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# Applications Strategy

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tabbler  
PLAINTIFF'S  
EXHIBIT  
3408  
Comes v. Microsoft

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The cavalry is coming !

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## 1994

- Collection of functions
- Integrated
- Single environment
  - Personal productivity
  - Group activities
  - Business operations
- Works like user
- Self-teaching

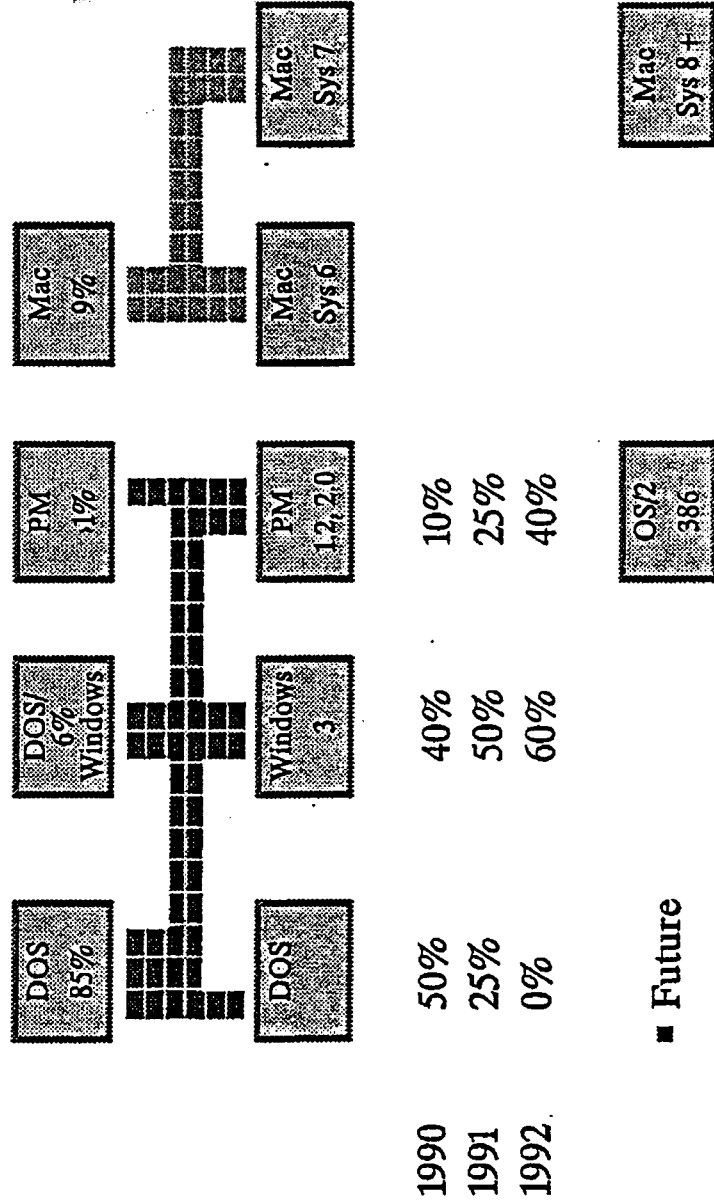
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## GUI

- User in control
  - Consistency
  - Direct manipulation
  - Device independence
  - WYSIWYG
  - Warm and friendly
  - NET
- Reduce cost
  - Support, education
- Increase usage & productivity
- Higher bandwidth with user

# The Yellow Brick Road

Today's Installed Base = 35 Million



## Data Access

- Query:
  - Microsoft Excel – Q&E Database
- Application development tool:
  - Microsoft Excel – Macros Database – Forms, Reports Programming languages
- Consolidation
  - Work with host applications

## Application Development Don't Forget BASIC

- Now
  - BC7
  - Performance/capacity
  - ISAM
- Future
  - Embedded BASIC Macro Language
  - Visual BASIC
  - Object-oriented BASIC
  - Control language

# Usability

- New documentation model
- Learn:
  - Taught by system (CBT/Help)
  - Encyclopedia documentation
- Adjust to user:
  - Tailorable interfaces
  - Direct manipulation
  - Assist, suggestions



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## Report Card - FY '89

- Products later than planned
- World-class products released
  - Words (PC, Mac)
  - MS Excel (Mac)
  - PowerPoint (Mac)
  - Works (Mac)

