To: Brad Silverberg
From: Brad Chase

Date: November 20, 1991

Subject: October Monthly Report - MS-DOS Marketing

cc: msdosmktg, winmktg, mackm, oemman

I. MS-DOS 5 Summary

A. MS-DOS BU Numbers Summary—October 1991

- Gross Revenues ($ millions)

Sep-91	US	Intl	Total
Retail	3.7	8.4	12.1
OEM	8.6	16.8	25.4
Total	12.2	25.2	37.4

Oct-91	US	Intl	Total
Retail	5.1	6.5	11.7
OEM	2.1	17.6	19.7
Total	7.2	24.1	31.4

Worldwide gross revenue $31.4M, 84% of plan; down 6.0M from September
Worldwide OEM revenue $19.7M, down 5.7M from September
Worldwide retail revenue $11.7, down $.4M from September

US retail revenue $5.1M, 153% of plan; up $1.4M from September
Intl retail revenue $6.5M, down $1.9M from September

US OEM revenue $2.1M, down $6.5M from September
Intl OEM revenue $17.6M, up $.8M from September

- Units Sell-in
  US: 103k (80k retail upgrades, 22k licensed-based products); up 24k from September
  Intl: 112k (97k retail upgrades, 15k licensed-based products); down 17k from September

- Units Sell-through for October
  US - 121k; down 27k from September

- Contribution
  Net Revenue $31.1M; Gross Profit $28.4M, 91% of net revenue
  BOI $24.0M, 77% of net revenue

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B.   PSS

Call Data

Date	Calls Offered	Calls Handled	Abandon%	Average Delay	% in < 60 Second	Average Call Len.	% Busy Out
Average October Day	669	668	0	12 secs.	98%	13.5	0

Call volumes are down by about 20% from September, which was down about 20% from August.

Fast Tips

Date	Calls Handled	Peak Trunks	Voice	Fax	Mail
October Total	3481	6	1807	1435	239

Most Popular Fast Tip notes by fax (out of 1435):

254 - How do I optimize my use of upper memory blocks?
188 - What is the setver command and how can I use it?
180 - How do I repartition my hard disk into one partition?
117 - What should I do if I can't get programs to load high?
100 - How Do I Get MS-DOS to Run in the High Memory Area

- Brad and Richf met with Chris Buecker, new head of MS-DOS and Windows support, to review the state of our support operation. We agreed to begin a series of quarterly PSS business reviews, with the first in December.
- Richf and John Parkey interviewed some MS-DOS PSS mentors to gather their input for MS-DOS 6

C. Marketing Highlights

- Put together an effort to respond in case IBM announced support for DR DOS at Comdex. Code named the Starwars plan, it includes MS-DOS 5 for PS/2s, MS-DOS 5/Windows packaged together as well as began work on channel (retail and OEM) and PR plans. It has not been implemented because IBM did not announce a relationship with DR DOS
- Managed the XXCAL testing as well as the in-house DR DOS analysis by the MS-DOS developers and completed a15 page analysis of DR DOS 6 by Comdex.
- Plan kicked off to provide this information to publications reviewing DR DOS. As you know we did not find out about the InfoWorld review and thus did not get them the info. DR DOS 6 got rated higher than MS-DOS 5 - we will try to correct.
- Assisted Brazil with their launch of MS-DOS 5
- Presentations to San Francisco user group, and 7 tech workshops including Northern California, Denver, Phoenix. Workshops averaged approximately 140 attendees.
- Completed materials for training OEM reps on our advantages over DR DOS and our portable computing solution. We will train worldwide the OEM field sales force in November and December.
- Anti-counterfeiting campaign kicked off - will include advertising and direct mail to increase our marketshare with on naked PCs. Also includes a review of our hologram effort
- Completed and circulated a short summary of the summer MS-DOS 6/Win32 focus groups. This summary will serve as a jumping off point for the formal segmentation
- Worked at length on the segmentation model for MS-DOS 6/Win32. It is nearing completion
- Completed MS-DOS COMDEX preparations and MS-DOS team participated in the event.
- Began sketching out Upgrade plans for 1992 including exploring cutting the discount on the Upgrade to get to a $49.95 street price
- Fall blitz continues:
  * Kicked off Inside Sales call down, already placing 500 MS-DOS 5 Upgrade and Windows POS kits into the channel. Goal is to place 2000 kits.
  * Enthusiast press advertising continues
  * Business press advertising continues
  * CompUSA, Elek-Tek and Electronic Boutique will be displaying the MS DOS 5 Upgrade "pole topper". (The intent of the pole topper is to have incremental product stacked around it.) Both CompUSA and Elek-Tek are displaying the pole topper in all their outlets (23 total)
  * MS DOS Upgrade is on the back cover of CompUSA's direct mail catolog that's distributed to 1.5MM people.
  * Two accounts submitted plans for incremental marketing funds to support MS DOS 5 Upgrade. Each account can claim up to $10,000. Their activities are outlined below:

