

GUI Client Evangelism Group - ViktorG

Group Mission:

Increase sales and installed base of our systems platforms DOS, Windows, and any systems extensions derived. Evangelise new functionality and features, and keep developers focussed on developing for MS platforms; build ISV consensus that MS platforms are technically and financially best platforms to develop for.

6 Months Objectives:

1. Avert and Preempt GO PenPoint threat to MS systems platforms
 - Evangelise ISVs on PenWindows platform
 - Stimulate development of key applications
2. Prepare for Windows 3.1 release in December
 - develop "good Windows apps" guidelines
 - prepare developer workshop for Win 3.1
3. Solicit feedback and prepare developers for 32-bit Windows ← WINDOWS/N?
4. Evangelise MS Apps integration strategy
 - DDE
 - OLE
 - Silver
 - Direct manipulation
5. Develop low end/entry market place
 - determine systems requirements to accomodate market
 - migrate DOS based apps Windows platform
 - home acct
 - taxes
 - educational
 - games

• DOS 5.0 EVANGELISM

FY '92 Objectives:

1. Extend Win 32-bit evangelism
 - Help prepare developer's kit, determine distribution strategy
 - Plan Win 32-bit Workshop
2. NLS/International Evangelism
 - Plan and implement NLS workshop
 - Build localization collateral in cooperation MS Europe
 - Represent ISV issues at NLS related product planning

Plaintiff's Exhibit

8788

Comes V. Microsoft

X 538401
CONFIDENTIAL

3. Evangelise Audio

- Promote MS Audio extensions
- Help define migration of Audio into standard Windows

4. Macro language Evangelism

What this group needs to tackle:

1. Establish ourselves as a systems house

We must become more credible in being separate from the Apps division. As AFX, OLE, Pen, Silver etc become more tangible and move into the sight of ISVs, the "chinese wall" will be perceived less and less present. What can we do (short of doing the right thing, reorganize those groups into systems)?

2. Work out networking and connectivity components

What is our net strategy?

3. Manage OS/2 strategy

What is our OS/2 strategy? Should we stay in touch with OS/2 development progress? Who should handle this effort?

4. Technical Support/Liaison

- prepare and write demos
 - work on events (eg open tools)
 - provide hands-on assistance for key accts
- } TASK FORCE

I propose two things:

- allocate more resource to technical liaison (bump headcount to three)
- manage this resource as a separate group, or divide up the resources per group (I need one headcount)

Key Events:

External Events

Windows World/COMDEX Spring
PC Expo
Fall COMDEX
SPA (2X)

Internal Events

Windows 3.1 Developer's workshop
NLS Workshop
Win 32-bit workshop

Capital Equipment Requirements:

1. PenWindows support

Initially:

2 WACOM tablets @ \$3,500/each

2 Portable 386 based machines to support tablets (~\$4,000/each)

Nov/Dec:

2 self contained tablets (~\$3,000/each)

When available:

2 ORCA machines (~\$20,000/each)

Managed Accounts:

Aldus, Adobe, WordPerfect, Lotus, Samna, Microgrfx, Corel, Microsoft, Claris, Iris, Ventura, SPC, Quark

X 538403
CONFIDENTIAL