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**Sent:** Friday, February 16, 2001 10:59 AM  
**To:** Brian Hall  
**Subject:** RE: Windows XP presentation

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**HIGHLY  
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**MS/CR 0028352  
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**Subject:** RE: Windows XP presentation

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Susan Sharp  
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Microsoft Canada Co.  
905-568-0434 x 4159  
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**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 11:09 AM  
**To:** Joseph Krawczak  
**Subject:** RE: Windows XP presentation

I hear you. it's damn tough.

Let me give you an example though of what a big issue this is. In the management MYR yesterday they talked a couple times about how Nabisco saved \$8M with better management sw (nabisco) for their 9,000 desktops.

if they saved nearly \$1k per desktop think what expenses must be?

and rolling SW out is not cheap as much as we'd love it to be

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**From:** Steven Sinofsky  
**Sent:** Friday, February 16, 2001 7:51 PM  
**To:** Joseph Krawczak  
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Yup, I agree they don't just throw it out there. The problems for going beyond 6 months get difficult for Office though.

Let me illustrate.

So imagine when Office is launched in May, we tell the field and customers, this is a great release full of tremendous business value. However, if you are planning on rolling out Windows XP in the next 12 months, we recommend you wait and install Office XP at that time. We have just told the customer, mathematically by inference, that the incremental business value of the software for a year of use must be less than around the what \$100-400 cost of a second desktop touch. You see the problem? If Office XP can save a user just one hour a week, at \$100/hour, that is \$5k for a year. We undermine ourselves. How can we get out of this inference?

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

**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 10:54 AM  
**To:** Joseph Krawczak  
**Subject:** RE: Windows XP presentation

be realistic here - we need to recognize that LORGS at least don't just throw SW out there...

I don't want to SWAG this right now - we don't even have our Windows 2000 v. WinXP messaging down

This is goin to be a great forcing factor to make us do that

definitely need jim, jeff + steven and brianv on board

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

**From:** Joseph Krawczak

**HIGHLY  
CONFIDENTIAL**

**MS/CR 0028364  
CONFIDENTIAL**

**Sent:** Friday, February 16, 2001 10:49 AM  
**To:** Brian Hall  
**Subject:** RE: Windows XP presentation

Yes, I agree, we should drive to a reco. But those two guys will still need to be bought off, so will be in the dialog sooner or later.

What do you think the X should be? I can tell you that my gut says that Steven will certainly not be happy about X greater than 6 months. Jeff, coming from the field may be bit more sympathetic, but I can't imagine him going much beyond this either. We need the revenue, big time.

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

**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 10:41 AM  
**To:** Joseph Krawczak  
**Subject:** RE: Windows XP presentation

Would be great to have.

whether they do it or not, though, this is what htey want to do. Shit, it takes years to roll out a new OS or new Office in enterprises. of course they're not going to do separately.

"one touch" is a universal belief in the field it seems.

I'll bet you're right on Office 2000 over WIndows 2000, but w/ OEM shipments (we have ~19% of PC RR w/ Windows 2000 pro right now) we'll catch up very quickly even if that is the case.

I don't think this is somethign we should jsut ask Jim and Jeff to do. We need the market understanding to back it up.

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

**From:** Joseph Krawczak  
**Sent:** Friday, February 16, 2001 10:38 AM  
**To:** Brian Hall  
**Subject:** RE: Windows XP presentation

I wonder if we can get some numbers showing what % of customer/desktops fall under the touch-once practice. We have some historical installed base research for the US showing what versions of Office are on desktops by segment, but not in last six months. Do you have anything similar? It would be interesting to note what % of desktops in lorg are on Office 2000, and what % on Windows 2000, to see how high the correlation is.

If Office deployments are lower, than the Office team should get fired :) If the same, that is strong evidence for touch-once behavior. If Office is higher, the amount that is higher is not touch-once behavior. I bet Office 2000 deployments are a bit ahead of Windows 2000 deployments, but don't know by how much.

But you seem to agree with my comment below, that it is really just a matter of agreeing on what the X number is. I think I would recommend 6 months as the number. If that is the issue, let's just have JeffR and JimAll have a conversion and agree. Will save hundreds of man hours.....

