ÚMSG FROM: GNORRI

--RALVM29 TO: DUBINSKY--AUSVM6 02/04/97 06:22:13
To: DUBINSKY--AUSVM6 Dean V. Dubinsky

From: Garry Norris
Program Director, Software Strategy & Strategic Relations
IBM Personal Computer Company
Subject: IBM/MS Relationship
fyi

Phone: (919) 543-7973 T/L: 441-7973
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*** Forwarding note from OZZIE --RALVM8 01/31/97 09:11 ***
To: GNORRIS --RALVM29 GARRY NORRIS *rtp,

FROM: Ozzie Osborne, VP, Systems Strategy
IBM PC Company, RTP, NC
SUBJECT: IBM/MS Relationship
fyi
..........Judy for Ozzie

- -
Ozzie Osborne (RALVM8/OZZIE)
8-441-0900/919-543-0900; FAX: 3396
*** Forwarding note from CLAUSON --AUSTIN 01/30/97 18:44 ***

Date: 30 January 1997, 15:31:06 -0800
From: Roy Clauson CLAUSON at AUSTIN
To: 'Bill Colton' COLTON at RALVM8
'Jim Firestone' JAFIRE at RHQVM02
'Rod Adkins' RADKINS at RALVM8
'Steve Ward' WARDS at SOMLAN01
cc: 'Tony Santelli' SANTELL at RHQVM02
'Sam Palmisano' SJP at RHQVM15
'Brian Connors' bconnors at
AUSVM6.AUSTIN.IBM.COM
'Ozzie Osborne' OZZIE at RALVM8
Subject: IBM/MS Relationship
X-Mailer: Microsoft Exchange Server Internet Mail Connector Version 4.0.993.5
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Content-Transfer-Encoding: 7bit

I had a conversation with our OEM account manager last night that I need to pass along to all of you. The general posture MS is going to have toward IBM is follows:

1) MS will be very open to public endorsements, statements about working together, etc. in the retail Aptiva space. This will continue as long as there is a cooperative, partnership kind of relationship. Gates is really mad now about the World Book deal we have and doesn't understand why it wasn't Encarta, given that we want a close relationship in this market with them. Participating in the Direct/Broadcast PC arena is certainly in the cards right now, as they are looking for a "front chair" partner.

2) In the commercial space (server, CDT, mobile) there will be NO public statements of cooperation/endorsements, etc. They will work behind the scenes with us, to enable us to make their software run well on our

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hardware, etc. but will not go public with that. The reason is we compete on too many fronts and our (IBM Corp) public posture has been less than positive towards MS.

Regards.....your man on the front lines.....Roy IBM/MS Relationship

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ÚMSG FROM: GNORRIS --RALVM29 TO: DUBINSKY--AUSVM6 02/04/97 06:27:17
To: DUBINSKY--AUSVM6 Dean V. Dubinsky

From: Garry Norris
Program Director, Software Strategy & Strategic Relations
IBM Personal Computer Company
Subject: (U)
DEan briefly what is the direct broadcast pc and how can we use it as leverage with microsoft?

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1152