

Debra Vogt

From: Steven Sinofsky
To: Bill Gates
Subject: FW: AppWare is Product of the Week
Date: Tuesday, February 22, 1994 4:35PM

From: Bob Kruger
To: Windows Objects Marketing Discussions
Cc: Novell Competition & Issues(PRIVATE)
Subject: AppWare is Product of the Week
Date: Tuesday, February 22, 1994 4:21PM

I worry about statements like: "As PC Week explores this cross-platform tool kit, we continue to discover examples of flaws in mainstream environments that Novell has identified and worked around to make AppWare apps more capable than those written with standard one-platform tools." There are some other similarly good quotes about single-source apps in the short paragraph that comprises this box adjacent to this week's Spencer F. Katt

AppWare's cross-platform nature make it total goodness in the eyes of the customer. We need to take it seriously, make sure we understand it, create a cohesive competitive statement, and distribute appropriate info to combat the threat.

The AppWare task force needs to accelerate efforts.

Thanx. -bobkr