    - Ballard Computer, Nov 1-15
        Print ads in 4 diff. publications, plus instore catalog
        Instore merchandising materials (Counter Cards)
        MS DOS Upgrade Week including workshops, instore events, prizes

    - Software Plus (Superstore in St. Louis), mid Nov-Dec
        TV Advertising
        Direct Mailing
        "On Hold" ads (telephone advertising)

D. Product

MS-DOS 5 ROM version
The product will release to manufacturing in mid-November. However, the APM driver will be shipped later to correct the behavior of Power.Exe. OEMs will be informed that they will receive the driver by the end of November.

E. Objectives for October

DR DOS Education Attack
Drive PR efforts to educate press on DR
Complete remaining DR DOS 6.0 materials for field
Train OEM Account Managers in US and Japan on selling against DR-DOS 6.0. Europe in the first week of December.
Be ready to response to IBM if they announcing support for DR DOS
Meet with US subs of Taiwan and Korean OEMs to update them on MS-DOS 5.
Present DR-DOS 6.0 competition to SEs at the SE Forum

Develop US plans for the Upgrade for next year (operation Typhoon)
Finalize plans for the MS-DOS (and Windows) Portable Computing Iniative - explore acquiring some compression technology
Complete market segmentation for MS-DOS 6/Win32
Complete common tasks and suggested feature list for MS-DOS 6/Win32
Distribute the OEM Technical Notes to PC OEMs.
Support OEM implementation of MS-DOS Easy Distribution program
Develop the MS-DOS 5 Upgrade Worldwide Challenge.
Continue working on segmentation model and feature list for MS-DOS 6
Continue developing the anti-counterfeit plan.
Develop a PR plan for MS-DOS 5 ROM version.
Develop MS-DOS 5 Technical Notes to assist OEMs in supporting MS-DOS 5.
Monitor build/5.0a integration situation
Begin work on Education Strategy
MS-DOS Days in Washington, DC, Baltimore, MD, Richmond, VA
Book meetings with each district office
Manage manufacturing move to 5.0a in OEM PP
Develop plan for joint marketing of Win 3.1 Upgrade and MS-DOS 5 Upgrade bundle
Develop VPP plan to re-energize the VPP effort of Corp Resellers
Investigate Counterfeiting reports and devise approach to combat counterfeiters.
Hold KBFest
Obtain agreement on new 5-pack product contents & pricing, and begin package development
Design market research for MS-DOS User Profile Study

F. Staffing
Nothing to report.

III. September Activities

Presentations:

International

Brazil MS-DOS 5 Portuguese Launch

At the request (and budget) of MS-Ltda, Adamt went to Brazil primarily to help launch MS-DOS 5 at their formal introduction of Portuguese MS-DOS 5. Leveraging the trip nicely, SergioV filled Adamt's agenda with large account meetings and a press conference with the leading PC publications in Brazil. Intro activities were divided into two separate launches in the morning and afternoon. The morning launch was centered around dealers, with the afternoon session for large accounts. With MS-DOS 5 banners everywhere, and about 300 attendees each session, it was an excellent opportunity to solidify Microsoft's leadership in the software business. Adamt began the presentation with the Steveb video, followed by Dave Brubeck. Both were very popular. We provided simultaneous translation (via earphones) and I had the opportunity to brief the interpreter ahead of time, so it well very smoothly. Adamt gave a variation of our MS-DOS launch presentation, adding an Intl flavor and showcasing our customer satisfaction advertisements.

Just prior to presenting at the MS-DOS 5 introduction, Adamt presented a shorter version of the launch presentation to 8 members of the leading PC magazines in Brazil. This was followed by Q & A where Gregorio (GM) covered the expected Apple/IBM, IBM/MS questions and Adamt handled any MS-DOS specific questions.

