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Subj: Strecker on UNIX (restricted distribution) -- evades out-and-out mention

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Subj: Bill Strecker's presentation & thinking on UNIX. Use as basic guideline

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Subj: UNIX STRATEGY PRESENTATION - FROM W. STRECKER

UNIX STRATEGY

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DIGITAL RESTRICTED DISTRIBUTION

OUTLINE

- o Assertions
- o 'World-class' Unix
- o Long term Unix strategy
- o Short term Unix strategy
- o Unix execution
- o Unix message
- o Recap of issues

ASSERTIONS

- o Unix has become sufficiently important to our customers that DEC needs a 'world-class' Unix product capability
- o To achieve this world-class capability (and be perceived by the market as having it), DEC needs a clear multi-function (engineering, marketing, and field) strategy
- o The strategy must provide a way for DEC to add value and make profits
- o Future DEC system development (i.e. PRISM) must include a Unix interface as a design constraint

WORLD-CLASS UNIX BASED SOLUTIONS ...

parallel world-class VMS based solutions:

- o Hardware
- o O/S
- o Layered products
- o Applications
- o Systems engineering
- o Marketing
- o Sales and sales support
- o Software services
- o Corporate message
- o Standards and Unix community leadership

At the present time, our capabilities in hardware (except non-CPU standards such as disk interfaces) and O/S exceed those in other areas.

LONG RANGE STRATEGY

- o Hardware products based on RISC (PRISM) architecture
- o PRISM O/S providing Unix interface and proprietary, added value internals and extensions
- o OSI networking
- o Maximal commonality with VMS layered products to (1) rationalize internal engineering and (2) facilitate long term VAX/PRISM strategy
- o Leadership participation in Unix standards community
- o Comparable (with VMS) Marketing and Field infrastructure

SHORT TERM STRATEGY

- o Aggressively push POSIX as a standard
- o Merge System 5 and Ultrix engineering
- o Offer System 5/Ultrix as a SVID and POSIX product
- o Continue POSIX on VMS
- o Focus engineering on specific market areas and opportunities (in particular, don't plan on wholesale port of VMS capabilities to System 5/Ultrix)
- o Focus Marketing/Field infrastructure buildup around specific market/sales opportunities

EXECUTION

- o Unix system manager in Engineering to define detailed plans, supervise execution and manage tactical/strategic transition
- o Unix Field captain to build Field infrastructure and identify tactical opportunities

MESSAGE

- o Need to position Unix as a first class, strategic product for DEC without shooting VMS
- o Complications
  - Historic one architecture (VMS) DEC message
  - Unix market leaders (e.g. Sun) currently using Unix to shoot VMS



MESSAGE APPROACH

- o Define DEC's 'SAA' as the OSI based integration of architectures from multiple sources [contrast with IBM's SAA which is the integration of only its own internal architectures with proprietary SNA networking]
- o For discussion term DEC's architecture 'DISA': Distributed Information Systems Architecture
- o DISA is based on OSI, other external standards (such as POSIX), and internal standards
- o DEC supports DISA with a full line of VMS and Unix products
- o Customers will choose between VMS and Unix based on applications, existing investments, and specific features of VMS or Unix

## STANDARDS

- o Unix culture is heavily focused on standards
- o Major participation in standards process should be viewed as an essential Unix engineering activity
- o System manager should plan standards strategy and staff it

RECAP OF MAJOR ISSUES

- o Long term vs short term strategy
- o POSIX vs ATT/SUN code
- o OSI vs TCP/IP
- o Common layered product vs two O/S strategy
- o DISA
- o H/W standards