Erik Stevenson

From:	Tom Evslin
To:	Brad Silverberg; Russ Siegelman; Laura Jennings; Jim Allchin (jimall); Paul Maritz (paulma)
Cc:	Richard Tong; Tod Nielsen; Brian Valentine; Todd Warren; 'billmi'; Brad Chase (bradc); Charles Stevens; 'Darryl Rubin'; Mike Maples (Xenix); Steven Sinofsky (stevesi)
Subject:	RE: BOOP Positioning Strawman
Date:	Wednesday, January 19, 1994 9:48PM

Have only heard back from Paul and Laura on this. Most significant questions for tomorrow's meeting, I think, are:

1. How much emphasis does information get in Chicago's positioning? (and what lms/mapi support are we doing)

2. When is MS BackOffice?

3. How do we position ems to Cairo in time? How do we avoid having to invest heavily in promoting Information Exchange for only a year or so just to turn around and position Cairo/NT as the evolution of that technology?

What I think we should be planning at the BOOP is a presentation of whatever we agree my strtawman should be beaten into which I'll volunteer to put together along with an outline of the full positions of Chicago, EMS, and Marvel which should come from these groups and show enuff to see how the common positioning fits in terms of these products individual positions.

Thanks.

From: Tom Evslin
To: Paul Maritz (paulma); Jim Allchin (jimall); Brad Silverberg; Russ Siegelman; Laura Jennings
Cc: Todd Warren; Richard Tong; Brad Chase (bradc); 'billmi'; Mike Maples (Xenix); 'Darryl Rubin'; Steven Sinofsky (stevesi); Charles Stevens; Brian Valentine; Tod Nielsen
Subject: BOOP Positioning Strawman
Date: Saturday, January 08, 1994 08:59PM

This is my strawman for the presentation we need to make to the BOOP on the 28th. It is based on the work the marketing people from mbu, Chicago, and Cairo/NT have been doing. I'm assuming in this that we do find a way to get good support for MAPI stores as general document stores into Chicago as we discussed.

The unifying theme is "information" - timely, a little trite, and what we need to attack Notes. But, together, the three products add up to a powerful information startegy with a Microsoft label.

*****joint positioning

The picture below is the simplest form of the joint positioning:

< <Static Object: Picture> >

CHICAGO (probably actually Premium) IS THE WINDOW THROUGH WHICH USERS VIEW INFORMATION. This is a very smart window because each user can view information in the way that makes the most sense to him or her and the user can change these views without changing the data. The tools for viewing information are the same whether it is on the user's own hard disk, in a public folder belonging to the enterprise, or in a commercial online database. The view is the same whether the information consists of mail messages or app created documents. The Capone client and MOS extensions including Viewer are simply parts of Chicago and are not positioned separately

MOS IS RETAIL INFORMATION. The information comes from information providers and from users themselves (bulletin boards).

IX/AS (Information eXchange/AS, formerly EMS) TRANSPORTS AND MANAGES INFORMATION. It makes enterprise information created in Tokyo accessible in New York. It carries messages from one user's desktop to another. It connects enterprises to eachother and to information providers for wholesale information. It is used commercially by information services like MOS. IX/AS also manages group calendar and directory information.

There are lots of variations on this picture. IX/AS has other clients although these look more like apps on platforms like the Mac, Unix, DOS, and Win16. Actually, these clients are environments in the sense that Notes is an environment because they expose APIs to applications for information access and users can "live" in them.

****Chicago Positioning

(this is only the information part. 32bit preemptive multithreading and other stuff to be supplied by Chicago marketing)

From the perspective of the individual user of Chicago, the world looks like this:

< <Static Object: Picture> >
He or she has a common view of information whether is is on a local disk, on the Internet, in IX/AS, on Notes, in MOS, or on some other information provider for which there are drivers. This is a rich view which lets either predetermined or arbitarary properties to be added to any file and exposes these properties in any way the user wants. These properties can be used to filter, find, categorize, cluster, and sort.