Prior to launch day, SergioV invited two dozen representatives from their key accounts where Adamt presented on MS-DOS 5. Feedback related to the next version of MS-DOS: they voiced strong desire to see a virus utility and password protection built into MS-DOS. We had representatives from Chase Manhattan, Goodyear, Price Waterhouse and Metal Leve.

Adamt also presented to about 200 MIS personnel at the IT Division of Bradesco, the largest bank in Brazil. This was a good chance to reaffirm Microsoft Corp's support of the local subsidiary as there is ongoing negotiation for an order of 30,000 ROM DOS to be used in ATMs. Bradesco appears to move very SLOWLY, and is surprisingly not interested in ROM DOS version 5.0, but is close to concluding their deal for 3.22. This meeting was mostly good "care and feeding."

MS-DOS 5 Upgrade Worldwide Challenge

The MS-DOS 5 Upgrade Worldwide Challenge has received attention and positive feedback from not only the MS-DOS PMs, but also form several subsidiary GMs. To date, our objective of increasing mindshare and focus on the Upgrade as a lucrative product which should be selling in huge amounts has definitely been achieved. The GMs of Canada and Australia have shared mail about who will win the contest. The Director of Scandinavia has informed the GMs of Sweden, Norway, Denmark and Finland that they are now to compete on their own footing, without grouping their results under the convenient accounting heading of "Scandinavia." Even Mike Hallman has expressed pleasure with the program.

Adamt will continue developing and promoting the WW Challenge and is currently working with Corpcom to develop the Grand Prize: a fully customized MS-DOS pinball machine! Monthly results will be distributed with the MS-DOS Vital Signs results.

US

MS-DOS Presentation to San Francisco User Group, 10/21

Jonk presented the MS-DOS 5 upgrade at the October general session of the SFPCUG to 200+ members. Jon made an abridged MS-DOS 5 Upgrade presentation then demonstrated the product and left 45 minutes for the question and answer period that still went over the time allocated for our presentation.

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The user group were very receptive to MS-DOS 5; most (75-80%) had already made the upgrade and a number (2-5%) were beta testers of MS-DOS 5.

MS-DOS Days Presentation in Northern California, 10/22
Jonk presented MS-DOS 5 Days to two sessions (approximately 60 people attending each session) mostly drawing from large and medium businesses in the San Francisco bay area. The majority (80%) had already upgraded to MS-DOS 5 and many (25%) used Windows.

MS-DOS Days Presentation in Denver, CO, 10/24
Jonk presented MS-DOS 5 Days to two sessions (approximately 80 people attending each session) mostly drawing from large and medium businesses in the Denver area. The majority (75%) had already upgraded to MS-DOS 5 and many (25%) used Windows.

MS-DOS Days Presentation in Phoenix, 10/29
Rust presented MS-DOS 5 Days to two sessions (approximately 65 people attending each session). About 70% came from large businesses in the Phoenix area. The majority (85%) had already upgraded to MS-DOS 5 and about half used Windows.

Corporate Account Visits, Dallas 8/1, 8/2
Jonk met with the following accounts in the Mid Atlantic and Federal Districts
>   Fannie Mae: in the process of upgrading 2500 PCs.
>   Bureau of Labor Statistics: 2,500 PC opportunity; beginning formal evaluation.
>   GTE SpaceNet: 4,500 PC opportunity; beginning informal review of MS-DOS 5.
>   Marine Corps: 25,000 PC opportunity; ready to make specification in RFP.
>   Bell Atlantic: 1,500 PC opportunity; decided to purchase MS-DOS 5 Upgrade.
>   Arizona Public Service: 2,000 PC opportunity; in evaluation phase.

Major issues raised:

>   Ability of MS-DOS 5 to run with custom applications.
>   Differences between PC-DOS 5 and MS-DOS 5.
>   Installation complexity for unsophisticated user base.

MS-DOS Technical Workshops in Northeast District (NYC):
Randym presented at the two MS-DOS Technical Workshops held at the New York Office on 10/17 and 10/18. The events in NYC were an overall success. We may have lost a few attendees in the subway flood on Thursday morning but overall attendance was at or close to plan with about 30 on Thursday morning and 35 on Friday morning. Attendees were representative of major NY accounts and included titles such as "Director of Systems", "Analyst" and even "assistant VP."

