

From bobo Thu Jul 26 09:30:11 1990  
To: donnag richab  
Subject: RE: geo whatever  
Date: Thu Jul 26 09:26:10 1990

>From richab Wed Jul 25 21:59:26 1990  
Below are some random ideas from several people that might help  
with this.

To: bobo richardf  
Subject: geo whatever

Date: Wed Jul 25 21:56:03 1990

donnag is pulling something together. I will work with her on this.

1. GeoView ISVs?
2. Getting ISVs is a real chicken and egg sort of deal that requires enormous strength to (1) Develop the product, (2) satisfy the needs of ISVs, OEMs, H/W peripheral manufacturers:  
ISV: "I'll write for OSs that have a 7 figure installed base."  
OEM: "I'll license this DOS if it makes 10,000 applications run on my machine [and preferably not my competitors].  
DOS vendor to both: "Trust me, my DOS will be popular. Just look at these charts of future sales. It will be a standard."

How many real standards exist? Really only two: MSDOS and the MAC OS. Windows 3.0 has a good chance of becoming a standard, so does OS/2. It will be difficult to impossible for a 35 person company to make their software standard today, even if it were the best technical implimentation. The sheer weight of supporting OEMs, ISVs, IHVs and end-users requires a large organization.

3. Sun SPARC system to develop software for a PC machine?  
This is what we hear. There are no significant development tools and those that exist are only available on a SUN SPARC machine. Does this sound like a situation that will get massive ISV support?
4. GeoView then ?  
What will your story for your customers that buy GeoView and find it insufficient at some future date? With Microsoft products, you have the following upgrade path:

8086/88/286/386	8088/86/286/386	286/386	286/386
char apps	char apps	GUI & char apps	GUI & char apps
MSDOS w Shell ---->	MS-Works ----->	Windows ----->	Windows Apps
	MSDOS	MSDOS	OS/2

5. GeoView has threads and multitasking, so what?  
This is technology misplaced. Multitasking on an 8086/88 machine [or machine running in real mode] is a joke because there is no hardware protection. If multitasking is a joke then multi-threads is a bigger joke because you amplify the problem. The product Mondrian had these and no one cared. Ever see an ad for a Mondrian user's group?

6. GeoView in Int'l Markets?  
Interested in Int'l Markets? Microsoft products are available in French, German, Swedish, Italian, Dutch, Finnish, Spanish, Norwegian Portuguese, Honguel, Kanji, Chinese, Hebrew, Arabic, and Russian

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EXH. 27 DATE 11/1/91  
WITNESS ABP  
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GeoView won't be available for these markets for a long time, GeoView apps even longer.

7. OEM support, direction?  
GeoWorks' primary strategy is one of developing applications and they are actively seeking third parties to take charge of their OEM business. With this happening it seems like to me as if you [OEM] are becoming dealer status and down channel from the software manufacturer. Who will support you?
8. What's the marketing plan for GeoView? Advertising budget?
9. Peripheral support for GeoView? Is there a standard to write to? Is there a long list of supported devices like the Windows compatibility list.

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