

September 1999

Memo to:

Microsoft stands at the center of the convergence of voice and data communications. Microsoft's success has been achieved by hiding complexity from the user and permitting users to solve issues intuitively.

Microsoft stands at the center of Internet positioning. Products present an essential key to client and server computing. Products provide a base for other companies to build related software and hardware. Microsoft desktop computing is a major aspect of growth for multiple market segments.

A new study from WinterGreen Research addresses the opportunities and issues. Enclosed is a brochure describing the study **MICROSOFT OPERATING SYSTEM, APPLICATION, AND TRANSACTION SYSTEM STRATEGIES, FORECASTS 1998 - 2003**. The study provides forecasts of a range of market segments and provides market analysis.

Further information is available at www.wintergreenresearch.com. We respectfully request that you purchase the study using the form on the brochure or on the web site.

Thank you,

Susan Eustis

Report No. A 80399298	250 + Pages	140 Tables and Figures	1999
\$2,800			

6 Raymond Street Lexington MA 02421

(781) 863-5078

Fax (781) 863-1235

www.wintergreenresearch.com

e-mail: info@wintergreenresearch.com

MICROSOFT WORLDWIDE OPERATING SYSTEM, APPLICATION, AND TRANSACTION SYSTEM STRATEGIES, FORECASTS 1998 - 2003

September 1999

Memo to: Director of Strategic Marketing

Microsoft presents an essential key to client computing -- promising intuitive mastery of complex technology. Microsoft platforms provide a base set of products upon which further functionality can be added. Microsoft has tens of thousands of companies adding functionality to its base products. Suppliers as large as Cisco and IBM to as small as two person software development teams utilize Microsoft products as a base upon which further functionality can be added. The promise of standard format provides a market driving force.

Microsoft stands at the center of the convergence of voice and data communications. Microsoft desktop computing is a major aspect of growth for multiple market segments. Microsoft is positioned to be a supplier for client computing basic functions. These functions are useful to a range of companies desiring to participate in Internet growth. Its broad line of operating systems and cross industry initiatives include Windows 2000, Windows NT, Windows CE, and Windows Office.

The Windows operating systems offer comprehensive PC and desktop computing functionality. A broad partnering strategy has resulted in 15,000 developer alliances. Partnering gives Microsoft a reach broader than its own internally developed customer base. Companies that ally with Microsoft benefit and grow as a result of the alliance.

PC markets are driven by the need for new functionality on the desktop. Convergence of the telephone and data networks promise to bring communications to the desktop, providing significant opportunity to Microsoft, its partners, and its competitors to leverage operating systems with increased functionality.

Microsoft markets are being driven by open solutions, creating new opportunities. A new study from WinterGreen Research **MICROSOFT OPERATING SYSTEM, APPLICATION, AND TRANSACTION SYSTEM STRATEGIES, FORECASTS 1998 - 2003** provides a presentation of opportunities to participate in the major growth of desktop and client computing.

See WinterGreen Research at the Web site www.wintergreenresearch.com for further information. We respectfully request that you purchase the study using the form on the brochure or available from the Internet site.

Report No. A 80399298 250 + Pages 140 Tables and Figures 1999
\$2,800

6 Raymond Street Lexington MA 02421

(781) 863-5078

Fax (781) 863-1235

www.wintergreenresearch.com

e-mail: info@wintergreenresearch.com

Susan Eustis

Report No. A 80399298	250 + Pages	140 Tables and Figures	1999
\$2,800			

6 Raymond Street Lexington MA 02421

(781) 863-5078

Fax (781) 863-1235

www.wintergreenresearch.com

e-mail: info@wintergreenresearch.com