One of the highlights of our presentation was a demo of the Upgrade in action. Randym showed this on our demo machine connected over the company network to \\toolsvr\products in Redmond. Randym was also able to show a 0KB network footprint on our client PC with over 613k free. This took about 8 minutes and was performed during the Q&A. The attendees were impressed!

Each afternoon we had an opportunity to meet with corporate accounts in the NYC office. This allowed us ample time to meet with two account on each afternoon as well as meet and talk with the local SE's and reps about MS-DOS opportunities or issues.

Evaluation Form Feedback:

	10/20	10/21
Usefulness of information	4.2	4.0
Technical level (1=too low)	3.9	4.1
Effectiveness of speaker	4.3	4.5
Seminar overall	4.0	4.3

OEMs

The presentation for the worldwide OEM group on DR-DOS is done! BarrySp and SergioP have worked closely to provide the account managers with the right level of information. The class on DRI will be taught by both Barry and Sergiop. SergioP will focus on our portable solution and competitive analysis of DRI. The US OEM group will attend the class on 11 and 12 November. In addition, the Far East will be presented with the material on 23 November and the European OEM group will receive the information at a class in Sweden the first week of December. SergioP will present the material at the three sessions.

Sergiop has begun evangelizing APM with the Systems Group. SergioP already met with the IHRV, a group under CameronM which works with hardware vendors. SergioP have notified the Pen Windows group and plan to meet with Jim Dunnigan, Pen Windows OEM Product Manager to discuss APM.

AlexN and SergioP met briefly to discuss APM with Windows. As she is the Windows OEM Product Manager, SergioP is bringing her up to speed with respect to APM and Windows.

The MS-DOS 5 OEM Technical Notes are in final review. SergioP expect to have them distributed to OEMs by the end of November/early December.

We met with OEM to determine how we might deplete existing MS-DOS 3.3/4.01 product. OEM is going to investigate if we can sell the product to an OEM and export the product.

Anti-counterfeit Campaign
SergioP and Corp Comm presented the concept of the education campaign to OEM and BradC. We are proceeding with a more detailed plan explaining the costs associated with the program. The goal is to present a more detailed plan the week of 26 November and get final approval.

Portable Solution
SergioP drafted key messages for the portable computing segment. These messages need to be evangelized by the OEM account managers worldwide. In order to help them evangelize the messages, SergioP sent the European and Far East groups with a document summarizing our key messages. The next step is to continue evangelizing the messages to these groups so they understand fully how we are positioning MS-DOS 5 ROM.

Competition
DR DOS

- Richf managed the XXCAL testing as well as the in-house DR DOS analysis by the MS-DOS developers
- Richf completed 15 page analysis of DR DOS 6.0 in time for Comdex

MS-DOS 6

- Richf and John Parkey finished a complete PSS analysis which included all the call-coding data and product suggestions. The analysis is being circulated back to PSS, and the key suggestions and problem areas will be addressed in the MS-DOS 6 spec.
- Richf and Brian Brandt spent a day at Weyerhauser interviewing secretaries for their MS-DOS 6 task analysis
- Richf and Brian Brandt completed and circulated a short summary of the summer MS-DOS 6/Win32 focus groups. This summary will serve as a jumping off point for the formal segmentation

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- Richf and Brian Brandt met with the Word and Excel product managers to go over the results from the apps segmentation study and the activity-based planning method Excel used to design 4.0
- Richf and Brian Brandt worked at length on the segmentation model for MS-DOS 6/Win32. It is nearing completion

PR
PR goal is to try and be on the pulse of DR DOS reviews and to educate the publications as to what we have learned about the product. We were able to talk to PC Week and influence their review.

Working with LizSi and Carrine we drafted an APM and MS-DOS 5 ROM press releases. In addition, we drafted a backgrounder on APM for the press. The APM press release and backgrounder need to be reviewed by both Intel and Microsoft.

Drafted document for windows marketing on things we learned from ms-DOS 5 launch.

Corpcomm
Rust and Bradc defined "DOS" vs "MS-DOS" packaging changes so that the change can be applied universally.

Channel
Rust kicked off Inside Sales call down, already placing 500 MS-DOS 5 Upgrade and Windows POS kits into the channel. Goal is to place 2000 kits.

Richba had initial meeting with Dougma and his Education channel marketing group. Planted the seeds of an MS-DOS Push in Education program idea. Will follow up in November with formal proposal. Seems to be needed as Education VPP (& 100% Upgrade Program) sales through October were an abysmal 1700 units total.

