

From: Anders Brown
Sent: Tuesday, February 06, 2001 9:59 PM
To: Steven Sinofsky; Charles Stevens; Joseph Krawczak
Cc: John Vail
Subject: FW: Office in the Solution Clusters

Fyi – just keeping you in the loop wrt to Office and Sable thoughts...

-----Original Message-----

From: Anders Brown
Sent: Tuesday, February 06, 2001 9:55 PM
To: Dan Neault; Valerie Olague; Jay Jamison
Cc: Sable Solution Cluster Leads
Subject: Office in the Solution Clusters

Based on Orlando's comment that desktop pull-through was one of the core metrics we should score the rankings on, I've taken a look at where Office is today in the scenarios, and added it to a few others where it should make sense. I've updated the attached ppt (text in red) to reflect my comments... below is a bit more description of areas that need attention/discussion.

Corporate Intra/Internet Solution [Office is currently in this scenario]

This one is great --- Office should just be the front end to this scenarios. Value-add the XP provides is (1) the addition of Share Point Team services to an enterprise, and (2) a front end add-on for Share Point Portal Server (Tahoe). Tahoe actually provides the add-on, but it integrates into Office. It's a much better story here with Office XP than with Office 2000.

Only thing that we need to add is the revenue associated with upgrades: about \$150 per enterprise customer. I assume we have some CAL number floating out there and we should just add this to it...

Business Performance Analysis [Office is currently in this scenario]

Office is in this scenario – and should be – but to be clear, we need to understand what Office needs to do a bit more to be the front end. In a perfect world, we'd have Office be the sole front end, but at this point I don't believe Office can't stand up and say it "does BI" like the Knosys' and Cognos' of the world (i.e. hard core OLAP support, "walking the edge of the cube", "drill through", etc). That said, Office should be part of this scenario, and again we should add the CALs @ \$150/desktop. It just might take a bit more work to really nail the value-add of Office over the partner solution.

Media Services [Office is not currently in this scenario]

Office should be placed in this solution cluster. It just makes sense that if we go out with a broader collaboration story, that this includes Office. This is actually probably better names something like "Next-Generation Collaboration" solution, or something that moves the name from what a simple technology (media services) to what it really is: the next wave of collaboration and communication services with Office and Windows.

Accelerated Deployment for the XP Desktop [this scenario does not exist]

This was a great suggestion earlier by sshay... we should move forward on this one, and of course the market opportunity for Office is at \$150/desktop. Think I'd change the name to include something around Productivity: "Advanced Desktop Productivity and Accelerated Deployment" or something... it would be simply Office XP + Windows XP + SharePoint Team Services plus deployment services. I believe this one is in process already....

Note the updated comments in the attached PPT – these should be merged into the most recent deck. I'll give Valerie and Jay a call tomorrow AM...

-anders

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