

SDR

Microsoft Memo

To: billg billmi bobmu bradsi buckf davec frankga fredg jeffr jimall mannyv
mikehal mikemap mikemur paulma robg russw steveb stevesh tonya
Copy: cathyw debbieh jnetter julieg kayb maryho sandyk francm
bernards sharonh jonl kathrynh martyta mimig w-clairl jodyd davidcol
lloydfr susana petern richab
From: billmi
Date: January 20, 1991

NOTE: please see the changes made to the agenda on page 2, the rehearsal schedule on page 3, the editor attendee status on page 5-6 and a budget has been added on page 8.

Microsoft Strategy Seminar

The Microsoft Strategy Seminar will be held on January 29 in Redmond for a targeted group of trade and business press, industry and financial analysts. The seminar is intended to brief this audience on our systems strategy, with an additional overview of corporate and applications division goals.

We expect the press and analysts to be highly motivated to attend this briefing and we can anticipate a high level of coverage following the briefing. The editorial community rightly views Microsoft's systems strategy as central to the PC software and hardware industry. Editorial interest is exceptionally high at present. Over the past six months, Microsoft has made major adjustments to its positioning of Windows and OS/2. Strains in the relationship between Microsoft and IBM, our long-time systems partner, are apparent and well-publicized. These two factors combine to pique the interest of industry followers.

- We will be successful if the attendees leave the briefing clear on the following points:
1. Microsoft admits the systems strategy has changed over time as reflection of the market and our customers.
 2. Windows is THE strategic applications platform. It is the environment on DOS, on OS/2, on RISC, for networks, and it will be extended for multimedia and pen.
 3. Microsoft is totally committed to OS/2 as an integral part of our family of scalable operating environments. OS/2 on the server is a central component.
 4. Microsoft is a networking company and we are committed to building the platforms for distributed computing.
 5. Microsoft's tradition of open operating systems and extensions will continue and be enhanced. We have no intention of closing up or becoming a proprietary operating system company.
 6. Microsoft's vision for the future makes sense and is good for the industry.

In order to achieve our objectives, we need to work hard to attain the right tone and attitude in the briefing. The press thinks Microsoft has incredible power and ability to manipulate the industry. Therefore the presenters and all the Microsoft participants must be:

- o Humble, not arrogant.
- o Open.
- o Willing to admit that we have been somewhat confusing.
- o Convincing that the strategy is set and we are on course and that this is good for the industry.

Thankyou for your participation and help in making this a great event for Microsoft.

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EXHIBIT
10/2/01
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Mualha

Schedule

Presentations

o Kickoff Meeting 4/1037, 5-6:30pm	1/14	steveb	DONE
o Meet with each speaker to review slides and messages (SDR slides are the raw material)	1/14-16	billmi	DONE
o First Draft to jodyd	1/17		NOT DONE
o Final to jodyd	1/21		
o Dry Run 4/2126 (Systems Mktg War Room)	1/23	billmi	
Schedule as follows:	1/22-23		
1/22			
9-10	mikemur		
3or5	jimall		
4-5	mikehal (tbd)		
1/23			
3-4	bradsi		
4-5	steveb		
5-6	bobmu		
6-7	mannyv		

Meetings and Events

o Review rude Q&A with billg staff	tbd	clairl/billmi	
o Team status meetings	1/8	jnetter	DONE
	1/17		DONE
	1/24		
o Copy and complete binders	1/24-5	jnetter	ORDERED
o Cocktail Party with Editors & Speakers	1/28	clairl	

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Attendee Status

Invites sent to:

8 Analysts
63 Editors (list attached)
10 European editors
3 Japanese and Australian editors

buckf
clair/martyta
bernards
pctern

Microsoft Strategy Seminar Attendees (Status as of 1/18)

Confirmed:

Alex Brown & Sons, Ruthann Quindlen
Bellevue Journal American, John Swenson
Business Week, Richard Brandt
BYTE, Rich Malloy
Canopus Research, Will Zachmann
Clarke Burton Corp, Craig Burton
Computer Language, Larry O'Brien
Computerworld, Jim Daly
Creative Strategies, Tim Bajarin
CRN, Joel Shore
CSN, Josh Greenbaum
Databased Advisor, John Hawkins
Datamation, Jeff Moad
Datapro, Karen Offermann
Dvorak, John
Fortune, Brent Schlender
Gartner Group, Jonathan Yarmis
IDC, Nancy McSharry
Infocorp, Bill Higgs
Information Week, Laton McCartney
Infoworld, Michael Miller
Infoworld, Stuart Johnston
Network Computing, Tim Haight
PC Letter, Stewart Alsop
PC Magazine, Bill Machrone
PC Magazine, Trudy Neuhaus
PC World, Rich Landry
Reuters, Jon Ferry
Seattle PI, Elizabeth Mann
Seattle Times, Paul Andrews
Seybold Publications, Craig Cline
VAR Business, Kathleen Doler

International:

CT Magazine, Dieter Brors
Henning, Ed
Le Monde, Alex Vicux
PC World Norway, Bernard Steen
Science et Vi Micro, Alain Baritault
TBC, Test Group
Unica Reportage, Per Eriksson

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Press Kit Content

<u>Description</u>	<u>Length</u>	<u>Owners</u>
Binders & Tabs		jnetter
Presentation Slides	200	jnetter/jodyd
Speaker Bios		w-clairt
Glossary Description of technical terms	TBD	pcterhey/jonl
Whitefox Win Directory		billmi
Other MS Collateral Available on back table for pickup. LM WP, SQL WP, Windows in Corporate, Client/Server WP, LAYF Video and WP.		kathrynh

Seminar Team

billmi	Captain	64963
buckf	Analyst Selection	68407
jonl	Chief Advisor	67341
kathrynh	Corp PR & Events	68681
martyta	Corp PR & Events	68184
susana	Corp PR & Events	63528
bernards	International	
francm	International	63306
jodyd	Presentations	65593
jnetter	Admin	66866
w-clairt	Waggener/Edstrom	503/245-0905

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