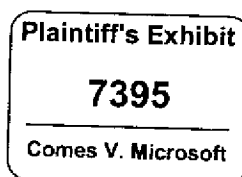# Group 1 Topic

- How can Chicago increase sales of MS Apps?
- How can Chicago increase market share of MS Apps?
- How can MS Apps increase sales and market share given expected high penetration by Chicago?

Team Members: MikeMap, JonL, TandyT, SteveM, DavidCol, ChrisGr, EdF, NathanM

Note: Client-Attorney Privileged Material

How we think of the Problem

- How can we motivate upgrades in a semi-stagnant user base?
- How can we leverage the systems OEM channel? (more effectively than bundles!)
- How can Chicago and MS Apps cooperate to differentiate MS Apps on Chicago?
    - Design for App differentiation, prioritize development
        - Chicago *and* Apps
    - Product Packaging / Marketing / Business Approach
        - Think of Chicago as a channel for apps product and marketing
- <u>Before</u> and <u>after</u> MS chicago App versions release

Upgrading

- **Letting people know about upgrade -- and motivating *ACTION!***
  - Chicago billboards - picture the drive into town...
    - » Check system for MS apps - teasers and mini-demos
  - Leverage online service - instant electronic order for ms apps
  - '93 version of apps on Chicago upgrade teaser
- **Cost/Difficulty of Upgrade**
  - price discount
  - "you win" - maybe even really!
  - locked cd-rom

Leveraging the OEM Channel

- **First-time OEM ad for OEM sales (mini-demo) on disk**
  - re-labled by oem
  - oem resells app
  - locked cd-rom again
- **Online registration, follow-up with promo / locked cd-rom**
  - option to print the card

Design Wins

- **Make MS apps look great in shell**
  - What can we do before Chicago App versions are released?
  - What can we do in the Chicago release of our Applications?

Change is the key...

Pre-Chicago App Release
What can we do in Chicago?

- **Make our apps look different - like the shell**
  - change the shell design to make this a real, not-for-free change!
- **Mini-upgrade (SDM DLL) bundled with Chicago**
- **Make applettes "ad's" for our apps**
  - consistent UI
  - consistent Visuals
- **Visual changes - for a change!**
  - icon style, colors, size, etc
  - window adornments (e.g. scroll bars, status bar, etc)

Chicago Apps and "The Points of Light"

- **Do all high visibility features that support the shell**
  - –include some in "mini upgrade"
  - –continuous reinforcement of the MS Family of Products
- **Do all app features that increase consistency, leverage with the shell**

...and of course, continue work on MS Apps Interop

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Some ideas...

- Custom view of MS install diskettes
  - show package for ms apps
- Applette ole servers consistent with MS Apps
- "Chicago Cool" certification stickers
  - "kinda cool", "cool", "way cool"
  - "optimized" requirements for "way cool"
- Plug'N'Play differentiation

Product Definition and Packaging
A General Approach

<u>Assumption</u>: Chicago *will* sell big even with only its core feature set

<u>Fact</u>: An Office sale is a big MS Win

- We need to trade off features towards motivating office upgrades and new sales
  - in preference to overloading chicago feature set
- Basically, prioritize feature allocation as:
  - Office
  - Chicago
  - MS Apps
- Consider OS enhancements as part of Office

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The Radical Extreme: The Office Shell

Basic Approach

- **Hold extensible shell for Office**
  - Differentiation feature: shell integration. WOW!
  - Ship fully extensible shell, including OLE 3 with Office
- **Chicago shell is non-extensible**
  - "we couldn't get it done in time..."
  - differntiates both Office and Cairo
  - keeps chicago focused on memory goals
  - nips this whole damn ole extensibility thing in the bud
  - limited OLE 2 integration - app interop category only
- **LEVERAGE an OLE 3 release**
  - license for app ship
  - we're first
- **Cairo, next version of Chicago delivery (OLE model)**

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The Office Shell - Ideas...

- Combined upgrade and install - single SKU for Office with Windows
  - Office can require chicago!
- Programmable (IDispatch enabled) shell
- Workbook integration
- Show internal doc structure in Office Explorer
  - leverage outlining
- Macro recorder that works with ms apps
  - bundle automation scripts that leverage office apps
  - vbasic/vb only comes with office, no vb in chicago (?)
- Extreme shell/common dialog integration
- Lazy unload / quick pre-load
- Post-it, net capable

OLE 3

- •Continue the OLE 1, 2.0 app pre-distribution model
- •Shell integration focused feature set
  - –new MDI / projects / workbooks / folios
  - –new window styles, e.g. tabs
  - –extended drag and drop
  - –more automation/macro recording
  - –explorer integration

Summary

- Apps: Do leveraged Chicago integration work
- Chicago: Do specialized support for MS Apps at install time for immediate MS Apps benefit, deliver mini-upgrade for apps
- Leverage Chicago as a "channel" for Apps marketing
- Leverage Electronic Order, Demo
- Consider the Office Shell
- Stay *extremely* aggressive on OLE releases, MS Apps support

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