Application developers have this same view. Using MAPI and/or ODBC, they can process data from these sources. They can also store and locate files with rich properties anywhere from a hard disk to an Internet ftp server. This is an enormous incentive to support docfile

*****IX/AS Positioning
(more to be supplied by MBU mkting)

From the point of view of the network manager, IX/AS not only distributes information within the enterprise but also provides messaging, directory,and public folder replication between enterprises. With the additon of a commercial version of IX/AS running on MARS (The MCI-MS Joint venture) or the equivalent, no gateways are required for this connectivity and there need be no prearrangement between connected enterprises.
< <Static Object: Picture> >

From the information provider's point of view, information can be sold in four ways:

1. Retail through MOS

2. Retail by running a copy of IX/AS (which includes MOS authoring tools) and having subscribers call in

3. Wholesale by connecting to corporate copies of IX/AS either as a gateway or thru IX/AS replication

4. By writing MAPI service providers so that Chicago users can view the information on whatever host it is currently on.

*** MOS Positioning

(to be supplied by MOS mkting)

*** what about Microsoft BackOffice Suite?

SteveB suggested that we put this suite containing IX/AS, NT/AS, SQL, Hermes, SNA together for IX/AS ship. He understands that, if we did this, there would be no particular synergy between components; they'd just all be on the same CD and in the same box. This strategy woud make it easier to shift

functionality between the IX/AS and NT/AS components when Cairo is available as a suite component.

I think we should do the BackOffice but not until '95 with Cairo. Here's why:

1. The lack of integration will be obvious and ugly.

2. The horizontal positioning of information access, information management, and information itself is enough of a story for one year. Establishing a backoffice suite at the same time with traditional database, file and print sharing, network management capabilities clouds the strong INFORMATION message.

3. There is work even in a baling wire integration. Setup has to be done; documentation rationalized; localization coordinated. We have all we can do to get Daytona, Chicago and IX/AS out this year without adding a huge packaging job.

4. There is great opportunity to do this right in '95 along with the Cairo release. In that timeframe DAO becomes a unifier between access to structured and unstructured data; the NOS directory and the messaging directory merge; OFS merges the file system and the mdb.

So I'd like to recommend to the BOOP that the BackOffice Suite be introduced at Cairo ship.

***** IX/AS and Cairo

Our plan has been to say that IX/AS 1.0 is great information management built on NT/AS 1.0 and, when Cairo is released as NT/AS 2.0, IX/AS 2.0 will be great information management built on top of that. This positioning works fine for messaging narrowly defined. I think it is workable overall but it doesn't quite explain that the directory and database are now all in NT. So here's a radical proposal:

LET'S RELEASE IX/AS AS CAIRO FUNCTIONALITY IN '94.

Lotus has been saying that they won't be seriously threatened until Cairo ships. It's too bad they thought we'd wait to ship all the functionality at once. In fact, IX/AS has the functionality we need to more than threaten Notes. Let's take advantage of Cairo's position as a Notes-killer now.

IX/AS is certainly not everything we have said Cairo will be. For starters, it is file and not object based. It doesn't have the rich content search capabilities or distributed search. It isn't the integration between NOS functionality and information management that Cairo is.

But, together with Chicago, it delivers a lot of rich information viewing and management capability people have been expecting in Cairo. The unification of files and messages is a clear step towards Cairo, particularly with apps encouraged to look into the LMS and other MAPI stores. The MAPI APIs are object oriented and will be supported on Cairo.

Steve says that, since Cairo has been billed as a successor to NT, IX/AS would then need a more NT-like name - NT/IX?

When Cairo and the BackOffice Suite ship in '95, we will move some functionality like directory from the IX component to the AS component. But basically our positioning holds up.

If we follow this strategy, the transition to Cairo '95 is easy; it's the other shoe dropping.

**** Tactics for '94 positioning

Assuming for the moment that we agree on all of the above, here's the rough chronology of announcement I see:

Immediate: Start leaking that some Cairo technology will actually be released "early" with IX/AS in '94. This will play well with the EMS beta leaks happening now and establish credibility when we later "admit" this.

February: Announce MCI-MS JV assuming we don't stumble here. Establish that there will be a mechanism for information sharing across enterprises and that MS is a player in online services.

March: Hold an information strategy day. This should be a big deal. Concentration should be on the whole

Microsoft Information Strategy and the positions of the Chicago, IX/AS, and MOS components in it.

April: Official IX/AS beta. Announce and position the product in great detail. Aim to freeze Notes evals from this point.

April: BillG is scheduled to keynote Electronic Messaging Association. Hit hard on complete information solution theme.

May(?):Chicago announce.

?: MOS announce.

June: WGD annual users conference. Lots of speeches by Beta users.
IX/AS Strategic Partner Day probably in same city day before or after users conference. Opportunity to showcase third party stuff that will be ready at ship; demonstrate that an industry is growing around IX/AS. Do we want to do the same things for Chicago? MOS?

August: Ship Chicago, IX/AS. Startup MOS and MARS connectivity between enterprises.

September: Announce Office '94 with great support for IX/AS and even Notes.