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

**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 10:25 AM  
**To:** Joseph Krawczak  
**Subject:** RE: Windows XP presentation

you're right it's the latter

you really don't want to say deploy now regardless. If someone has WIndows 98 on their machines we know there is only going to be one desktop touch over the next couple yrs so we want them to either deploy Office XP with WIndows 2000 or wait until widnows XP and do them both together.

these are the things need to work through

I also think establishing this will get us to think WW about how we encourage subs to work w/ Windows and Office esp since many of them are the same poeple...

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

**From:** Joseph Krawczak

**HIGHLY  
CONFIDENTIAL**

**MS/CR 0028365  
CONFIDENTIAL**

**Sent:** Friday, February 16, 2001 10:20 AM  
**To:** Brian Hall  
**Subject:** RE: Windows XP presentation

From our side, I really don't see what is very controversial about the messaging. We've already gotten agreement on the framework used in the press release, we can build on that. I guess one complexity is the CMO and what they might want to do around Experience....

Deployment is somewhat trickier. The Office message has to be 'deploy Office XP now' overall, no matter your prior version of Office or Windows (as long as >Win 95). Then we will need wording that says something like 'if you are X months from a rollout of Windows XP, do both products at once'.

Where do you see the pitfalls.

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

**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 10:15 AM  
**To:** Joseph Krawczak  
**Subject:** RE: Windows XP presentation

you know it isn't that easy...

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

**From:** Joseph Krawczak  
**Sent:** Friday, February 16, 2001 9:46 AM  
**To:** Brian Hall; John Frederiksen; Brian Luke  
**Cc:** Tom Bailey; Jeff Morris; Baris Cetinok  
**Subject:** RE: Windows XP presentation

I think the process is pretty straightforward:

- a V-team takes a whack at it
- they get feedback from the managers of the groups
- When the groups agree, send it out to a 'kitchen cabinet' of some smart people in field and subs
- Refine if needed
- Go final and communicate broadly

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

**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 9:43 AM  
**To:** Joseph Krawczak; John Frederiksen; Brian Luke  
**Cc:** Tom Bailey; Jeff Morris; Baris Cetinok  
**Subject:** RE: Windows XP presentation

good to have the people but there's a larger issue of process - how do we want to make sure we have great messaging together, get it bought into by some key sales folks, and make sure that moving forward we have a way to tune and add?

we should be trying to establish a best practice for SGs working together here and it's more than just putting names on challenges.

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

**From:** Joseph Krawczak  
**Sent:** Friday, February 16, 2001 9:40 AM  
**To:** Brian Hall; John Frederiksen; Brian Luke  
**Cc:** Tom Bailey; Jeff Morris; Baris Cetinok  
**Subject:** RE: Windows XP presentation

Totally agree.

For deployment guidance, work with Jeff, who does enterprise marketing for Office.

For overall messaging, work with Baris, who does EU messaging, and Tom, who does PR.

Thanks

**HIGHLY  
CONFIDENTIAL**

**MS/CR 0028366  
CONFIDENTIAL**

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

**From:** Brian Hall  
**Sent:** Friday, February 16, 2001 9:20 AM  
**To:** Joseph Krawczak; John Frederiksen; Brian Luke  
**Subject:** FW: Windows XP presentation

We really do need to do a good job now getting the "when do I deploy Office XP right away and when do I wait for Windows XP" story down

as well as just doing a hell of a job messaging together.

how do you guys suggest we proceed with this?

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

**From:** Susan Sharp  
**Sent:** Friday, February 16, 2001 6:58 AM  
**To:** Brian Hall  
**Subject:** Windows XP presentation

Brian,

Thanks for a great presentation today at the Windows XP airlift. It was 1000X better than the demo you did at the Office airlift in December! Is your presentation available on-line somewhere?

As well, with regard to winning the Hearts strategy, it would be great if we could continue along the whole "Seeing is Believing" concept that Corp is using for the launch of Office XP.

From a sub perspective – it is really important for us to build a campaign that shows off the experiences of Office and Windows. We have limited resources and limited funding, and if possible, we have to build a broader campaign that creates a platform from which to launch both of these amazingly intuitive products. This creates a unified voice from MS, and projects an image about the products that they are both the best, most amazing tools that you can use on your PC today. It would be great if we could see this kind of thinking coming out of Corp, rather than two disparate campaigns.

Brian, I know that you asked for feedback early -- so that's really my feedback, and if you would like to discuss it further with me, that would be great!

Sue

Susan Sharp  
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