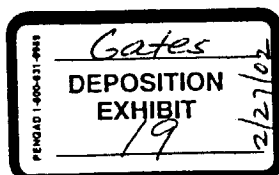


## Group 1 Topic

- How can Chicago increase sales of MS Apps?
- How can Chicago increase market share of MS Apps?
- How can MS Apps increase sales and market share given expected high penetration by Chicago?

Team Members: MikeMap, JonL, TandyT,  
SteveM, DavidCol, ChrisGr, EdF, NathanM

Note: Client-Attorney Privileged Material



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# How we think of the Problem

- How can we motivate upgrades in a semi-stagnant user base?
- How can we leverage the systems OEM channel? (more effectively than bundles!)
- How can Chicago and MS Apps cooperate to differentiate MS Apps on Chicago?
  - Design for App differentiation, prioritize development
    - » Chicago and Apps
  - Product Packaging / Marketing / Business Approach
    - » Think of Chicago as a channel for apps product and marketing
- Before and after MS Chicago App versions release

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# Upgrading

- **Letting people know about upgrade -- and motivating *ACTION!***

- Chicago billboards - picture the drive into town...
  - » Check system for MS apps - teasers and mini-demos
- Leverage online service - instant electronic order for ms apps
- '93 version of apps on Chicago upgrade teaser

- **Cost/Difficulty of Upgrade**

- price discount
- "you win" - maybe even really!
- locked cd-rom

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# Leveraging the OEM Channel

- **First-time OEM ad for OEM sales (mini-demo) on disk**
  - re-labeled by oem
  - oem resells app
  - locked cd-rom again
- **Online registration, follow-up with promo / locked cd-rom**
  - option to print the card

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# Design Wins

- **Make MS apps look great in shell**
  - What can we do before Chicago App versions are released?
  - What can we do in the Chicago release of our Applications?

*Change is the key...*

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# Pre-Chicago App Release

## What can we do in Chicago?

- **Make our apps look different - like the shell**
  - change the shell design to make this a real, not-for-free change!
- **Mini-upgrade (SDM DLL) bundled with Chicago**
- **Make applettes "ad's" for our apps**
  - consistent UI
  - consistent Visuals
- **Visual changes - for a change!**
  - icon style, colors, size, etc
  - window adornments (e.g. scroll bars, status bar, etc)

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# Chicago Apps and “The Points of Light”

- **Do all high visibility features that support the shell**
  - include some in “mini upgrade”
  - continuous reinforcement of the MS Family of Products
- **Do all app features that increase consistency, leverage with the shell**  
*...and of course, continue work on MS Apps Interop*

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## Some ideas...

- **Custom view of MS install diskettes**
  - show package for ms apps
- **Applette ole servers consistent with MS Apps**
- **“Chicago Cool” certification stickers**
  - “kinda cool”, “cool”, “way cool”
  - “optimized” requirements for “way cool”
- **Plug’N’Play differentiation**

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# Product Definition and Packaging A General Approach

**Assumption: Chicago *will* sell big even with only its core feature set**

**Fact: An Office sale is a big MS Win**

- **We need to trade off features towards motivating office upgrades and new sales**
  - In preference to overloading chicago feature set
- **Basically, prioritize feature allocation as:**
  - Office
  - Chicago
  - MS Apps
- **Consider OS enhancements as part of Office**

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# The Radical Extreme: The Office Shell

## Basic Approach

- Hold extensible shell for Office
  - Differentiation feature: shell integration. WOW!
  - Ship fully extensible shell, including OLE 3 with Office
- Chicago shell is non-extensible
  - "we couldn't get it done in time..."
  - differentiates both Office and Cairo
  - keeps Chicago focused on memory goals
  - nips this whole damn ole extensibility thing in the bud
  - limited OLE 2 integration - app Interop category only
- LEVERAGE an OLE 3 release
  - license for app ship
  - we're first
- Cairo, next version of Chicago delivery (OLE model)

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## The Office Shell - Ideas...

- **Combined upgrade and install - single SKU for Office with Windows**
  - Office can require chicago!
- **Programmable (IDispatch enabled) shell**
- **Workbook integration**
- **Show internal doc structure in Office Explorer**
  - leverage outlining
- **Macro recorder that works with ms apps**
  - bundle automation scripts that leverage office apps
  - vbasic/vb only comes with office, no vb in chicago (?)
- **Extreme shell/common dialog integration**
- **Lazy unload / quick pre-load**
- **Post-it, net capable**

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## **OLE 3**

- **Continue the OLE 1, 2.0 app pre-distribution model**
- **Shell integration focused feature set**
  - new MDI / projects / workbooks / folios
  - new window styles, e.g. tabs
  - extended drag and drop
  - more automation/macro recording
  - explorer integration

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## Summary

- Apps: Do leveraged Chicago integration work
- Chicago: Do specialized support for MS Apps at install time for immediate MS Apps benefit, deliver mini-upgrade for apps
- Leverage Chicago as a "channel" for Apps marketing
- Leverage Electronic Order, Demo
- Consider the Office Shell
- Stay *extremely* aggressive on OLE releases, MS Apps support

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