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 From tomle Fri Sep 28 06:40:31 1990
 To: bradsi ericst markche mikedr philba
 Cc: tomle
 Subject: What would you be doing now
 Date: Fri Sep 28 06:37:00 1990

If you were those rabid DR-dogs in the UK what would you be doing about now. Would you be on holiday resting on your laurels? I don't think so. If I were DR development, I would be hard at work on a release 5.1 that would match everything we have in Dos 5.0 plus added significant sex and I would be trying to release it in Jan or Feb so I could show the world that Microsoft was playing catch up and having a hard time doing it.

We are not doing a very good job thinking ahead right now. Our official strategy implies we top them with Dos 5, which we will do, and then we're in the drivers seat. I don't think so. One thing I learned from DR at the embedded systems conference is that they had a switcher which didn't go into DR-Dos 5.0 because they thought it might cannabalize their concurrent Dos product.

I think we need to step up the heat around here to electrify the Dos market and never give our competition any room to breath. I think we should shift some of our focus immediatly.

- The development team must stay in-tact with high moral and start acquiring some senior development guys.
- Do an Offsite 5.1 design brain storming session after Beta III ships
- Draft the 5.1 plan and get BillG's signoff. There are some tough decisions to be made on 5.1
- Shift the Dos 6 effort to Dos 5.1 until 5.0 ships then everyone shifts versions [5.0 -> 5.1] [5.1 -> 6.0] This is important because we'll want 5.1 to embody some of Dos 6.
- Apply a very aggressive delivery date. 8-12 months after Dos 5

There are lots of great ideas floating around and I think it is crucial that we start crystalizing the plan, so the development team can roll directly to a crisply defined Dos 5.1 at Dos 5.0 ship.

Tom

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