

a
good business opportunity, we created the MS-DOS 5 Upgrade because our customers asked us for ONE product specifically designed as a DOS Upgrade (as opposed to DOS that installs on a new PC). Customers also asked for an Upgrade that works across all PCs regardless of brand so they did not have to worry about installing and supporting multiple DOS 5 Upgrade products within their mixed pc environments.

The result is that while IBM and MS-DOS Upgrade contain essentially the same DOS, the Microsoft MS-DOS 5 Upgrade has a unique and superior installation technology that is specifically designed to upgrade an old version of DOS to MS-DOS 5 safely and easily.

Here is a quick overview. Only the MS-DOS 5 Upgrade:

- * Upgrades all PCs to MS-DOS 5, regardless of brand
- * Installs off a server over a network
- * Automatically detects the need to upgrade 3rd party disk drivers and even includes these drivers in the box. (This helps you from having to do extra editing of your systems files, from losing access to your disk partitions and even from losing data)
- * Always protects you with its Uninstall feature that lets you return to your previous version of DOS and protects you against freak phenomenon like a loss of power during the installation.

There are other advantages of the MS-DOS 5 Upgrade as well. The key point is that we believe the Microsoft MS-DOS 5 Upgrade is the best Upgrade choice, even for IBM PCs.

Bruce Nelminen

From: bradc
To: terran
Cc: bradc; richf; toddm
Subject: RE: FW: MS-DOS upgrade v. OEM
Date: Thursday, June 13, 1991 6:07PM

Date: Thu Jun 13 18:06:00 PDT 1991

I understand your desire to be conservative but i want to be very clear on this issue. The MS-DOS 5 Upgrade is a better product. The

people calling you with problems now in most cases had their best chance of upgrading with our product, not an oem's upgrade. Or put another way, customers are more likely to have serious problems installing an OEM's upgrades rather than our's.

So, your answer belwo is actually not correct and the answer sent yesterday is also incorrect. The answer rich and i wrote yesterday is. While what you say below is right in some cases, overall in the vast majority of cases, our Upgrade will lead to a successful Upgrade more often than an OEMs upgrade. This is particularly true with ibm machines.

Please put what rich and i wrote on the forum immediately. If you wish to wordsmith it i understand but send your comments to me right away b/c i am already very concerned about the incorrect information that has been put on the forum on this issue and now we have lost a day!!!

The only place where i would agree to another answer is if a customer has a specific configuration where you have knowledge that the oem has added something to their upgrade product to make it work better with that person's machine.

Brad

>From terrlan Fri Jun 14 16:42:45 1991
To: terrlan
Cc: bradc richf toddm
Subject: FW: MS-DOS upgrade v. OEM

Date: Fri Jun 14 15:40:27 PDT 1991

I agree. What do you have to say, Brad, Rich?.....

>From nancysp Fri Jun 14 16:09:02 1991
To: terrlan
Cc: _nancysp toddm
Subject: MS-DOS upgrade v. OEM

Date: Fri Jun 14 16:08:52 PDT 1991

Rich, Brad: We like your response and feel comfortable using it when responding to very general questions about MS-DOS5. When responding to questions regarding a specific hardware configuration we'd like to take a more conservative approach.

=====

Typical Question:

I have a Zenith PC, with Zenith DOS 3.3+. Should I buy the MS-DOS 5.0 upgrade, or wait until Zenith comes out with their

version? What, if any features will I gain or lose? Will the MS-DOS 5.0 Upgrade even be compatible with my machine?

Sample Response:

The MS-DOS 5.0 Upgrade is designed to be as "generic" as possible, meaning that it is designed to work on as many different machines as possible. The further a machine strays from the standard PC architecture, the more difficult it is for a generic operating system to install properly. In cases where machines are significantly non-standard, the operating system must be altered to compensate for this. (This is why there exist different manufacturers' versions of MS-DOS. The MS-DOS 5.0 upgrade goes to great lengths to accommodate these machines, but some may require the manufacturer's modifications to run effectively.

In your specific case, the MS-DOS 5.0 Upgrade has been tested and is compatible with your machine and previous version of MS-DOS.

=====
Why:

We're currently hearing from numerous callers (approx 150/day) who are experiencing severe incompatibilities with MS-DOS 5.00, to the point that PSS is unable to get the operating system to work successfully on their machines. Problems range from occasional hangs to total lock-ups of their machines that require the removal of hard drives in order to boot from a floppy. In these cases the uninstall does not allow them to return to the previous version of DOS and they can ultimately lose all information from the hard drive.

We recognize that the ease at which MS DOS 5.00 installs over most machines is a key selling point. In light of the severe compatibility issues we're a little hesitant to encourage more customers to run MS-DOS5 on older machines or those who's hardware deviates significantly from standard IBM/Compaq architecture.

We would like to post this response to the bboard as soon as possible, and will wait for your response before doing so.

Bruce Neiminen

From: bradc
To: terran
Cc: bradc; richf
Date: Sunday, June 23, 1991 5:54PM

Date: Thu Jun 13 19:14:56 PDT 1991

When I read the mail below, I thought you were exaggerating to make a point. Richf read it different and as I look again he seems to be right. Are we really having 150 people a day call who can't get installed, at all? How many of these are the Tandy 1000, general Tandy problem or the problem with the PS/1? I would like to understand this better first thing on Monday. This number is much higher than I would expect.

thanks
Brad

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Bruce Neiminen

From: richf
To: nancysp; terrian
Cc: bradc; toddm
Subject: RE: FW: MS-DOS upgrade v. OEM
Date: Sunday, June 16, 1991 9:33AM

Date: Fri Jun 14 19:02:30 PDT 1991

I agree completely with brad. you actually picked an interesting example - unless Zenith does something smart and comes up with their own install technology, the Zenith DOS 5 Upgrade will hang if installed over Zenith DOS 3.3, whereas the MS Upgrade detects some wierd stuff Zenith did and fixes it, invisible to the user.

This isn't mktg hype - it's really true. The MS Upgrade works better than the IBM Upgrade. IBM did almost nothing - repeat, almost nothing - to convert MS-DOS 5 to PC-DOS 5. They did not beta test their Setup program. We did.

>From terrian Fri Jun 14 16:42:23 1991
>To: terrian
>Cc: bradc richf toddm
>Subject: FW: MS-DOS upgrade v. OEM

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Date: Fri Jun 14 15:40:27 PDT 1991

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>From nancysp Fri Jun 14 16:09:02 1991
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Cc: nancysp toddm
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Bruce Neiminen

From: dougo
To: bradc; dougo; jimpe; lorial; philfa; richf; sharonm; terrian
Cc: edbar; ericre; georgef; jeffwh; kenje
Subject: Re: MS-DOS 5 Upgrade registration database
Date: Sunday, June 16, 1991 9:24AM

Date: Sun Jun 16 21:56:27 1991

Week #1 Totals:

Number of customers registered June 11: 446
Number of customers registered June 12: 745
Number of customers registered June 13: 754
Number of customers registered June 14: 624

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Total number of customers registered: 2569

-DougO

Bruce Neiminen

From: jimpe
To: bradc; terrian
Subject: RE: FW: Re: MS-DOS 5 Upgrade registration database
Date: Sunday, June 16, 1991 8:56AM

Date: Mon Jun 17 07:19:35 PDT 1991

Terri says it takes a minute to do the serialization (which is the first call when we actually get name and address) and 30 seconds to do a verification of serial number (subsequent calls). This is less time

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