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## Development Investment

- Development staff
  - 2 year growth = 282%
- Investment in tools
  - 2 year growth = 364%

## Summary

- Strategy
- Sound
- Forward looking
- Investments being made
- "You have not seen anything yet"

## OS/2 Or WIN 3?

- Windows
  - Less hardware/cost
  - Many applications
  - Same user interface as Presentation Manager
- OS/2
  - Most robust environment
  - Single migration
  - Customer-developed applications = no conversion

## GUI Applications

- Mac family
  - Completely refreshed
  - Windows family
    - Word, Project, PowerPoint – Final Stages
    - Database, Mail, BASIC – Further Out
    - PM 286 Apps – Target 3-6 month delta
  - Core engine
  - Porting tools

## Action

- Move to GUI – NOW
- Time is our advantage
- Family's in place
- Cause the discontinuity – Don't wait

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## Topics

- Strategy
- 1994 environment
- The cavalry is coming

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# Applications Strategy In The 90s

## Categories

### Depth

Word processing

Spreadsheets

Presentation graphics

Database

Project management

Mail

### Breadth

Integrated

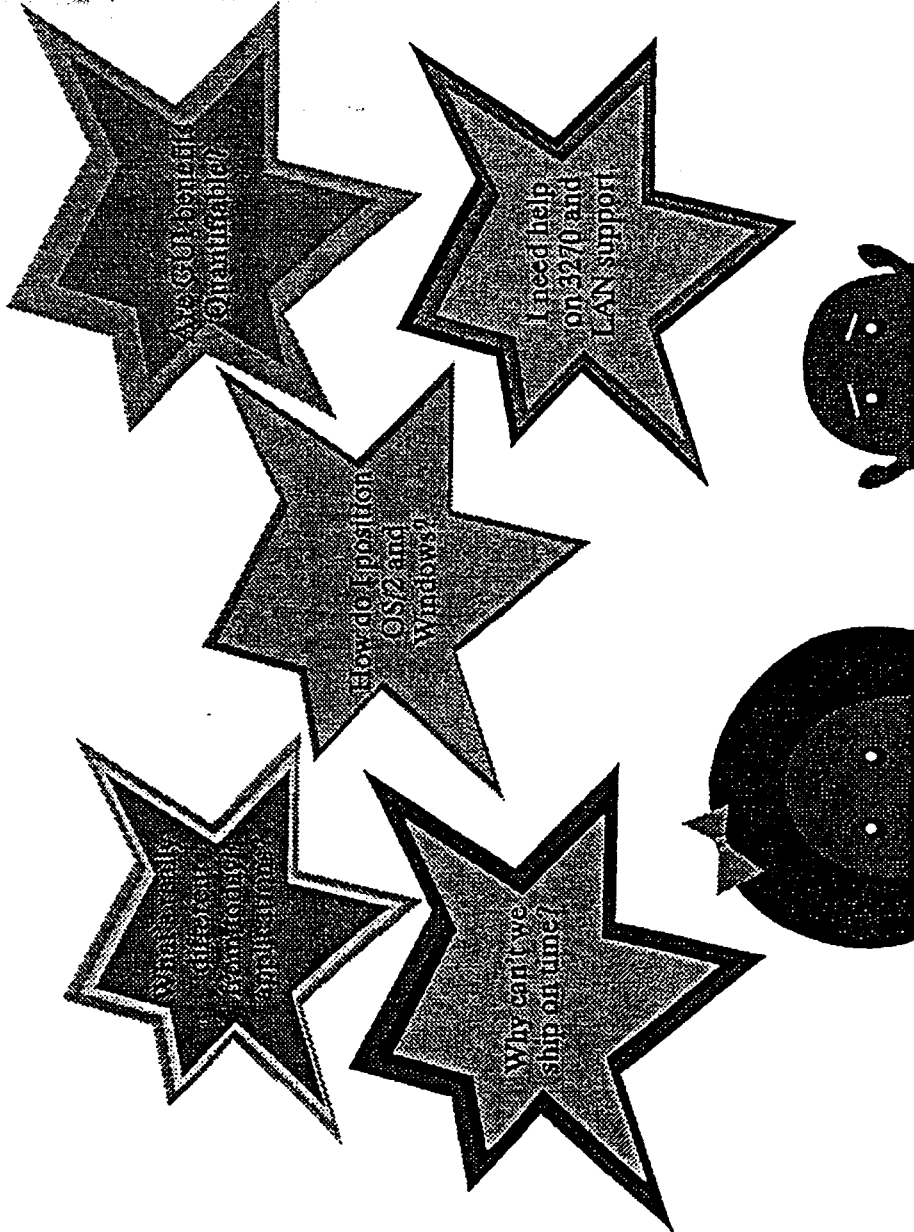
Platforms				
Character	Graphical			
DOS OS/2	Windows	OS/2 PM	Mac	
X	X	X	X	
X	X	X	X	
	X	X	X	
	X	X	X	
	X	X	X	
X	X	X	X	
X	X	X	X	



