

From w-clairl Fri Mar 6 13:13:36 1992  
To: dwaynew  
Subject: Feedback - Windows, OS/2, Networking - Corporate Account Meeting  
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This is an excellent summary. We should use this as the outline for what we do at the systems strategy seminar that is being currently kicked around. The message is, if we can present the entire picture as a unified whole, it sells. This means we need to be ready to talk about some of the pieces that we have not talked about before I think (particularly Sparta is a hot one--we don't want to get the product over exposed in advance). But the strength of the presentation is the completeness.

Claire

>From dwaynew Thu Feb 27 19:20:02 1992  
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Subject: Feedback - Windows, OS/2, Networking - Corporate Account Meeting  
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I was invited to presented our Systems Strategy, Windows 3.1, Windows NT and SQL Server to a group managers, directors and VPs from some large corporate accounts. This was a closed user consortium that VERY FEW vendors ever get to present to. Here is some important and hopefully valuable feedback from this meeting.

By the way, I killed OS/2 2.0 in this session (I feel so bad - smile). Any way, we all know that IBM stands for I've Been Mislead.

see my meeting details below:

Companies in attendance

- U.S. Sprint
- World Bank
- U.S. Marine Corp
- University of Michigan
- Turner Construction
- Texaco USA
- Resolution Trust Corporation
- Public Service Electric and Gas
- Pennsylvania Blue Shield
- Nike
- Mobile Research
- Metropolitan Life Insurance
- MCI
- Martin Marietta Energy Systems
- Intel
- The Equitable
- CSX Technologies
- Continental Grain
- Compaq (MIS Department)
- Carolina Power and Light
- Bell Alantic Mobil Systems
- Arizona Public Service

Plaintiff's Exhibit

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Comes V. Microsoft

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## MS Was Second Vendor Ever Allowed to Present

We were the second vendor ever allowed to present to this group. The group is normally focuses on sharing users experiences, concerns and plans with its members (members are all users - large accounts).

Our friends at PG&E (Art) got MS in the door. As you may know, PG&E is a big believer in Windows and SQL Server.

### What the Group Wanted to Know

1. Understand Windows 3.1 and why they should buy it
2. Understand Windows NT in detail and its role
3. Understand systems requirements for Windows 3.1 and NT
3. Understand how we would make Windows a better network citizen going forward
4. Why they should go with Windows and Windows NT over OS/2 2.0 or UNIX.
5. How and when would Microsoft better integrate SQL Server + Windows applications in Banyan environments.
6. understand our vision and strategies for next 18 months or so
7. other elements of our story

### Bottomline

A gave a two hour hard hitting talk... I had the Windows volume up full force. I went after OS/2 2.0 hard and direct and made it clear that OS/2 2.0 was a corpus ready for burial. I also sold these guys on how we would better integrate Windows/Winapps + SQL Server in Banyan environments over the next 3-4 months (this was a huge concern for many in the room - we have a great solution coming up that Banyan will assist on - the group loved the proposed MS/Banyan solution - the solution is very simple (a couple of weeks on MS side and Banyan will do all the testing and doc).

At the end, we had Windows, Windows NT and SQL Server wave rolling. The group gave us a very positive reaction. Several customers commented at the end that they will stay with or move towards Windows in a big way based on what they heard. Others said that this pitch cleared up a great deal of confusion they had. Gary Voth help on SQL while I focused on Windows 3.1, NT, Windows connectivity to host systems, Windows integration to networks (going forward) and did some SQL myself also.

The customers also commented strongly that new SQL Server 4.2 line of products offered more than they realized to their Windows efforts and to the downsizing plans. Having several big Windows+SQL Server customers in the room helped. They loved the fact that SQL Server's 4.2 connectivity services extends Windows desktops to DB2, Oracle, Ingres, Sybase, Informix and soon Rdb and AS/400 (IBM can't say anything close to this !). Also, SQL Open Data Services for Windows clients was a big hit. The biggest hit in the Windows to SQL area was our new SQL Bridge product.

How I buried OS/2 2.0

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1. I made it clear that OS/2 is yesterday's soup in new bowl (it's cold and not to tasty) - ok I really got into the kill OS/2 2.0 mode

- I think I convince most people that OS/2 lacked several key attributes of Windows 3.1 and Windows NT
- I laid out the features of Windows 3.1 and NT vs OS/2 2.0 - blow by blow
- I also pushed the Windows 3.1 add-ons like Pen, Multimedia and Sparta (positioning Sparta this way really worked well).

2. I used all the Windows hot points

- we have the applications
- we have the application integration (OLE, DDE)
- we have the connectivity (direct and indirect (via SQL Server))
- we have Windows NT as growth path (they loved NT !!)
- etc.

3. The knock out punch

- I then "closed" these guys by explaining Windows Sparta and the built in networking services of NT. The did the job.
- They "loved" the concept of Windows Sparta (I "carefully" positioned this as an "add-on" to Windows 3.1 and explained that the best way to get to Sparta was to buy Windows 3.0/3.1 now ! ) - I think it is VERY important to use and position Sparta as a Windows 3.1 add-on (another reason to buy Windows 3.1 over OS/2 2.0 - I know its early to talk about Sparta, but I think it can be a very effective vehicle to kill OS/2 2.0 - The negative side is that talking early tips our hand - I say killing OS/2 2.0 is more important - So, lets use the Sparta scud missile now).
- I scratched out how Windows 3.1 with Sparta and Windows NT clients would work together (this closed the door on OS/2 2.0 !)
- I show/diagramed how a Sparta, NT mixed client environment would work and how IM/Banyan would plug-in (scaleable Windows Networking) - OS/2 2.0 can't play this tune

#### Key Lessons Learned

1. We can kill OS/2 2.0 and UNIX at the client by using "all" of our bullets

- we need to "sell" Windows 3.1, Window 3.1 "add-ons" (Pen Multimedia and Sparta) and our Windows based client server solutions (many many customers are downsizing and our questioning wether they should downsize to Windows or OS/2 clients)
- When used properly Sparta, OLE and Windows NT combined with Windows 3.1 offer a killer story against OS/2. For example, OLE/DDE over the net using Sparta is a very hot Windows 3.1 add-on feature and can not be done with OS/2 2.0. In general Sparta stops OS/2 2.0 cold in certain situations.

2. Why and How Windows 3.1 is a Better Network Citizen

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- We need a white papers on "Windows on Networks"

- a) Using Windows 3.1 on Banyan Vines Networks Backgrounder
- b) Using Windows 3.1 on Novell Networks
- c) Using Windows 3.1 on LAN Manager Networks (underway now)
- d) Building Windows based client server solutions (underway now)
- e) Using Windows in a SNA environment (Backgrounder on how to most effectively integrated Windows directly or indirectly (via gateways) in SNA hosts

- Customers view Windows as poor Networking client. They have not heard enough from MS on how Windows 3.1 improves Windows integration on their LANs and WANs

Overall, the presentation and the feedback was very good. The reaction was very similar to the reaction I got from my Dallas SBT. The two events have convinced me that we should take the SBT format "and" content on road in a bigger way. At a minimum, we should show have a SBT (same content) for press/analyst immediately (before OS/2 2.0 ships). We should also take the SBT format and content to a broader corporate audience. I'm NOT suggesting changing the SBT itself but rather that the messages and content of the SBT can and does kill interest in OS/2 or UNIX at the desktop. We should be doing the SBT song and dance in front of thousands not just a few hundred people.

This mail has gotten too long - so bye

Dwayne

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