Corporate Marketing
Rust and Jonk developing Reseller Implementation Plan to make VPP program higher priority among corporate account resellers. Working with SMSD to define program. Schedule validation meeting with RAMs at the RAM Forum. Defined collateral pieces to develop.

Events
Rust completed MS-DOS COMDEX preparations and MS-DOS team participated in the event. Very good booth traffic; high interest in MS-DOS 5. Randy helped with the SWAT team in order to get machines at booths upgraded to MS-DOS 5 and getting MS-DOS 5 stickers on machines.

Richba continued to coordinate both DOSDay Tech Seminars and User Group presentations. In Oct, 1 User group presentation and 7 DOSDay Technical Seminars were given. DOSDays averaged approximately 140 attendees. Feedback on presentation has been favorable.

Manufacturing
- MS-DOS Blue: No IBM announcement at Comdex but manufacturing remains ready to build MS-DOS Blue on command.

- Retail 5.0a Date Pushed Back to 1/20/92: Again, due to lower than expected reorders, 5.0a date for the upgrade SKUs was pushed back from 11/25/91 to 1/20/92. Richba is working with manufacturing to manage down inventory carrying costs and build scheduling.

- Obsolete OEM MS-DOS FP Fire Sale: Richba called a meeting of OEM sales (Richardf, Georged, Kathyg) and dosmktg (Bradc, Sergiop) to resolve obsolete MS-DOS inventory problems. All raw materials for unbuilt obsolete MS-DOS to be scrapped. 20K+ units of obsolete finished product will be direct marketed to select OEMs at a discount. OEM MS-DOS/Widows Combo SKUs will be reviewed for practicality/necessity and price will be lowered to $99 on current stagnant product.

- **OEM Easy MS-DOS:** Contract for easy MS-DOS manufacture is out to bid to Donnelly and Print NW.

- **Anti-Counterfeiting:** Rust and Richba kicked off anti-counterfeiting device and strategy initiative with various parties in response to counterfeited holograms found in Taiwan.

- **WIN/DOS OEM Bundle:** Rust approved prototype at Canyon Park and began manufacturing. OEM Sales notified of product's pending availability before production began.

Adv

Enthusiast and Business Press continues.
Bradc and Rust began developing ideas and creative brief for second semester ad campaign. Considering localized ads.

Microsoft Certification Program

Randym completed the test objectives for the MS-DOS and Microcomputer Hardware core test. As a core test, this must be taken by all persons seeking MCP certification. The original set of objectives included approximately 600 possible test questions - Randym worked with Sandraj to reduce this to 250 possible test questions. In addition, Randym compiled a list of reference sources for use in preparing for taking the core test.

The next phase of this project will be for Drake Technologies to begin writing test questions based on the objectives. The first pass of the test questions are due back in late November.

MSDOSXTEAM Organization

Randym, Jonk, and Bradc met on 10/11 to go over general objectives and district coverage by the Transition Team. In summary, both Jon and Randy will cover corporate account issues and opportunities by district; however Jonk will also assist Rust on the reseller side and Randym will assist Sergiop on the OEM side on issues and opportunities that require the technical expertise of the Transition Team. The district coverage is as follows:

SMSD District Coverage	Randym	Jonk
Pac West	x	
Portland	x	
North California (Bay Area)	x	
North California (Sacramento)	x	
Los Angeles		x
Orange County		x
Rocky Mountain		x
Southwest (AZ)	x	
South Central (TX)		x
St. Louis (MO)	x	
Midwest (IL)		x
Great Lakes (MI)		x
North Central (MN)	x	
New England	x	
Farmington	x	
North East	x	
Mid-Atlantic		x
Greater Philadelphia		x
Southeast	x	

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Registration
Current Reg Base Stats

Reg Cards rec'd as of 9/30:	360k
Net Shipments U.S. (non-lic.) as of 9/30:	1,309k
Registration rate to date:	27.5%
Units in the channel as of 9/30:	225k
Additional registrants from Cobb (see below):	68k
Effective MS-DOS Reg Rate:	39.5%

Given that customers often delay sending in their cards, we guess that our current reg rate is around 45%. The Windows team indicates their reg rate is about 29%. While we will not have the final data on the MS-DOS 5 Upgrade base reg rate until January, our costs per incremental registered user is very low. For example, even if we did nothing and received a 40% registration rate the sweepstakes gains us extra registered users at .39 cents per user.

