

From russw Thu Oct 4 12:44:04 1990
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Subject: FW: OS/2 and Windows and IBM and
Date: Thu Oct 04 12:40:38 1990

>From jeremybu Wed Oct 3 11:25:54 1990
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Subject: OS/2 and Windows and IBM and

Date: Wed Oct 3 11:24:06 1990

There is some random email floating around saying our sales force should not push OS/2 so hard now, and even a suggestion to remove OS/2 from some of our presentations.

This is pure dangerous nonsense and you should stamp out such wrong thinking.

We used to say that OS/2 would be better DOS than DOS and would be the successor of DOS on the desktop. The market has voted with its purchasing power for a strong role for Windows on the desktop, so we have changed our strategy accordingly. Our strategy now is that we offer a family of operating systems, DOS at low end, DOS&Win on client, OS/2 on client, and OS/2 on the server. The production of new versions of OS/2 has been made more efficient by better allocation of resource between IBM and MS.

The majority of ISV are now focused on doing Windows apps, because Window is expected to be the high volume individual and group productivity client market. However OS/2 has been adopted by a large number of World 500 type companies and governments. Why? Because it offers features like preemptive multitasking, threads, security and better memory management and protection, than either DOS or Unix based clients. And of course it is clearly a winner at the server level. Microsoft is committed to these customers, as well as to the hundreds of ISV who have made both client and server OS/2 based applications. IBM is committed too. It is vitally important that the strenghts of OS/2 be well sold, else we lose to Unix.

Our future OS is called NT OS/2, not NT Windows. As you know it will merge together nicely the benefits of both. But let there be no mistake, MS is committed to OS/2. We are EQUALLY committed to DOS/Win. We continue to be committed in our apps business to make our products run on OS/2.

You may ask, "but the IBM sales force is telling their customers that IBM now owns OS/2 and MS is cut out of the action!" Hey, sales forces use whatever is handy to close sales for themselves. Remember what the IBM sales force said in 1988? Different message, but it was still that OS/2 was an IBM thing so customers should buy it from them along with their hardware.

The reality is that if IBM wanted a closed system, a

Plaintiff's Exhibit
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Comes V. Microsoft

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proprietary system, could have it. They could have blown MS away. They did exactly the opposite. They strengthened and broadened the relationship, including Windows along the way as they too see the real need for an open family OS strategy. The facts speak for themselves. Because MS and IBM agree on the need for openness of DOS and OS/2 we license it to all OEMs. If your customers say that they have been told by IBM that the other OEMs are at a disadvantage now, just recite the facts. John Akers wants an open OS, else he wouldn't have signed a deal for one!

[In a few days I will send more email on the advice to give to a corporate account who asks the question, should I develop for DOS/Win or for PM for my client machines?]

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