

**Bill Gates
Chairman
Microsoft Corporation**

Start

Plaintiff's Exhibit

7452

Comes V. Microsoft

MSC 00100211

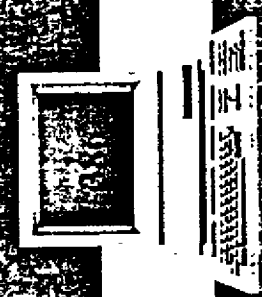
RBC 05190

Technology Moves Fast

Chips



Hardware



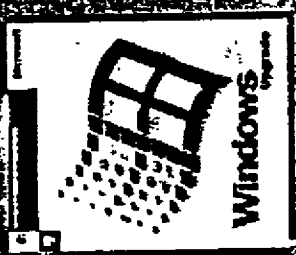
Software



Networks

LAN

Internet



Multimedia and
Business Applications

GUI

MSC 00100212

RBC 05191

Business Needs Driving Information Technology

- ◆ Better decisions, faster
- ◆ Streamlined processes
- ◆ Reduce costs, improve outcomes



MSC 00100213

RBC 05192

Computer Industry 1984

Solutions

Applications

OS

Computers

Processors

IBM	DEC	HP	NCR
-----	-----	----	-----

MSC 00100214

RBC 05193

Computer Industry 1995

SAP, Andersen, EDS, TRW

Solutions

Microsoft, Lotus, and Novell

Applications

Microsoft and Apple

OS

IBM, Compaq, NEC, DEC, and Apple

Computers

Intel, DEC, and Motorola

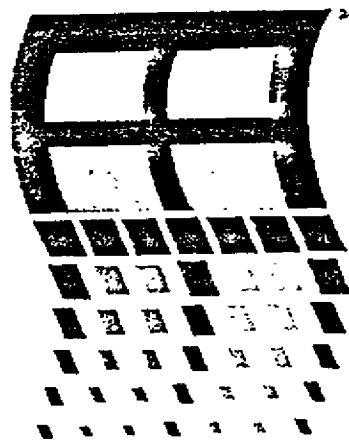
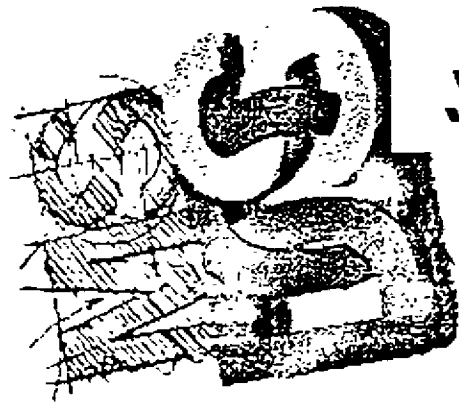
Processors

Microprocessor Revolution

System	HP-UX	Windows NT
Hardware	HP-9000	Pentium CPU
Memory	256 MB	256 MB
Disk	7 GB	10 GB
Cost	\$156,000	\$65,000
Trans/mm	110	304



Mainstream Desktop



MICROSOFT
WINDOWS



The Windows Upgrade logo, featuring the Windows logo and the text "Windows Upgrade" in a bold, sans-serif font. The Microsoft logo is in the top left corner. There are also small icons of a keyboard and a mouse in the bottom left corner.

MSC 00100217

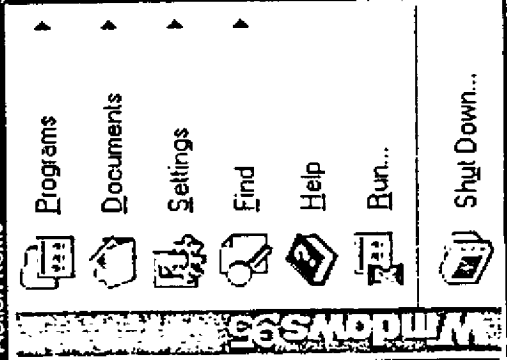
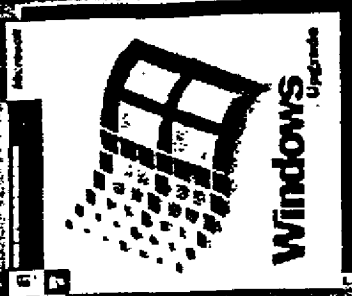
RBC 05196



Windows® 95

Organization benefits

- ◆ Reduce support burden
- ◆ Increase control over the desktop
- ◆ Increase end-user productivity
- ◆ Safe, smooth migration
- ◆ Integrated communications
- ◆ Richer applications



