



**From:** Kirstin Larson (Office)  
**Sent:** Monday, October 13, 1997 2:32 PM  
**To:** Richard Fade  
**Subject:** Office Futures draft Oct 8.ppt



Here it is. You can also find it on \\juncoldadmarketngfutures. Most internal only stuff goes into \\juncoldadmarketng. Most public stuff is housed on DADweb.

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# Office Futures Strategy

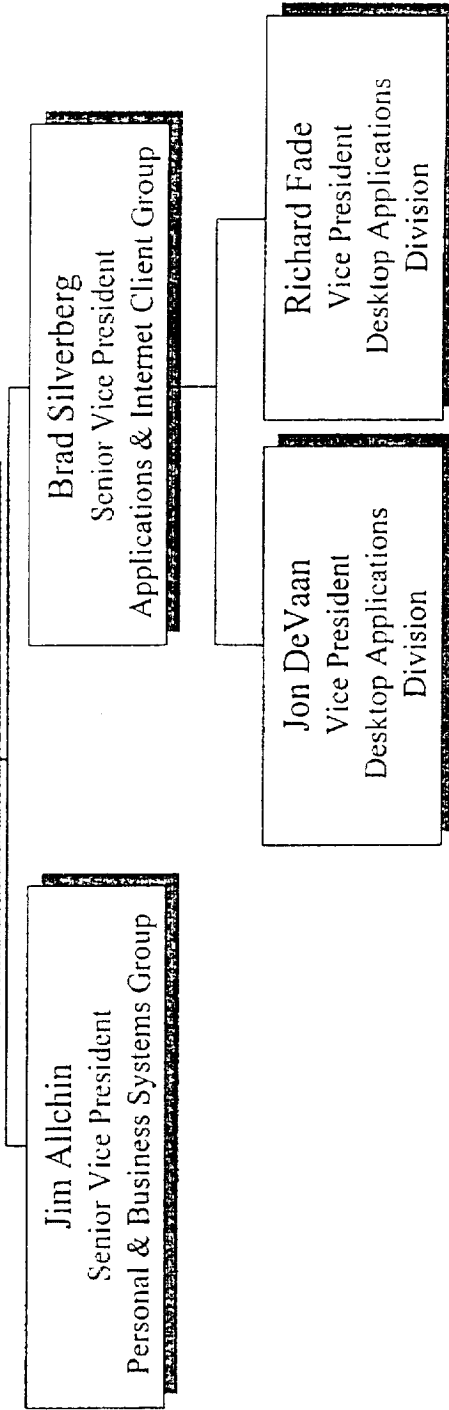
Desktop Applications Division

**Microsoft** Corporation

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# Office Organization



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# Meeting Objectives

- Challenge
  - Reinvent Office by broadening its scope
- Vision
  - The Results-Centered Web
- Get Feedback
  - Technology investments
  - Big bets

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# Where We've Been

*Office is where you do your best work*

- Rich functionality
- Ease of use and integration
- Standardization
- Essential software for every computer

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# Change = New Opportunity

## What's Changed?

- Pervasive connectivity
- PC becoming communication device
  - Browsing, email becoming greater focus
  - More communication is digital
- File servers ⇔ Web Servers

## New Challenges:

- Web servers are read-only
  - Hard to author, post, index web doc's
- Specialized web tools
- Difficulty organizing information, giving it context

