

Win PR

Microsoft Corporation
Windows Ongoing P.R. Plan
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SITUATION ASSESSMENT

The roll-out of Windows 3.0 was nothing if not a smashing success. The attention of the industry, the press, corporate customers and even the general public, built up over the spring, culminating in our successful May 22 announcement. The product roll-out by early measures is successful. The announcement itself set a new high-water mark for the industry. Press coverage was extensive, and the ripples are still being felt -- the Windows 3.0 coverage put Microsoft on the map for many, including television, radio and popular press. On a product level, over a million copies of Windows 3.0 have been sold. Press interest on the sales numbers is very high. Fundamentally, the roll-out was incredibly successful in promoting trial of Windows, and in getting the press to make the fundamental mental shift to accepting Windows as a standard. We have laid the groundwork for the communication of the Microsoft systems strategy that will carry us into the 1990--Windows Everywhere.

Microsoft's systems strategy has made a fundamental adjustment in the face of Windows success. The overall systems message is *Windows Everywhere*: on DOS, on OS/2, in ROM on portables, in printers, as base for multimedia and handwriting. Windows is the glue that binds our strategy together, that makes it a family of operating system solutions. Our message is that Windows and OS/2 have complementary roles. We have evolved to Windows on DOS and Windows on OS/2. Windows success will help OS/2. Windows applications will run on OS/2.

From a P.R. perspective, we need to understand that the Windows Everywhere strategy is a departure from our early strategy based on migration from DOS/Windows to OS/2 PM. Our plans need to take into consideration a certain amount of press skepticism and confusion about Windows Everywhere. (Note: a separate plan for Systems Marketing addresses this issue aggressively).

In sum, let's consider our challenges.

Adoption and Commitment

Perceptually, we want editors to move from the initial excitement and glitter of the Windows 3.0 announcement to the idea that companies are making the commitment to Windows 3.0 and that companies are standardizing on Windows. We fully expect that with adoption will come some problems that the press will pick up on. While we cannot prevent these problems from occurring, we do want to position them as the sort of standard problems that arise when software is broadly implemented in a corporation. We want to control the downside, while helping editors understand that problems will arise with Windows 3.0 as it's implemented and users make it part of their daily computing world. Above all, we will work to prevent any problem from being perceived as an insurmountable barrier to successful implementation.

Technical Challenges:

On a technical level, Windows 3.0 is perceived as reasonably clean. The issue of compatibility with Windows 2.1 applications, which we were initially concerned about, has not surfaced as a major issue. A few technical nits were picked up by the trade press editors, but we successfully managed the downside. Fundamentally, there is a host of minor complaints that if allowed to get blown up in the press, could slow user acceptance.

A major perception problem we face is Windows 3.0 as a "high-end" operating environment. We have experienced "system creep." The system requirements for Windows keep creeping up. Many press accounts say Windows 3.0 only runs well on a 386 with VGA, 4 megabytes of memory and a large hard drive. Our new "low-end" competitor GEOS is capitalizing on the perception and is reaching receptive editorial ears. We need to address the problem with demonstrable scenarios for Windows on low-end machines. Part of our Windows Everywhere message is that Windows is a scalable solution from low-end machines (most of the installed base of 286 machines) to high-end environments. Our goal is to make this a believable message.

Windows Applications

The success of Windows 3.0 is critical for the Windows ISV community. ISVs and the press in turn, will be watching for pull-through -- will Windows 3.0 success be reflected in Windows applications sales? Additionally, we leveraged the ISV commitment to Windows 3.0 to our benefit; now it is incumbent on us to follow through and support the third-party developer community. Developer support and the communication of developer commitment is central to our ability to show that Windows is a true computing environment, not just a user interface that sits on top of DOS. Fortunately, the renewed ISV effort of the new Systems Marketing group will address the needs of Windows developers. An outstanding example of our commitment to developers is the Windows Open Tool strategy. This program and the other developer support programs that we will roll out this year communicate clearly that Microsoft is committed to making Windows the target system for application and application tool developers.