Action Items for upcoming ... MS-DOS Prompt

MSC 00100218

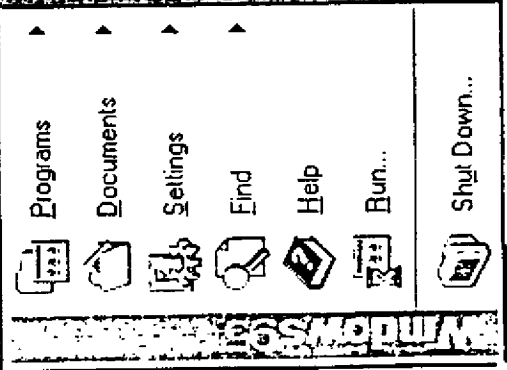
12:58 PM

RBC 05197



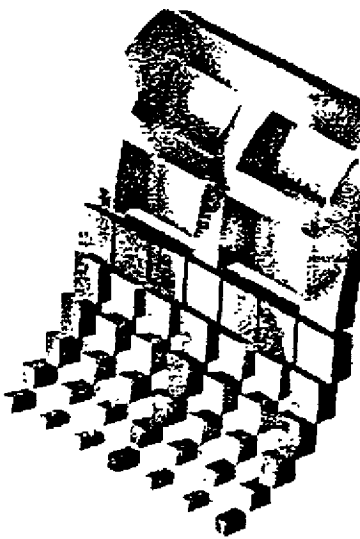

Quality Assurance And Migration Tools

- ◆ Huge test team
 - > Development self-host since 12/92
- ◆ Real-world testing methods
 - > Technical beta test > 50,000 sites by Beta 2
- ◆ More prerelease use than any software in history!
 - > 72 mm hours of real-world testing
- ◆ Windows Preview Program
 - > 400,000 sites worldwide: 4/95
- ◆ Migration planning kit
 - > Includes Deployment Guide and Windows Resource Kit





MSC 00100219

WINDOWS NT



Microsoft
WINDOWS NT
WORKSTATION
Operating System Version 3.11



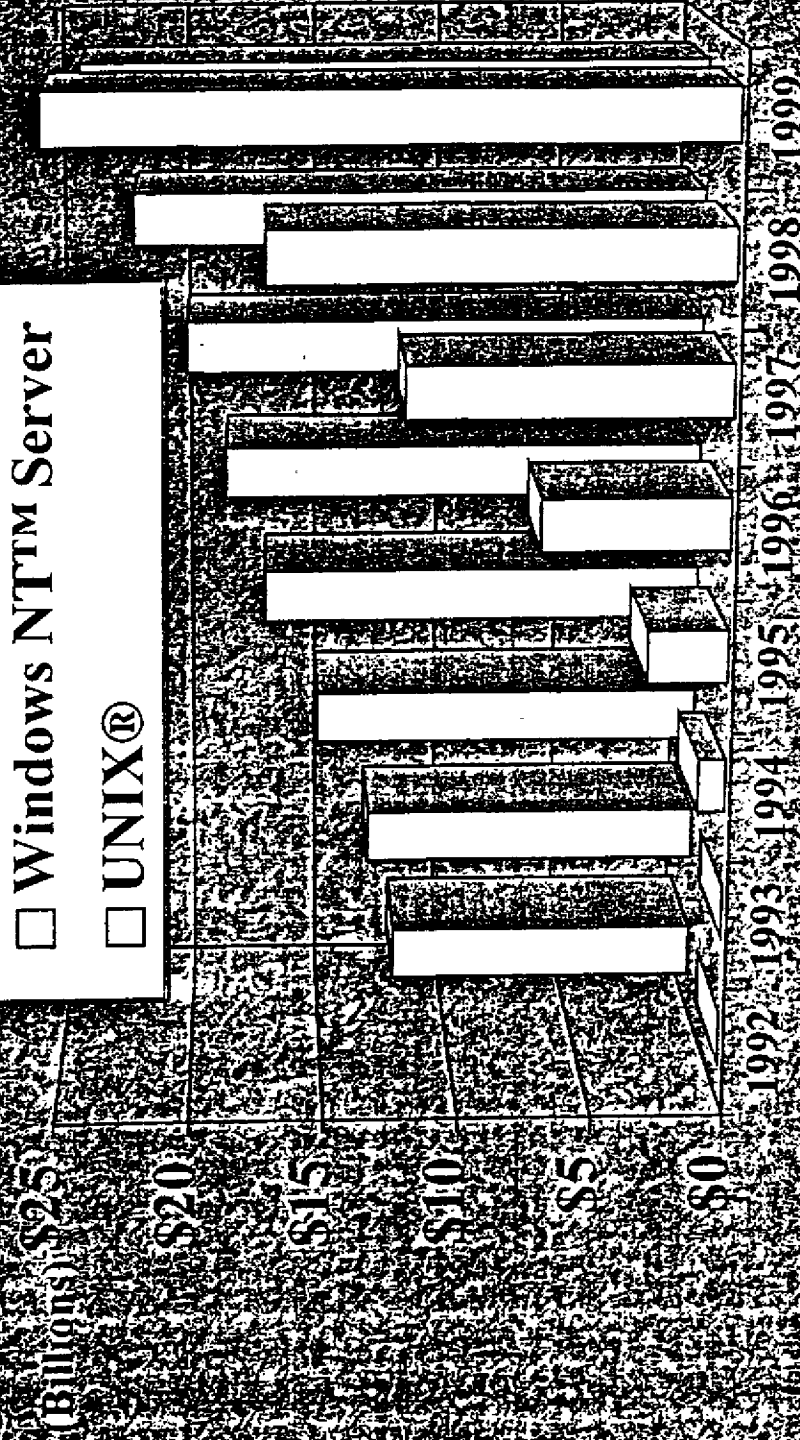
Microsoft
WINDOWS NT
SERVER
Network Operating System Version 3.11