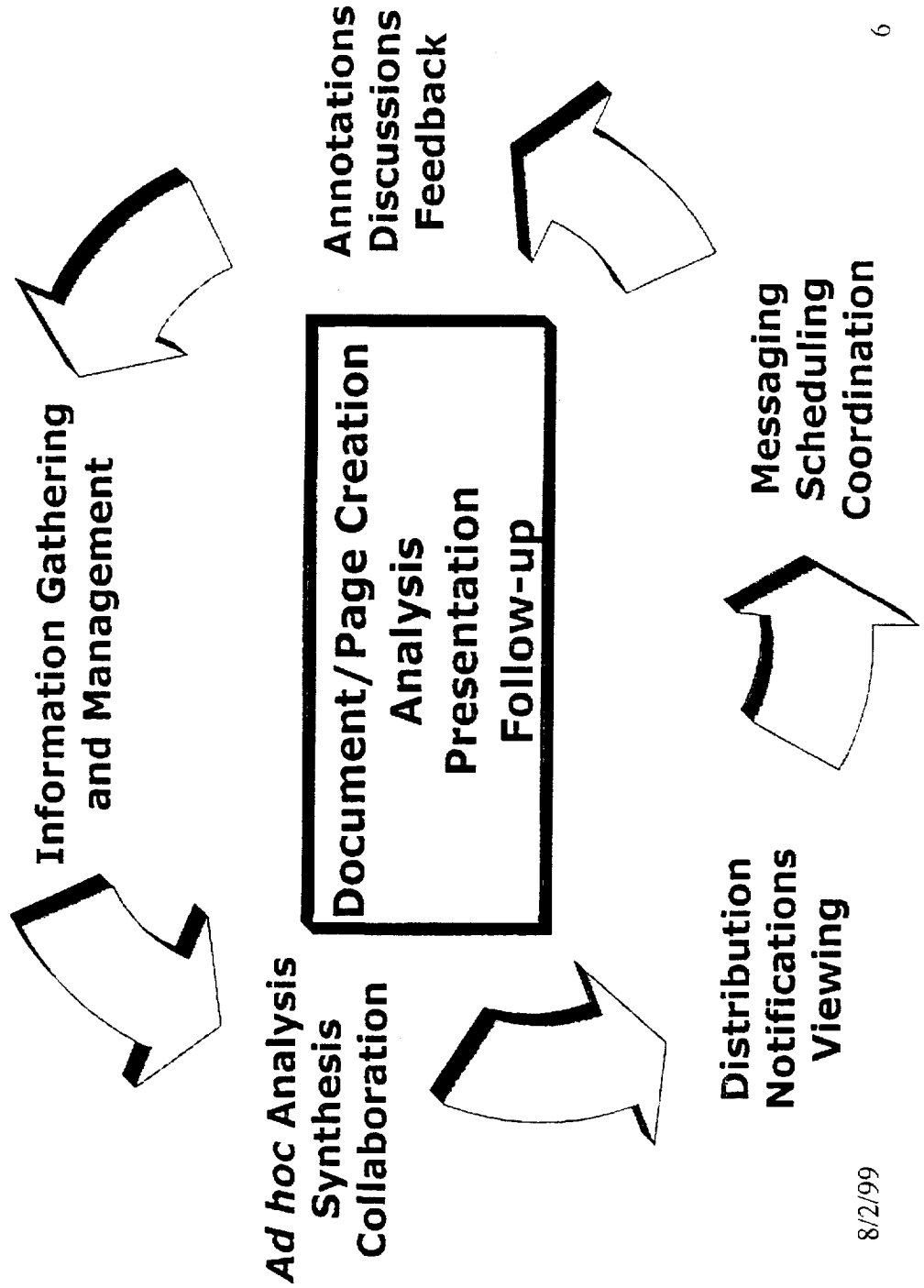
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# The Results-Centered Web



