Dos Program Management
Quarterly Objectives Meeting
Aug. 8,1990

Previous Quarter Performance

<u>Ensure Dos 5 is desirable and can replace both Dos 4 and Dos 3</u>
- Specification reviewed by Compaq and IBM - Feature set presented to many OEMs.
  - Resulted in IBM request for extra hardware support including;
  - 2.88 MB Floppy drives, fast format for the optical drive, Support for >2 hardfiles and support for >2 floppies.
- Beta I distributed to all OEMs along with the Dos 5 specific HCT.
- The Dos 5 beta is modeled after the Win 3 Beta.
  - Initial contacts taken from the windows data base.
  - Current level = 750 Beta sites.
  - Anticipated = 3000-4000 before final ship.
- Initial feedback from Beta sites was truly helpful did impact the product
- OEM feedback is excellent. Some problem areas do exist.

<u>Be an industry leader and define a new world standard of excellence for MS-Dos</u>
- Dos 6 plan is not yet in place.
- Gordon now has three SDEs working with him on the project.
- We have developed relationships with external resources.
  - Some moved ahead quickly enough to bring the benefits to Dos 5.
  - Central Point(undelete), Travelling Software(File Transfer).
- Relations developed with Qualitas and Quarterdeck by providing the Win3 VxD which enables
  - Loadhigh utilities to function under Win 3.
- We have also started relations with 5th Generation and J.P. Software.
- Developed a network of contractors who can pick up the overflow work.
- Country managers have all agreed to assist in the European Upgrade Research effort.
- FernandD is our European Researcher.

<u>Make Dos the clear winner in feature comparison and be capable of reacting</u>
- DRI is not winning.
- DRI Dos 5 had us on features but we have been able to react.
  - Covered critical feature deficit (File Transfer, UMB support).
  - Added some features DRI doesn't have(Undelete, Switcher).

<u>Become Proactive on the standards front</u>
- XMS 3.0 was defined but not approved yet.
- DPMI successfully reached 0.9 and now 1.0.
- Power Management and Flash Disks are new standards we are responding to.CONFIDENTIAL

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Q1 FY'91 Goals
July - September 1990

Establish MS-Dos 5.00 as the Standard Dos

<u>Goal</u>
Make Dos 5 the Best Dos ever
<u>Strategy</u>
Ensure easy integration of Central Point Undelete, Unformat, Mirror into Dos 5
Ensure easy integration of Travelling Software DosConnect into Dos 5.
Continue working with external vendors, they can help us integrate and fix bugs
<u>Measure</u>
Utilities ready for release in Beta III

<u>Goal</u>
Make Dos 5 rock solid stable
<u>Strategy</u>
Execute successful beta II program
Facilitate Beta expansion by doing a "tear me open" NDA
Facilitate Beta by supporting through Compuserv
Preparations for Expanded Beta III complete
Prepare PSS for onslaught of beta calls
Do User Group Tours
<u>Measure</u>
Beta site count > 2000
PSS staffing up to meet crunch.

<u>Goal</u>
Ensure the OEM community is committed to Dos 5
<u>Strategy</u>
Design and implement the early ship program.
Continue technical discussions with OEMs to help marketing generate excitement
<u>Measure</u>
List of OEMs involved in the early ship and their proposed ship dates.

<u>Goal</u>
Progress towards an International Dos Upgrade
<u>Strategy</u>
Develop paper explaining research for Country Managers.
Develop questionnaire for subs to fill in.
Send Researcher to Europe.
<u>Measure</u>
Information flow back to Redmond.

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Goal

Continue to be responsive to customers and reactive to competition.

Strategy

Understand DRIs failings by continuing internal analysis and external application testing

Follow DRI Compuserv forum to understand DRI user impressions

Ensure OEMs understand the failings and listen for hints as to next features

Prepare to define Dos 5.1 based on Dos 5.0 Beta feedback

Measure

Comprehensive paper describing DRI Dos problems.

Lay foundations for future MS-Dos versions
Reduce Commodity Dos Market Exposure

Goal

Make Dos 6.00 the standard setting product only Microsoft can create

Strategy

Define Goals, Specification and Plan for Dos 6.00

Define new utility strategy - involve independent utility developers

Measure

Existence of 6.00 plans

Drive the agenda for future Dos Activities
Identify and Explore new markets

Goal

Be a leader in addressing laptop market needs

Strategy

Complete Advanced Power Management Specification

Get APM spec buy in from Intel, Zenith, Phoenix, IBM

Define FlashFS II for flash disk replacements

Measure

Completed APM Specification

Existence of FlashFS II Spec

Goal

Be proactive on Specification definitions

Strategy

Continue to coordinate DPMI group

Ensure someone at MS is participating in PCMCIA committee

Gain approval for XMS 3.0

Partners signed up for power management specification (Zenith, Intel, Phoenix, etal)

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Final acceptance of DPMI 1.0

XMS 3.0 Completed

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Goal

Get OEM commitment to Dos 5 Rom Executable

Strategy

Develop a Beta plan for Rom Executable Dos 5

Leverage excitement from Ram based Dos 5.00

Develop Special OAK for integrators working with Rom Executable Dos 5

Help support OEMs during Rom Dos Trials.

Develop Beta program for Rom Executable

Measure

Count of OEM beta sites for Rom Version.

Goal

Increase the presence of MS-Dos in the Embedded Market

Strategy

Participate in the Embedded Systems Conference in September

Utilize relationship with Ray Duncan and develop others to help define our embedded OS.

Measure

Rom Specification sent to and feedback received from Ray Duncan, and Rick Naro.

Converge Towards a family strategy

Goal

Ensure Dos functionality serves the family needs

Strategy

Ensure Limulator VxD gets integrated in 3rd Party Limulators

Ensure Advanced Power Management can work in Win3 and OS/2 Environment.

Measure

Successful VxD ship of Qualitas/Qemm

Windows participation in power management definition

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