Handwriting and Multimedia

Windows is the departure point for multimedia extensions and handwriting technology. Our message on handwriting is that we are building on the standard of Windows/DOS in this important area. We have already begun the positioning against GO with an effective FUD campaign via the applications group. P.R. will work closely with both the Windows product group and applications to keep the Microsoft commitment to handwriting technology top of mind with editors.

Multimedia will be another area where we can prove Windows viability as a complete environment, now and into the future. The Windows message is uppermost in the Multimedia group P.R. efforts. Our key multimedia messages are:

1. Window 3.0 is the platform for multimedia.
2. The platform is designed to bring multimedia to the masses.
3. Tools are important to success of multimedia applications development.
4. This is the next step of our vision.

DOS and Windows:

We want Windows users to upgrade to DOS 5.0 and for the two platforms to be seen as complementary, not competitive (in other words, DOS 5.0 sales must not cannibalize Windows 3.0 sales). P.R. must do a good job of walking this line; to position DOS 5.0 as the DOS for everyone that runs DOS, while also being the best Windows 3.0 DOS platform.

Our objective for the first six months of this fiscal year is to prove that the tremendous excitement that led to the introduction of Windows 3.0 has fostered a transition in earnest from a DOS-centric world to a Windows Everywhere world. We want the market to believe that to choose Windows is no longer a pioneering move. To think that real people use Windows. To believe that Windows is mainstream. Windows Everywhere will give us opportunity for lots of new news. We want to generate a steady stream of news, keeping attention on Windows. With Windows Everywhere we have lots of new aspects to Windows that will keep Windows before the public's eye.

Note on Plan: The focus this plan is FY 1991. Specific tactical plans for the second half of the fiscal will be delineated more closely as appropriate, including a plan for the roll-out of Windows 3.1.

KEY MESSAGES

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- o **Windows Everywhere** is the blanket message. Windows will be the dominant computing environment on the PC. Windows is a way to encompass your entire computing environment, including connectivity, local area networking, applications integration, file management. Windows will be on DOS, on OS/2, in printers, in ROM, Multimedia and Handwriting.
- o Windows delivers the benefits of GUI to the PC world; it transforms your PC into a friendly, personal, easy to use and learn machine.
- o Microsoft will continue to improve Windows, adding new features and functionality. As great as it is, Windows 3.0 is just a point in its evolution.
- o Windows is a solution for a broad spectrum of PC hardware, 286 and up. Performance and capability can be scaled according to platform and user need.
- o The early success of Windows 3.0 is not a fluke; the product has momentum. The Windows environment is viable today. Corporations are committed to Windows in significant ways.
- o Windows is extensible: Multimedia, scalable fonts (TrueType) are examples of this.
- o The applications development community is committed to Windows and lots of applications are on the way.
- o Windows is a full-fledged development platform. ISVs are doing tools for Windows, from languages to high-level development tools.
- o Windows is an appropriate development environment for mission-critical application development. And it is a solution for vertical markets.

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KEY OBJECTIVES

- o Successfully communicate Windows Everywhere.
- o Continue to communicate the benefits of the Windows computing environment.
- o Communicate corporate adoption and commitment. Demonstrate Windows success in the marketplace. Deemphasize raw Windows sales in favor of balance between sales and broad usage. Target the full range of publications: vertical, trade and business press.
- o Show that Windows is a good network citizen. Windows works in the client/server environment, as the client connected workstation. Give visibility to third party tools for Windows network administration.
- o Manage editorial "backlash" against Windows success.
- o Communicate ISV momentum.
- o Demonstrate that Windows is a viable development platform with a full complement of tools.
- o Emphasize the synergy of DOS 5.0 and Windows.
- o Promote Windows as scalable computing solution for low-end machines to high-end environments; it is function of user needs.

