

CONFIDENTIAL TREATMENT REQUESTED

TO: Robert Gann
FROM: Richard Gibbs
DATE: 11 January 1991
cc: Dieter Giebrocht
John Bromhead
Steve Tucker
Ken Pomper

SUBJECT: ISV Endorsements

Further to your recent memo of 10 January, I agree entirely with the high priority that you attach to ISV endorsement.

The long term objective is to obtain either box back recommendations or ISV sponsored joint bundling ie. OEM arrangements. These can only be effected at Head Office level and are being driven through by Ken Pomper in the US.

Similarly, ISVs will only "support" DR DOS after it has passed through their QA process. This again is organised in the US, but we are leveraging via the UK. While we cannot obtain "support for DR DOS" statements from the ISVs in the short term, we can and are changing the mindsets of the technical support teams with the resulting in implied recommendations.

To support the US activities we have opened doors for Ken in the US for Ventura (Carol Clement Product Marketing Director), Novell (Mark Griffiths International Marketing Manager) and Lotus (Eileen Rudin - Product Development Manager)

To build credibility in sales regions we are engineering joint activities. To date we have achieved the following:-

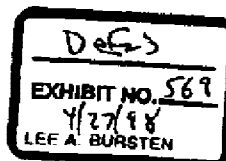
Novell

- Invitation to share joint stand at Networks '91 Exhibition.
- Joint Datasheet produced and issued by Novell UK. 4000 corporate end-users in the UK, French translations in hand.

Ventura

- Joint Datasheet produced and being printed. Translation into French underway.
- Collaboration at "Working with Compaq" and PC Forum.
- UK Technical Support Manager visiting Nick Webb for product training.

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- Lorus
- Joint Datasheet being prepared.
 - Technical presentation to Pre and Post Sales Support teams.
 - Involvement in Lorus 123 2.x Beta cycle.
 - Joint promotion with DR DOS 5.0 and Lotus 123 2.x to coincide with Lotus 123 2.x launch.
 - Collaboration at " Working with Compaq "
 - "OEM" deal for Lotus Works.
 - OEM prospect joint visits.

We are now extending these activities across Europe and are in the early stages of developing relationships with Ashton Tate, SPC, Borland and Banyan.

We have also obtained platforms at the regional User Group Conferences for Novell, Lotus and Ventura. In particular we are now awaiting confirmation of our acceptance to talk at the Novell International User Group Conference in April in London.

PR opportunities exist now for both Lotus and Ventura, and given a few more weeks work I believe we could expect positive and favourable "off the cuff" quotes from Novell, Lotus and Ventura.

To make these relationships work we need to ensure close cooperation at all functional interfaces between Digital Research and the ISV. As such, we have set up the following links :

- | | |
|-----------------|-------------------------------------------------------|
| Tony Speakman | - Scott Porter - OEM Sales Manager Lotus |
| Nick W | - Alan Johnson - Ventura Technical Support Manager |
| Charles Francis | - Neil Cook - Distributor Sales Manager Novell |
| | - Jas Miller - Sales Manager Lotus |
| | - Sue Bridon - Sales Exec Lotus for Frontline |
| | - Rachel Stevens - Sales Exec Lotus for Computergroup |
| Helen Tizard | - Tina Cowley - Events Manager Novell |
| Jose Vasco | - Patrick Duboisset - Novell France |
| | - Frederick Tibout - Prod Manager Ventura France |

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I have already drafted a reply to Alan Solomons comments which is now with SPA for rewording. In fact this issue was covered at the recent IBM User Group Conference for which Dr. Solomans is Chairman and where we gave a presentation on DR DOS.

There is still much work to do, but I believe that we have made significant progress over the last couple of months which we can now begin to capitalise on.

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