

FILE: 00000177 MAIL - A VM/KA CONVERSATIONAL MONITOR SYSTEM

MSG FROM: JACAA --RHQVM08 TO: REISWIG --RHQVM08  
TO: REISWIG --RHQVM08 LEE REISWIG

06/26/90 07:55:40

MESSAGE FROM: SUSAN E. FAIRTY (914) 766-3361 T/L 826-  
AA TO J.A. CANNAVINO, IBM V.P. AND GM  
PERSONAL SYSTEMS, AND PRESIDENT ESO

SUBJECT: WINDOWS AND OS 2  
WHAT DO YOU THINK? SUSAN.

DEPT. 1500, 4A-07 4TH FLOOR  
SOMERS, NY

\*\*\* FORWARDING NOTE FROM PSGM --WESTVM 06/25/90 16:11 \*\*\*  
TO: JACAA --RHQVM08

FROM: J. A. CANNAVINO, 8/826-3000  
IBM VICE PRESIDENT & GENERAL MANAGER, PERSONAL SYSTEMS  
AND PRESIDENT, ESO, SOMERS, NY, BLDG. 3, 4A02

SUBJECT: WINDOWS AND OS 2

ACTION.

\*\*\* FORWARDING NOTE FROM MIKEA --RHQVM20 06/25/90 13:34 \*\*\*  
TO: PSGM --WESTVM J. A. CANNAVINO

FROM: C. M. ARMSTRONG

SUBJECT: WINDOWS AND OS 2

JIM, AS YOU AND JACK REQUESTED, WE TURNED OFF ALL SUPPORT FOR WINDOWS IN EMEA. HOWEVER, THE MARKET CONTINUES TO MAKE DECISIONS AND WITHOUT AN "OFFENSE OR A DEFENSE" AT THE CUSTOMER LEVEL WE ARE IN A DIFFICULT AND LOSING POSITION. IN DISCUSSING THIS WHILE I WAS IN EUROPE WITH EMEA, I SUGGESTED THE FOLLOWING STRATEGY MIGHT WORK AND WOULD THEY THINK ABOUT IT AND GET BACK TO ME:  
(1) IBM SHOULD CONSIDER WINDOWS THE SYS OF OUR TRANSITION FROM DOS TO OS 2  
(2) FOR SOME CUSTOMERS IT IS AN APPROPRIATE VEHICLE, FOR OTHERS, THE INSTALLATION OF OS 2 IS THE BEST ANSWER.  
(3) TERMS AND CONDITIONS SHOULD MAKE ALL SALES AN OS 2 SALE, BUT IN CERTAIN TRANSITION SITUATIONS INCLUDE WINDOWS. FOR EXAMPLE, WITH A LOW COST FROM MS ON WINDOWS E.S.36, WE COULD INCLUDE IT AS AN OPTION OF THE OS 2 SALE AS PART OF THE IBM VALUE ADD.  
THE QUESTION JIM, IS DOES THIS MAKE SENSE TO THE STRATEGY YOU ARE PURSUING AND IF SO WHEN CAN WE EXPECT TO IMPLEMENT?  
MIKE A

CC: KUEHLER --RHQVM20 JACK D. KUEHLER RIVERSO --RHQVM0P3 RENATO RIVERSO  
CUNNINGHAM --RHQVM0P3 JOHN CUNNINGHAM

CC: LKAA --RHQVM08 -

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DEFENDANT'S  
EXHIBIT

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