I will be taking some time in July and some time in September. I haven't figured out his exact dates yet: i want to see what's already scheduled for me.

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From bradsi Thu Jun 27 07:45:36 1991
To: richab richt
Subject: Win vs. OS/2 mktg - some thoughts/ideas
Date: Thu Jun 27 07:45:21 1991

> From paulma Thu Jun 27 07:40:59 1991
To: steveb
Subject: Win vs. OS/2 mktg - some thoughts/ideas
Cc: bradsi joel
Date: Thu Jun 27 07:40:27 1991

Input to your "points of light" memo - here is the kind of thing I think we need to be doing:

I.   Defensive Moves:

    Goals:
    1.   Respond to IBM's positioning of Windows as "unreliable", hence
          bad,
    2.   Respond to IBM's positioning of OS/2 as the "safe choice",
    3.   Respond to IBM's positioning of OS/2 as the "future",
          "hi-tech",
    4.   Respond to IBM's positioning of OS/2 as "cheap",
          "easy-to-buy".

    Responses:

    1.   Develope and market the "Windows Family" pitch with heavy
          emphasis on:
          -    Windows 3.1 as "better Windows than Windows", ie. meeting
               key objections of robustness,
          -    Windows 3.1 as "better DOS than DOS"
          -    Windows 3.1 as where all the app action is.
          -    Windows/NT as "highest tech" and "real".

    2.   Back above pitch up with great demo's.

    3.   Set up a pitch/demo squad that can be called into corporate
          accounts in US and Europe to give the Windows Family Pitch and
          do the demo's. This needs to be a full-time job for some set
          of folk. Maybe we should be planning a Q3/Q4 corporate tour to

give the Windows Family pitch.

4. Developer written version of the above pitch that can be left in the hands of corporations.

5. Develope anti-OS/2 presentation that above team can give as well. Once first OS/2 beta is shipped we should be showing:
    -   benchmarks (fight dirty - eg. do demo of ParcPlace with WinMem32 vs. native OS/2 1.x version running on OS/2 2.0) do the app scenario comparisons etc, and
    -   show bad OS/2 apps (that bring down PM, ericfo is going to do simple app that trashes PM).
    -   high-light lack of OS/2 applications, do great apps demo's on Windows and then try to do the same on OS/2.
    We need an owner who will own developing this material - the benchmarks, the bad apps, etc. l/bobmu/russbl can contribute a lot but it needs an owner.

6. Educate all key MS personnel to able to give the Windows Family pitch - Systems and Apps people. (Still amazes me that the Europeans could do something like inviting Amadeus to come to IEB to tell the audience that Windows can't hack it).

7. Have Windows be and be perceived as easy-to-buy:
    -   announce "free" upgrade from Win 3.0 to Win 3.1 NOW! - to enable us to heavily sell Win 3.1 vs OS/2 2.0 (the robustness and DOS apps support).
    -   do anything legal to bundle DOS 5 upgrade and Windows.
    -   get every bundle with h/w that we can.
    -   offer and make public the offer for aggressive corporate pricing for "large quantities".

8. Developer Print Advertizing to re-inforce the above points:
    -   talk about benefits of Windows 3.0 now (users, apps, etc.)
    -   talk about the Windows Family strategy now
    -   talk about the upgrade policy, etc.

9. Develope high quality pitch on Windows for the corporate, connected environment - this is to address the Systems Management, Extended Edition E F.U.D. that IBM is now starting to throw up. IBM simply being more active is appearing more responsive to corporations on this front.

Offensive Moves:

Goals:
-   get Windows positioned as the thing that is working for corporations, where reality is, where the apps are
-   get Windows installed wherever possible - buy market share
-   get OS/2 2.0 positioned as vaporware