

PLAINTIFF'S
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From: Ben Sivka
Sent: Sunday, March 17, 1996 10:46 PM
To: 'twissner@aol.com'
Subject: FW: What a week!

From: Brad Silverberg
Sent: Friday, March 15, 1996 9:31 AM
To: PSD Fulltime Employees; Brad Silverberg's Direct Reports
Subject: What a week!

[There still is not an IPTD alias, so braddir, please forward on to your non-ex-psd groups]

What an incredible week it's been!! I am so incredibly proud of what everyone in IPTD has accomplished. I just got back from the PDC and I'll tell you, people are very very very impressed. The major events of the week included:

- AOL. We concluded and announced the AOL deal. What a coup! About 30% of all internet use is via AOL, so this was a critical deal for us to get. The deal is essentially that, starting with IE 3.0, AOL's standard client for the AOL service will be based on IE, and we will include it in Windows. BradC did an amazing job getting the deal everyone said couldn't be done.

- Java. We signed the Java license with Sun. Again, our competitors were out there saying we'd never sign the deal, and we did. Not only that, but our Jakarta tools (our implementation of the Java vm and runtime, Java compiler and Just In Time compiler) totally blew everyone at the PDC away. I attended the Java breakout session yesterday at the PDC and I'll tell you, people were incredibly impressed. People had no idea we were so far along and that it was so hot. The audience broke out into spontaneous applause numerous times, especially when we demo'd JIT. Congrats to BobMu for getting the deal and the Jakarta team for a very very impressive demo.

- Steve Jobs. Steve joined Paulina on Tuesday's opening day keynote. He did a great job and sent a very strong message that Microsoft is a great, open partner. He had some great sound bites that were picked up in many of the press stories. For example, "Isn't this weird?? Microsoft is treating us the way you'd expect Netscape to, and Netscape is treating us the way you'd expect Microsoft to." Got a big laugh, and gave great credibility to the sense of partnership we are building.

- PDC. This was the best PDC I've been to. There was so much electricity, so much buzz. Our "Activate the Internet" strategy really hit home. The ActiveX framework worked really well - it pulled everything together. People saw that we were being open, had a great architecture, have been very very busy getting real stuff running, and providing lots of opportunity for developers. The demos were so cool! There was so much content presented, one just could not see it all. The conference was run so well; congrats to Doug, Brad Struss, Tammy, and the event people for pulling off the best PDC ever.

The press was also very impressed. They kept asking me, "Your team is so fast. How did you do it? How did you get so much done so quickly?!" A number of them are now working on stories that talk about how Microsoft turned the ship so quickly, got everyone so focused and delivered so much great stuff so fast. The last 100 days have been truly incredible.

A few months ago, folks were counting us out. No longer! We still have a huge amount of work to do, for sure, and we shouldn't ever forget we are still way way behind in terms of market share. Nor is the competition going to just fold up and walk away - they will strike back, and strike back hard. Believe me, they will not be playing by the rules of the Geneva Convention <g>. But we made a huge step forward in terms of mindshare this week. We are in the race. It really could not have gone much better. Now, the challenge is to stay focused and execute! We have very cool stuff, we have to ship it!

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