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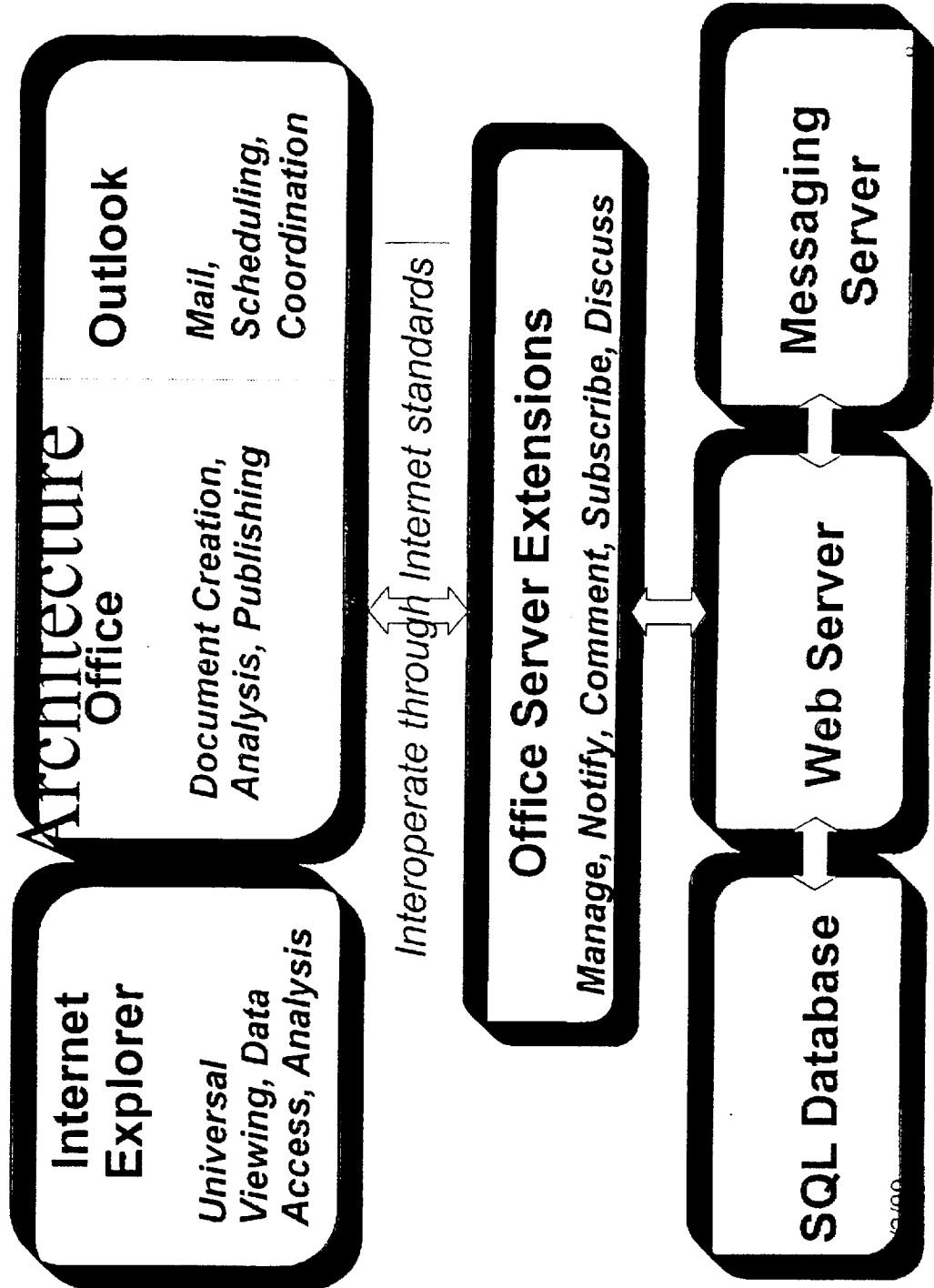
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# Demos

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## Customer Benefits

- Documents transformed into corporate asset
- Shrink-wrapped solution for ad-hoc collaborative web site
- Integration between communication and results
- Familiar Office tools, integration with existing systems, data
- Extensibility

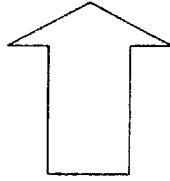
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# An Open Approach

- Web Server
- File Server
- Database
- Messaging
- Browser
- Email
- Management tools



Great support for  
Lotus, Netscape and Novell

Greater support for  
Microsoft

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# Componentized Office

Goal: Simplicity and Lower Cost of Ownership

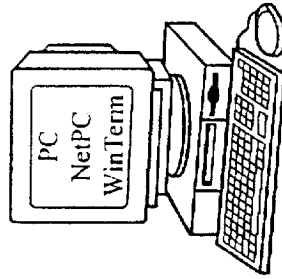
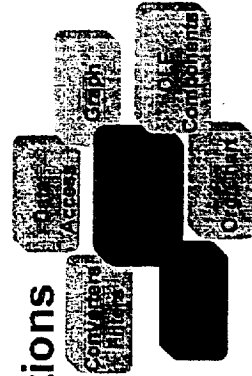
## Applications



