is interesting is the attitudes expressed in Q4. I understand the six items listed are all benefits of DR-DOS over MS-DOS.

- 1. We could sell DR-DOS in addition to MS-DOS but only after a well planned campaign of prospect preparation and education.
- 2. If these features would be so well received then perhaps Microsoft should be advised to include them in MS-DOS.

IV. It should be noted that bundled software is considered to be useful.

V. There is a clear trend to use software to sell hardware. There are too many pitfalls for us to get involved in this area but there is a strong interest in DTP. Perhaps we should be wooing a software house to our equipment as a complete package ?

10790212

MS-CCP-MDL 5014901

RESULTS OF MARKET RESEARCH

We sent out a total of 66 questionnaires, the response of the 5 categories is as follows :-

	<u>SENT OUT</u>	<u>RETURNED</u>	<u>% OF TOTAL</u>
DEALERS	20	5	7.5%
COUNTY COUNCILS	11	5	7.5%
CORPORATE (COMPANIES WHO HAVE HAD EQUIPMENT ON EVALUATION)	13	3	4.5%
UNIVERSITIES	10	3	4.5%
POLYTECHNICS	11	4 (1 WITH TOP PAGE ONLY)	6.0%
TOTAL	<u>66</u>	<u>21</u>	<u>31.5%</u>

Q1. WHAT OPERATING SYSTEMS DO YOU PRESENTLY USE ?

1. MS-DOS	8
2. MS-DOS + UNIX	6
3. MS-DOS + OS / 2	4
4. MS-DOS + OS / 2 + UNIX	3
5. MS-DOS + DR DOS	1
6. MS-DOS + OS / 2 + BOSS	1
	<u>23</u>

Q2. ARE YOU PLANNING TO USE A DIFFERENT OPERATING SYSTEM IN THE FUTURE ?

NO	18
YES	1
UNIX	1
DR-DOS	1
SOME UNIX ON 386's	1
N/A	1
N/A BUT COMMENTED THAT THEY ARE CONSIDERING DR DOS	1

0290233

MS-CCP-MDL 5014902

MS-CCPMDL 000005014902

Q3. DO YOU USE THE BASIC PROGRAMMING LANGUAGE SUPPLIED WITH MS-DOS ?

YES	13	% OF TOTAL	56.5
NO	8		34.7
YES & NO	1		
N/A	1		
	<u>23</u>		

Q4. WHICH OF THE FOLLOWING OPERATING SYSTEM ENHANCEMENTS WOULD BE OF INTEREST TO YOU ?

RESPONDENTS COULD ANSWER AS MANY AS THEY WISHED

	NONE	SOME	VERY
A. INSTALL PROGRAM WHICH PREPARES HARD / FLOPPY DISK FOR USE	3	9	10
B. FULL SCREEN EDITOR INSTEAD OF EDLIN	3	6	14
C. PASSWORD PROTECTION FOR FILES AND DIRECTORIES	0	11	11
D. COMMAND LINE HISTORY (DOS PROMPT COMMANDS ARE RECORDED AND CAN BE RECALLED BY USING THE CURSOR UP/DOWN KEYS	1	10	11
E. BUILT IN HELP FACILITY ON ALL COMMANDS	0	10	10
F. DYNAMIC LOADING OF DEVICE DRIVES	0	8	10

Q5. WHICH DOS WOULD YOU PREFER TO BE SUPPLIED WITH BY OPUS ?

MS-DOS	20
DR-DOS	1
N/A	1
N/A CONSIDERING DR-DOS	1

COMMENTS

ALL COMMENTS WERE FROM RESPONDENTS WHO PREFERRED MS-DOS.

- PLEASE IMPROVE DOCUMENTATION AND WALLET. THIS IS VERY POOR QUALITY. LOOK AT WHAT DELL SUPPLY WITH SYSTEMS.
- STANDARD THROUGH ORGANISATION.
- WHAT IS DR-DOS ?
- WE HAVE MANY USERS - STANDARDISATION AND FAMILIARITY IS IMPORTANT.
- WE HAVE CONFIDENCE IN THIS PRODUCT.

0290234

MS-CCP-MDL 5014903

MS-CCPMDL 000005014903

06. WHICH OF THE FOLLOWING TYPES OF SOFTWARE WOULD BE OF INTEREST TO YOU ?
RESPONDENTS COULD TICK AS MANY AS REQUIRED.

	NONE	SOME	VERY	TOTAL
WORDPROCESSOR	2	7	12	21
SPREAD SHEET	4	8	9	21
DATABASE	2	9	10	21
CAD / CAM	4	7	7	18
DESKTOP PUBLISHING	1	10	10	21
WINDOWS 286 / 386	2	8	8	18
DOS "FRONT END" MENU SYSTEMS	3	6	11	20
DESKTOP UTILITIES	2	10	6	18

ONE DID NOT ANSWER AS THEY ARE A SOFTWARE DEALER.
ONE SECOND PAGE WAS NOT RETURNED.

SO THERE WERE A TOTAL OF 21 REPLIES TO THIS QUESTION.

3 OF REPLIES

	NONE	SOME	VERY
WORDPROCESSOR	9.5	33.5	5.7
SPREAD SHEET	19	38	43
DATABASE	9.5	43	47.5
CAD / CAM	19	33.5	33.5
DESKTOP PUBLISHING	5	47.5	47.5
WINDOWS 286 / 386	9.5	38	38
DOS "FRONT END" MENU SYSTEMS	14	29	52
DESKTOP UTILITIES	9.5	47.5	29

SIX TICKED OTHER BOXES AS FOLLOWS.

1. WHY NOT "WORKS"
2. BUSINESS GRAPHICS, IE SLIDWRITE PLUS HARVARD.
5. UTILITY TOOLS.
4. ACCOUNTING / GRAPHICS / PASCAL / C.
5. DOS.
6. BOX TICKED BUT INTEREST NOT STATED.

(0290235

MS-CCP-MDL 5014904