

From: Andrew Kwatinetz
Sent: Thursday, October 05, 2000 2:57 PM
To: Steven Sinofsky
Subject: Slide deck...



NGO Thoughts.ppt

FYI, I gave this to Heikki only. I don't like my pillar titles yet, but I like the Tenets and the pivot of my pillars better than the existing ones. But, I know the process issues he's facing, and I'm just trying to help.

Thanks,
Andrew

Plaintiff's Exhibit

6840_C

Comes v. Microsoft

**MS/CR 0017709
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NGO Thoughts

AndrewK

NGO is...

- Office.net
- A bet that an assumed subscription allows fundamental improvements to productivity for a broad set of end-users

Tenet 1: Aim for 80%

- If a feature doesn't potentially appeal to 80% of our end-users, then we don't do it.
- The shift to services allows us to revisit basic productivity; these ideas won't be hard to find when we focus on them.
- With only 1 year, we don't have time to mess around with lesser features.

Tenet 2: Crawl, Walk, Run

- Crawl = service
Walk = tight integration
Run = thought leadership / new services
- There's great value in integration—it doesn't exist today with web services.
- Key to success—don't try to do everything in one jump like we're used to:
 - Build features so the services can be updated
 - Build feedback into the service to help point the direction for improvements

Tenet 3: Client + Service

- Every team must focus on both:
 - Services:
 - What services are “gotta have” for end-user productivity
 - Some may not require a new client (as long as you’re paying the subscription)
 - Rich Client:
 - Optimized for the new services, so even if not required, users will demand the new client
 - Cache as much as can for offline usage
- Key to success is how the Services and Client work together to create the best user experience

4 Pillars

- Service-Optimized Productivity
- Service-Optimized Communication
- Roaming-Optimized Empowerment
- Software Service

Service-Optimized Productivity

- Aim for 80%: Basic Productivity Commands
 - New / Templates / Content
 - Web Help / Support Community
 - Others
- Tools-on-the-Web Portal / Platform
 - Ties to other services
 - Ties to 3rd party

Service-Optimized Communication

- Aim for 80%: Enhancing the common communication scenarios
 - Meetings online
 - Buddy list / IM / “Office Phone”
 - Web sharing
 - Includes team projects, but more about ad-hoc than formal projects

Roaming-Optimized Empowerment

- Aim for 80%: Key Personal Info
- Empowerment = user owns his/her info
(across multiple service providers, work and personal)
- .Net Calendar, Contacts, Storage
 - Use and support .net initiatives
 - Synchronization and storage
 - Multi-device support / activities
 - Offline

Software Service

- Aim for 80%
- Client “health”
 - DAD Watson 2.0 / other instrumentation
 - Client updates / self-healing

Mapping to Existing Pillars

- **Accessing My Information from Anywhere Any Time**
 - Roaming-Optimized Empowerment
- **Creating a Personalized Office Experience**
 - Service-Optimized Productivity
 - Software service
 - Roaming-Optimized Empowerment
 - Feedback loop tenet
- **Building Effective Communities and Teams**
 - Server-Optimized Communication
- **New Opportunities for Office**
 - Service-Optimized Productivity
- **Improving Office for Non-Subscribers**
 - None (Intentionally)