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Message 295:
From cameronm Fri Mar 16 21:00:09 1990
To: johnfi joni petern richab russw sherryr
Cc: billg cindywu davidwo mihaelar paulma steveb
Subject: Porthole ISV Distribution Plan
Date: Fri Mar 16 20:59:48 1990

Below is a Porthole ISV distribution plan. Here I am talking about a pre-release Porthole "kit" that we can give to ISVs well before the binary layer is complete for OS/2 2.0. Such a pre-release kit could be available to give to ISVs in April and would allow Win ISVs to link the Porthole libraries in with their apps and run on OS/2 1.2. This is meant to address the ISV issues only and won't directly address PR, naming, etc.

We need to get Porthole out to ISVs for a number of reasons. Certainly we want to get apps for OS/2 and we also want to make sure we have a visibly level playing field vis a vis our own apps group and ISVs. Since essentially the Windows 3.0 work is a pre-requisite for Porthole, the best target audience are members of the Win 3 pre-release program. The risk we run is in "distracting" our existing Windows 3 ISVs and delaying their completion and/or release of cleaned and marked Windows apps into the channel. I am convinced we can avoid any downside for Windows, and in fact use Porthole as a great incentive for ISVs to finish their Win 3.0 work.

For our purposes the Win 3.0 pre-release program can be separated into four categories:

- 1.) ISVs who have cleaned and marked their apps and released into the channel (for these ISVs there is no remaining Win 3.0 work to do short of new apps/version development)
- 2.) ISVs introducing new Windows applications (companies working on Win 3 apps that have never produced Win apps before). These are entirely new Win 3.0 apps that have no Win 2.x counterpart to be cleaned or marked.
- 3.) ISVs that have NOT cleaned and marked their Windows 2.x apps, or will not have done this by the time Win 3 ships.
- 4.) ISVs whose activity and plans are unknown. This is I'm afraid the largest category of Win 3.0 ISVs.

ISVs in categories #1 and #2 are "safe" and cannot be delayed or distracted by porthole because their work is complete. We can safely approach and send these ISVs Porthole as soon as we wish. ISVs in categories #3 and #4 are unknown, or "unsafe" and could be potentially distracted by Porthole, harming Win 3's introduction and roll-out.

What we should do is separate the Win 3 program list into "safe" and "unsafe" categories. With the "safe" ISVs (ones who are finished and ones producing brand-new Win 3 apps) we can offer to ship porthole free of charge as soon as code permits. The "unsafe" list we treat specially and invite to attend a free seminar at Microsoft and can only get Porthole by attending the seminar.

The seminar allows us to really educate the ISVs on Porthole so they are not confused and gives us ample time to also pitch them on the wonders and importance of Windows 3.0 (and of completing their Win 3 work asap). This should eliminate any possibility of an ISV not finishing their Windows 3.0 work because of Porthole. I think we can afford to spend 40-50% of the seminar on Windows 3.0 and still have plenty of time for our porthole message.

Not only will this give us a safe way to disseminate Porthole, it is also a great opportunity to evangelize "backsliders" on Windows 3.

I could easily foresee the result being more active Win 3 developers as well as more apps for OS/2 via Porthole.

Since we had always planned to do Porthole specific seminars, we will

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put these on jointly with the Windows group. We're really just modifying them to also cover Windows 3.0. We are getting good leverage and the Windows group can benefit from the resources and experience we have in my group putting on design workshops (we can minimize the hit to the Windows group). These can also be the model we use (and test) for future ISV messages and form the basis of future joint seminars for Windows and OS/2.

Here's a sample agenda for the workshop/seminar:

9:00 MS Systems strategy
9:30 Windows 3.0 overview and demo
10:00 Win 3.0 conversion details
 - Memory management
 - Necessary changes for apps
 - Common problems developers encounter
11:00 Win 3.0 other features
 - Pallette mgmt, etc.
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 - DPMI
LUNCH
1:00 OS/2 overview and demo (1.2, etc.)
1:30 Porthole overview and demo
2:00 Mixing Win and OS/2 API
2:30 General topics (apply to both Win and OS/2)
 - Style/UI
 - DDE
 - TrueType fonts
 - etc....

I really think these are win-win affairs where we get more ISVs writing for Windows 3.0 AND more apps for OS/2 sooner. These are only one day long and are easy to do. The average design workshop is two days and costs more (figure \$5,000 total for the Win 3/Porthole seminars). We can handle about 100-115 people per seminar and should do as many as there is demand for.

Please let me know what you think. I am very excited about these and will follow-up next week with the Windows group to coordinate making this happen. We have already reserved space at Easttech for 2-3

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seminars in May.

Sorry for the length of the mail.

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