TACTICS

Communicate Benefits of Windows Computing Environment

- o Program called Windows News Flash. A News Flash would be a write up of Windows news that would not be sufficient to warrant a press release but that is newsworthy. Set goal of doing one Windows News Flash per month, that would highlight a key corporate win or ISV commitment or other pertinent Windows fact. Design special letterhead for News Flash program.
- o Complete series of whitepapers on Windows computing focused on the "practical" aspects of Windows computing. Address the "pebbles" in the road to successful use of Windows:
 - Useful user tips
 - Windows on a network
 - Virtual Device Drivers
 - Memory Management
 - First whitepaper by Comdex

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- o Address Windows in the LAN environment.
 - Do white paper on Window in the client/server environment.
 - Highlight third party network admin. tools
 - PR to develop closer contacts with Novell and Banyan to determine joint P.R. opportunities or provide assistance to them.
 - Leverage the MS Network Business Unit efforts as appropriate.
 - In Windows 3.1 timeframe, target networking editors and publications.

Demonstrate Windows success in the marketplace.

- o Develop a story for each business publication; work with editor to get story written:
 - New York Times: Peter Lewis column on OLE
 - Wall Street Journal: Technology Column (handicapped story is an example)
 - Business Week: Story that Windows keeps the PC industry healthy in midst of recession. ISVs that are successful because of Windows.
- o Promote corporate wins. Develop a portfolio of Windows solutions in specific business industries, such as Windows on Wall Street, in manufacturing, in insurance, for technical markets such as CAD. Key is identifying corporate users in these areas and write up. Place in vertical and trade press.
- o Broaden corporate database to generate adoption/user stories on ongoing basis. Identify possible sources: such as contacting regional salespersons, product support lines, and so on.
- o Find and publicize fun Windows stories like the car dealer giving out Windows for a test drive.

Manage editorial "backlash"

- o Do momentum release by COMDEX that demonstrates broad market acceptance.
- o Conduct an audit of our "key influentials" to keep pulse on industry views. Maintain visibility with them. Find out if they are using Windows. Help out with their problems.
- o Work with product marketing to develop a realistic "low-end" Windows scenario. Find users happy with Windows on 286 machines. Evaluate GEOS competitiveness and decide on communication messages.

Communicate ISV momentum.

- o Support key ISV announcements.
- o Have P.R. support program available to help ISVs be successful, particularly ISVs with the leading-edge, interesting applications.

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Windows Development Environment

- o **Announce Windows Open Tool Strategy**
- o **Program to communicate tool vendor commitment to Windows. Plan a press announcement and "mini-tradeshow" around these tools vendors.**
- o **Place story that Windows is great front-end for client/server applications (examples: InfoAlliance, SQL Server, FileShare, Notes).**
- o **Publicize the Windows SDK program. It is incredibly successful and it shows broad Windows acceptance. To be driven jointly by Windows marketing and systems marketing.**

Communicate the Windows on DOS connection

- o **Do release on why Windows benefits from DOS 5.0 at announcement.**
- o **Address compatibility issues such as VxD driver openly with the press.**

Maintain Family strategy

- o **P.R. training for staff -- emphasis on handling the press, rude questions, how to direct editorial calls, how to avoid being trapped.**

Opportunistic

- o **PR to support marketing programs as they evolve. Examples include:**
 - **PR support for vertical marketing programs**
 - **Infrastructure wins**
 - **Windows stories in leading regional newspapers.**
 - **Consumer P.R. program for Windows**

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BUDGET

Windows Planning	6K
Ongoing/reactive	40K
Windows Alert Program	30K
White Papers	15K
What is P.R. training	1K
Windows Networking	15K
Windows Business Press	10K
Corporate Wins	15K
Windows Momentum Release	5K
Key Influentials Audit	3K
ISV Support	10K
Windows Development Campaign	20K
Opportunistic/Contingency	20K
TOTAL	<u>\$190K</u>

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