## Applications Strategy In The 90s

- Family of office products
  - GUI
  - DDE
  - Remote data
  - Embedded BASIC
  - Enhanced usability
- Home, school, small business
  - Integrated
- UNIX – wait and see

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## Industry Trends

### ■ Applications revenue growth (1989)

PC 18%

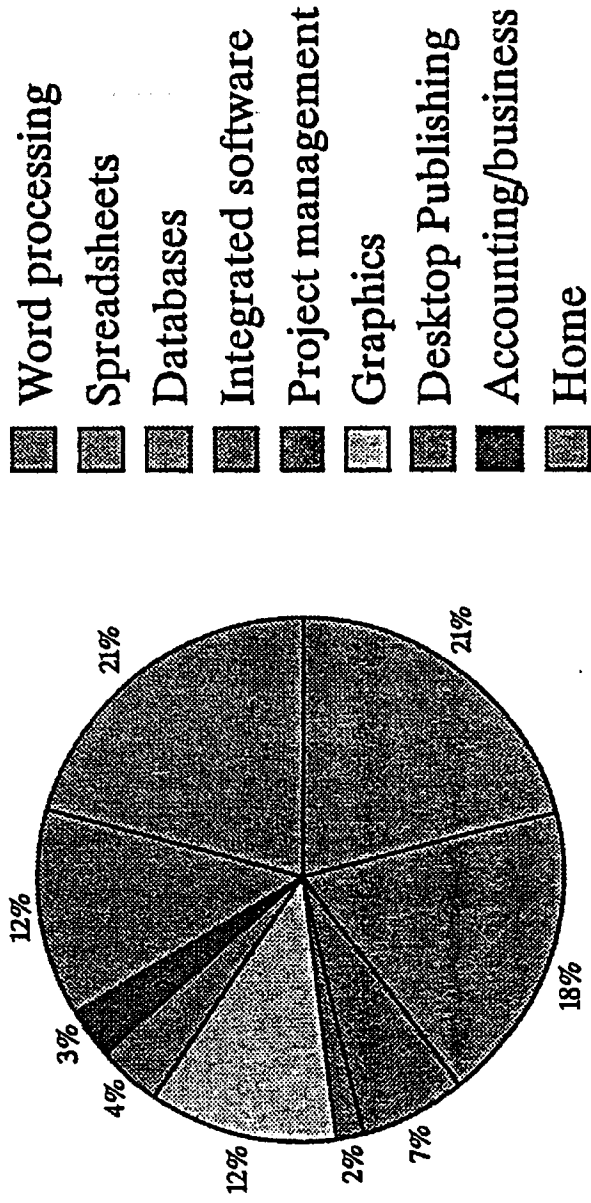
Mac 20%

### ■ Market share (four largest)

1988 53%

1989 (4 mo.) 69%

# Application Categories



# The Benefits Of Graphical User Interface

A study conducted by Temple, Barker and Sloane

Where We Are...

## Phase I Complete:

- Fortune 500 MIS managers say they are GUI believers
  - They expect BIG benefits from GUI
    - Reduced training costs
    - Reduced support costs
  - They will use hard data on GUI benefits but want direction on overall migration path issues
- They see moving to GUI as a 5-year transition

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# The Benefits Of Graphical User Interface

A study conducted by Temple, Barker and Sloane

## Where We Are Going...

### Phase II is in progress:

- New and experienced computer users will be tested on learning, retention and productivity
- Study outputs:
  - GUI backgrounder (white paper)
  - Quantifiable benefits
  - Migration road map -- getting there

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## Application Integration

- Consistent interface
- Common file formats
- Same macro facilities
- Hot link data exchange
- Embedded objects = compound document