

MS-DOS, 0

business

copy - OEM

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Subject: MS-DOS Goals for OEM
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MY QUICK AND DIRTY OUTLINE

Mission - create machines for windows while increasing profits

Objectives for MS-DOS bu as they relate to OEM

What we want from OEM:

- * Keep OEM MS-DOS revenue flat or growing
- * Get pc vendors to put compression hardware on the motherboard
- * Get oems to pre-install with compression on
 - makes the machine great for ms-dos and windows and once users use compression it is hard to switch to competitors and helps make our compression std
- * Adoption of MS-DOS 6 with utilities by all major OEMs at or near launch
- * Lets get IBM too
- * OEM usage and promotion of the anti-virus offer so we get names
- * Materially decrease the naked systems business and increase MS-DOS business
 - funding support for next roll-out of direct mail Easy push
- * No material wins by DR DOS
 - reposition them as a incompatible imitation for novell lite
- * Eliminate majority of anti-counterfeiting and grey marketing of MS-DOS
 - no shelf ms-dos
 - almost no one doing their own docs
- * Help us with resource crunch by getting Phoneix and Donelly to help us with Documentation
- * Keep up great teamwork we have developed

What we are doing:

- * Make a great stable product
- * Providing ways for OEMs to reduce COGS
 - Doc options
 - Install options (windows only utlis for windows OEMs)
 - Back-up disk set option
- * Training on product and competition
- * Working with chip/hardware vendors to get great solutions for OEMs
- * Better OEM customer satisfaction
 - Redoing the whole kit concept to be consistent with authorized

Plaintiff's Exhibit

5504

Comes V. Microsoft

duplicator strategy

- Rewriting OAK
- Providing key OEMs with technical support and resources
- Trying to come up with an Upgrade deal that OEMs can stomach
- * Teaming with you on MED marketing programs
- * ESP so OEMs can get involved with the product early
- * Better anti-counterfeiting technology
- * Great launch with OEM participation if appropriate