Reg Base Names From The Cobb Group
Through 9/30 it cost us $144k to place the Cobb cards in our box. In return, through 9/30 we received 25k NEW names from Cobb of people who bought the Upgrade, took advantage of the Cobb offer, but did not register with Microsoft. This works out to a cost of $5.73 per incremental name. These are names that we can count as registered owners of the product because they had to buy the upgrade in order to get the offer. As an added bonus, Cobb also gave us their entire subscriber databases to their two MS-DOS publications. Post merge/purge this worked out to be 206k NEW names. These names, however, are not necessarily purchasers of the upgrade and have been flagged in our regbase as "Prospects".
As a result of the 25k owners (at $5.73 each) and the 206k prospects (free) we received, we conclude that working with The Cobb Group on registration programs has proved advantageous.

Other
Rust trained Seminar team on MS-DOS. Ensured that MS-DOS maintains a presence in the seminars (had been removed due to presenters' lack of familiarity with product). Developed an abbreviated form of the datasheet for inclusion in the seminar packets.

Objectives for next month:

Adamt:
1. Finish draft Intl Win 3.1 Launch Plan.
2. Prepare for Intl PM Win 3.1 Launch Meeting in Paris (12/3).
3. Execute WTW Tour in UK, Sweden, Norway, Denmark, & Holland.
4. Research current status with DOS in Japan.
5. Continue DRI Intl analysis.
6. Continue promoting MS-DOS 5 Worldwide Challenge

Richf:
1. Complete market segmentation for MS-DOS 6/Win32
2. Complete common tasks and suggested feature list for MS-DOS 6/Win32
3. Hold KBFest
4. Complete remaining DR DOS 6.0 materials for field

Sergiop:
1. Meet with Pen Windows group to discuss APM.
2. Present final anti-counterfeit education plan to OEM and DOS Marketing.
3. Meet with US subs of Taiwan and Korean OEMs to update them on MS-DOS 5.
4. Continue working on the launch plans for our portable solutions.
5. Teach a class on DRI to the OEM Account Managers for US and Far East.
6. Work with MS-DOS Program Management to prepare FernandD for a class to be taught in San Diego targeted for embedded OEMs.
7. Keep OEM groups at the subs up to date with our plans for the portable computing segment.
8. Distribute the OEM Technical Notes to PC OEMs.
9. Continue working with PR for the launch of MS-DOS 5 ROM, APM, etc.

Jonk:
1. MS-DOS Days in Washington, DC, Baltimore, MD, Richmond, VA
2. Book meetings with each district office
3. Complete first phase of VPP with Russ Stockdale
4. Present DR-DOS 6.0 competition to SEs at the SE Forum

Richba:
1. Complete Education Channel Strategy
2. Post Mortem on DOSDay Tech Workshops
3. Manage manufacturing move to 5.0a in OEM PP
4. Develop plan for joint marketing of Win 3.1 Upgrade and MS-DOS 5 Upgrade bundle

Rust:
1. Validate VPP Attack Plan with RAMs and begin developing components
2. Obtain agreement on new 5-pack product contents & pricing, and begin package development
3. Work with Bradc to define 2nd Semester promotion plan (operation Typhoon)
4. Complete packaging changes for DOS vs. MS-DOS and Concise Guide
5. Design market research for MS-DOS User Profile Study

Randym:
1. Corporate Accounts:
   A. Weyerhauser - work with account team to further penetration.
   B. Johnson & Johnson - work with account team on roll-out.
   C. FannyMae - follow-up with account on network upgrade issues.
   D. Federal Express Technical Workshop in Memphis (11/11).
   E. USPS visit in Memphis - first MS-DOS 5 Upgrade customer.

2. Corporate Account Planning with Hartford and Boston
3. Technical Roundtables with Hartford and Boston accounts (11/14, 11/15)
4. Firefighting - as needed.
5. SE Briefing on MS-DOS 5.00a
6. Prepare Corporate Account PSS package for SE's, Upgrade customers
7. Prepare and publish the next MS-DOS Newsletter for the Field (and Int'l)

me:
1. Get the word out on our superiority over DR DOS
2. Explore and finalize 1992 promotional opportunities
3. Investigate acquiring/bundling compression technology