
From: Jonathan Usher
Sent: Thursday, April 01, 2004 3:26 PM
To: Digital Media Maui Marketing
Subject: FW: Cross group cooperation - two exciting examples: Maui Media and Spam

Super to see this... well done everyone on the work thus far ☺

From: Bill Gates
Sent: Thu 4/1/2004 7:31 AM
To: Senior Leadership Team
Cc: Jon DeVaan; Alexander Gounares; Eric Rudder; Steven Sinofsky; Will Poole; Robert (Robbie) Bach; Doug Burgum; Pieter Knook; David Cole; Hank Vigil; David Sobeski; Ryan Hamlin; Amir Majidimehr; Todd Warren; Blake Irving; Will Kennedy
Subject: Cross group cooperation - two exciting examples: Maui Media and Spam

We talk a lot about the difficulty of cross-group cooperation because it is so important to our success in providing integrated innovation.

Two efforts I have reviewed recently impressed me with the strong cooperation across multiple groups.

Maui Media is the fall launch of a number of Media Center, Portable Media Center, Windows Media 10, MSN Music, and a chance to show our DRM progress

It involves MSN, MED, and Windows in complex ways. For example talking to media companies about what technology to use and whether to license to us

Customers will see we have thought through the scenarios end-end. Apple still has a simpler UI for many tasks and we still have to craft the message so our innovation shows through so we still have work to do.

However, the willingness of the groups to work together and to trust each other has been a real asset.

Likewise the SPAM effort involves a number of groups. Office, MSN, MSR, Windows.

There are many aspects to it – legal, caller-id, IP address reputation, content filtering and proof.

We have to work with many other industry participants.

We have already done leadership things on filtering which unfortunately isn't enough.

We have a roadmap for rolling out the other aspects including the coordination of the various groups.

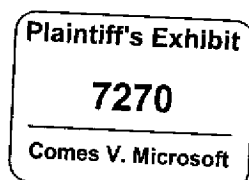
Like Maui Media a lot of the important work is still ahead of us including getting credit for our innovation.

However again the willingness of the groups to work together and to trust each other has been a real asset.

Personally I am not sure what the lessons learned here are but we should look into both to make sure we reward and identify the key elements

We identified the problem set/scenario we are going after. It was a priority effort of the various groups.

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The groups decided they needed to work with each other. I am sure the attitudes of the key people has been critical.

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