

Donna Poreda

From: Steve Ballmer
To: bradsi
Subject: FW: Windows Focus Squad Mtg: 6/14/93
Date: Monday, June 21, 1993 9:35PM

my mail to yuo should be the guider on this thx

From: Laura Jennings
To: Tom Evslin; Daniel Petre
Cc: Brad Silverberg; Todd Warren; Jonathan Roberts; Steve Ballmer
Subject: RE: Windows Focus Squad Mtg: 6/14/93
Date: Monday, June 21, 1993 10:12AM

We've only shown the Chicago/Capone prototype once so far that I know of to non-MS folks--at the Mail Users Conference this April. We didn't highlight the shell except to say "look how well integrated it is" and then went right in to Capone cool features. In the EBC, we definitely talk about "tighter integration with the Windows file system and desktop" and occasionally draw a whiteboard picture of what this means (drag and drop, multiple stores, and top-level integration being the cool shell stuff from a Mail perspective) but we haven't yet begun to do Chicago/Capone demos.

So Jon if you want to set up a training session on Chicago positioning and work with Todd to get his folks there, we can make sure that we position this the way you want us to as we begin using it more extensively in the EBC. I think that's a great idea; and maybe at the same time Todd can share with your team positioning/features to hit hard on the Mail side. One reason why we haven't been using Capone more is that until a few weeks ago, the W16 and Mac clients looked quite a bit different than the W32 client was going to. Now that we've decided on a "Capone everywhere" plan, I suspect Todd will be planning to use this demo more extensively. We're on track for a November beta, so that gives you an idea of how quickly we're moving here.

From: Daniel Petre
To: Tom Evslin; Laura Jennings
Subject: FW: Windows Focus Squad Mtg: 6/14/93
Date: Monday, June 21, 1993 9:40AM

From: bradsi
To: steveb
Cc: danielp; jonro
Subject: FW: Windows Focus Squad Mtg: 6/14/93
Date: Sun, Jun 20, 1993 9:48AM

the shell is going to change a LOT before we are done. i don't want corporate accounts to get the impression that this is what the shell will look/act like. We have already gotten some mixed feedback on the shell when we've shown it.

ely and often will the mail group show the shell?

We can work out an arrangement where the mail group can show it when it must given that they are properly trained on chicago and the chicago messages/positioning and further that they call the shell an early prototype that shows how mail might be integrated into the shell. that the shell will change a lot but

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Plaintiff's Exhibit

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Comes V. Microsoft

this would give an account an idea of how mail/shell integration would work

From steveb Sun Jun 20 09:14:08 1993
X-MSMail-Message-ID: ADB4C14F
X-MSMail-Conversation-ID: 7EE26040
X-MSMail-Parent-message-ID: D415CF4B
X-MSMail-WiseRemark: Microsoft Mail -- 3.0.623
From: Steve Ballmer <steveb@microsoft.com>
To: bradsi
Date: Sat, 19 Jun 93 13:52:24 PDT
Subject: FW: Windows Focus Squad Mtg: 6/14/93
Cc: danielp

we need to show the shell to win mail business it is not a windows issue we should move forward ont hta part

From: Charles Stevens
To: Steve Ballmer
Cc: Bernard Vergnes; Christopher (VP ITL) Smith; Christian Wedell;

Jeff

Raikes; Joachim Kempin; Michel Lacombe; Michael Hebert; Mike Negrin;

Richard Fade; Rolf Skoglund
Subject: Windows Focus Squad Mtg: 6/14/93
Date: Thursday, June 17, 1993 10:07AM

Notes from 6/14/93 Windows Focus Squad Meeting (from MikeHeb)

Agenda:
Snowball Update
Chicago PR and Rollout plan
Overview of release plans

Snowball Update (Rogersw):
Channel feedback from Mikene supports the version upgrade option.

3.1 +

the

option.

positioning is too confusing, and they do not think MS should be in add-on business. Also, Europe subs strongly vote for Upgrade

on

Corporate Account feedback suggests that many corporates will pass upgrading to a Win 3.2 product and wait for Chicago. They won't be upset with MS for offering this upgrade with Chicago coming so soon

if

Win 3.1 is still available. Winmktg acknowledges that there will be

worth

some problems with IT managers, but that this is manageable and the gains from OEM and retail sales.

This

If Win 3.2 is path, then it will be an upgrade only from Win3.1.

call

lowers COGs. Customers with Win 3.0 will get a pop up message and

shipping.

MS for Win3.1 disks. These will probably be priced at COGS +

but If Chicago slips as far as Fall Comdex 94 (current schedule is 4/30
Summer'94 more realistic), giving Snowball a longer life, there will
be more time between upgrades for corporate accounts. All in the
meeting agreed that the following are the key variables for making the
Snowball

decision:

- Chicago ship date
- OEM forecast revenue
- Office synergy
- European opinion
- competition

Action:

1. Winmktg will run various profitability models under different scenarios (eg. late Chicago ship, or lower OEM sales, etc.).
2. Winmktg will clearly articulate the Win3.2 fit with Chicago.
3. Winmktg will size the potential competitive situation
4. These will be presented to Steveb, Jeffr, Joachimk at the meeting

6/18.

Chicago PR and roll out plan:

a Was reviewed and essentially approved by all. It was suggested that
contingency plan be drawn for late Chicago ship, as the real ship
status won't become clear until beta 2 ships, which is relatively
late in the process.

Should Chicago shell be demo'd to corporate EBC briefings before PDK

ship in August? Consensus was that it should not. Reasons:

- it will change too much
- probable leaks to press
- no real sales upside, disclosure this early is primarily
relationship building

Action: Winmktg will continue to deliver PPT presentations that
articulate 32 bitness, OLE 2.0, Plug n' play, and that Chicago is

DOS
7.0.