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**To:** SYS CNS Marketing Team Members; Jim Allchin's Direct Reports; SEs and Consultants - Worldwide; Windows Focus Squad  
**Cc:** Corp & Network Sys Marketing Group; Doug DeSantis; ITL European Corp & Network Sys Grp; Mark Ryland; Inside Sales Marketing Services Group  
**Subject:** OS/2 vs NT Shootout at Share  
**Date:** Tuesday, February 22, 1994 9:03AM

Mark Ryland and I are returning to Seattle after our OS/2 vs NT shootout at IBM's Share Conference in Anaheim CA. In our humble opinion, we kicked David Barnes', IBM's OS/2 evangelists, ass. You don't have to take our word for it, you can watch your very own video of the shootout.

At the conference we did two shootouts, one on Sunday night and the other last night. Our Sunday night performance was marginal. We had significant AV problems, our timing was off, and we weren't able to get to many elements of the demo because we ran out of time. Monday it really came together and we were able to pull off an extensive series of demos covering NT architecture, app support, total solutions (including WFW and SQL Server), SNA Server, and NT AS. This was all done in 45 minutes. The good news is that the second night had much larger attendance (it took place in the Arena), was video recorded, and had press attendance. Furthermore, we changed the presentation significantly over the night so that on Monday David Barnes, the IBM presenter, was responding to issues which we didn't even raise in our presentation, which made him look a little random. David's demos were geared towards a hobbieist audience with lots of humor and multimedia. Very entertaining, but not very substantive. He's an impressive presenter. Afterwards I made an offer to hire him. Finally, this was definitely IBM's home turf. Over 60% of the audience used OS/2 on their desktop and there was a fair amount of hero worship of Mr. Barnes. Consequently, I'm sure some OS/2 fanatics will hop up on CompuServe and claim victory, but the video should tell a different story.

Outlined below is a recap of what we demoed on each night.

**Sunday Night**

Presenters: Jonro, Markry, Dougde

- OS/2 single message ques vs NT multi message que
- OS/2 Foreground boost vs NT control over foreground boost
- NT Admin security and remote debugging
- Airfrance Solutions demo
- Microstation app
- SNA Server Demo

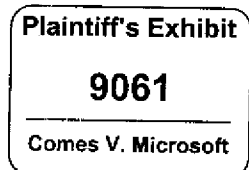
**David Barnes demoed**

-Lot's of multimedia and Workplace Shell. He spends a lot of time demoing Gary Larson's Farside program. Very funny.

**Monday night**

- OS/2 crashing with a bad app
- NT crash with a bad device driver. We demoed how an end user couldn't even load the driver unless an administrator gave them approval.
- remote debugging (very cool. Comments afterwards were very positive on this)
- OS/2 system resource constraint vs NT no constraint. We launched a bunch of Windows apps and than showed sys meter. OS/2 ground to a halt, NT kept on going. At this point we mentioned that the Australian Federal Reserve adopted NT because of this feature.
- NT running 16 bit apps in multiple VMs. Mark took a moment and talked about OLE support here, since OS/2 doesn't have OLE support between separate VDMs. Also, one of Barne's big items is that they have this great object strategy because of the Workplace Shell, and Microsoft has no strategy to speak of. I had to restrain Mark.
- Graphic DOS apps running in a Window on a MIPs machine. Since we can't do it on Intel Machine, we thought we should show it on a RISC platform.

Dougde came on the stage and Doug and I did the second part of the presentations and showed



- NT running using our Netware requester
- Picture Publisher on a single and double Pentium
- Excel 32 running on a Pentium and MIPs (worlds fastest spreadsheet)
- Airfrance Solutions demo running WFW (I gave a brief pitch for WFW), SQL and NT AS.
- SNA Server. We connected to an ES 9000 in Redmond.
- Disk Striping in NT AS. We were running eight concurrent video clips over the network when we pulled out one of the hard disks on our NT AS machine. The videos kept on playing.
- Finally, we finished by showing MultiMedia using MPEG on the WFW machine.

David Barnes did pretty much the same demo as the night before, except this time he spent a lot more time with the voice activation software. He also talked about single message ques in OS/2 and how they can control foreground boost through third party apps. This made him look a little random since we didn't mention either of these points in our demo the second night. Probably the most aggravating thing about his presentation, besides a number of inaccuracies about our object strategy and Chicago app support, was his constant positioning of IBM as a technology company and Microsoft as a Marketing Company. It's a laughable assertion, but he keeps hammering it home. I was tempted to challenge him to an executive shootout between Bill and Gerstner, but I resisted. Instead, on the second night I mentioned how much we respected the OS/2 technology, after all Gordon was the chief architect for it. I then mentioned that Gordon had gone on to do great work by writing VFAT. I also noted that IBM was looking at using the Mach Kernel, which was designed by another Microsoft Chief Architect.

As I mentioned above, I think David is an excellent entertainer and definitely put on a good show. I don't think his extensive focus on MultiMedia capabilities is going to sell much OS/2, particularly to a corporate audience. I can't think of one thing he demoed that anybody in the audience would actually use. My admittedly bias take is that he is positioning OS/2 as a very cool niche product. He also kept talking about how OS/2 didn't need all this fancy hardware (pointing to our 15 machines on the stage) to run. By doing so he kept positioning OS/2 as a great mulimedia OS to run on old hardware.

That's it. Kudos to Dougde and Chris Lancer for working countless hours last week and this weekend pulling this together. Thanks also to Mark Ryland for pulling together some very cool comparative demos of NT vs OS/2. Mark and Doug are going to set up all the machines next week and our going to record a much more extensive series of demos for distribution to our field. We have well over two hours of very substantive comparative information that we should get out.

Jonathan

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