## Content



## Options



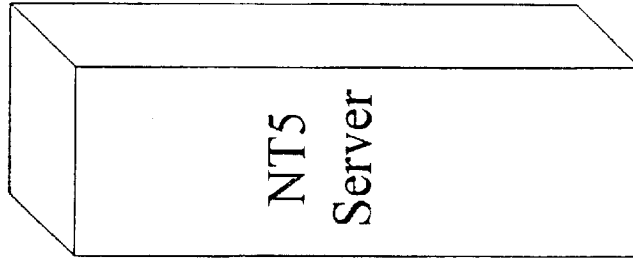
Run from Server



Resilient  
Reproducible  
Just-in-time  
Just-enough  
Customizable



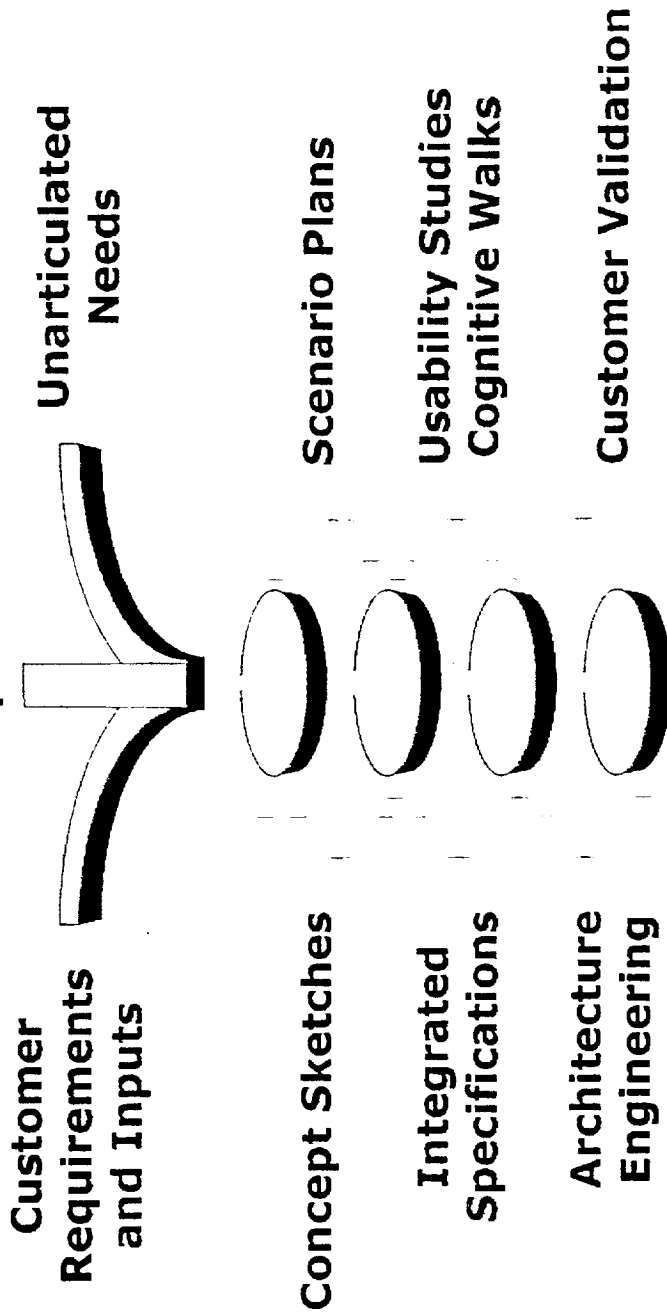
Components  
on-demand



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# Designing for Innovation Technology Bets and Imperatives



**Office**

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# Big Bets

- Universal viewing

- HTML is our strategic format
- Browser as run-time

- Web-centric model of collaboration

- Departmental web sites

- Microsoft Platform

- NT5 and IE5 acceptance

- Not building Word 11

- Feature war is over

8/2/99– Leverage existing code base

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# The Unique Office Approach

- Leverage Microsoft's broad product line
- Focus on internet standards
- Mature development process
- Providing path for customers to build on their investment
- Office is where you do your best work

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