MSC 00100220

RBC 05199

Building An Industry Windows NT and Microsoft® BackOffice

□ Windows NT™ Server
□ UNIX®



MSC 00100221

Sources: Gartner Group, April 1995

RBC 05200

Windows: An Open Platform

IBM, Oracle, Sybase, HP, Sun, and other leading vendors support Windows solutions.

Thousands of ISVs, tens of thousands of applications

Oracle, Sybase

Sun

Oracle, Sybase

IBM

Oracle, Sybase

HP

Windows, Windows NT

Proprietary RISC

Sun

Proprietary RISC

IBM

Proprietary RISC

HP

Industry standard and RISC

Thousands of OEMs

Sun

IBM

HP

MSC 00100222

RBC 05201

Billings 15108 Mt. Pleasant, TN 37157

Universal Client

To your existing environment

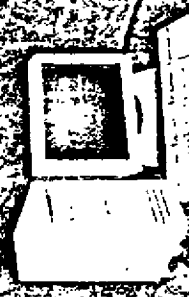
Accounting
TEP/IP



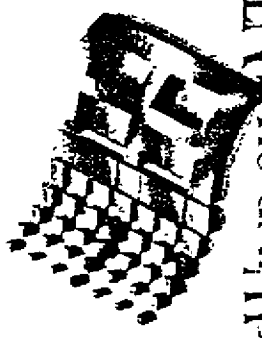
Manufacturing
MS® SQL Server



Oracle, Sybase
Rdb

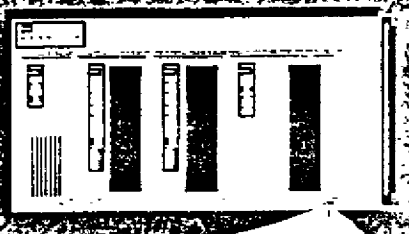


Customer service
MS/Novell/Banyan



WINDOWS

Inventory
management
systems
SNA



WOSA - Windows Open Service Architecture

MSC 00100223

RBC 05202

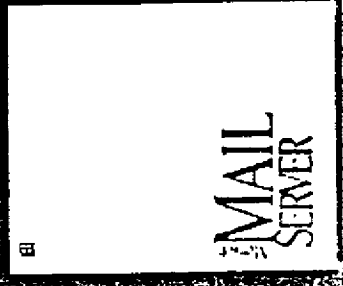
Microsoft BackOffice Suite First integrated server suite



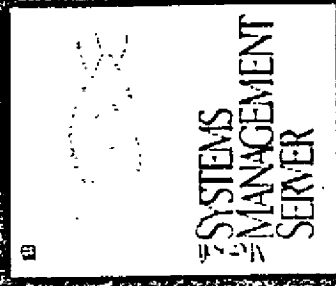
Access mainframe information



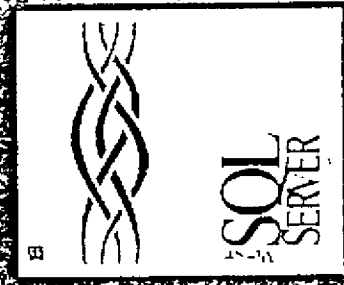
Powerful server platform



Distribute information



Manage PCs and servers



Store information

INFORMATION NETWORK

Information network

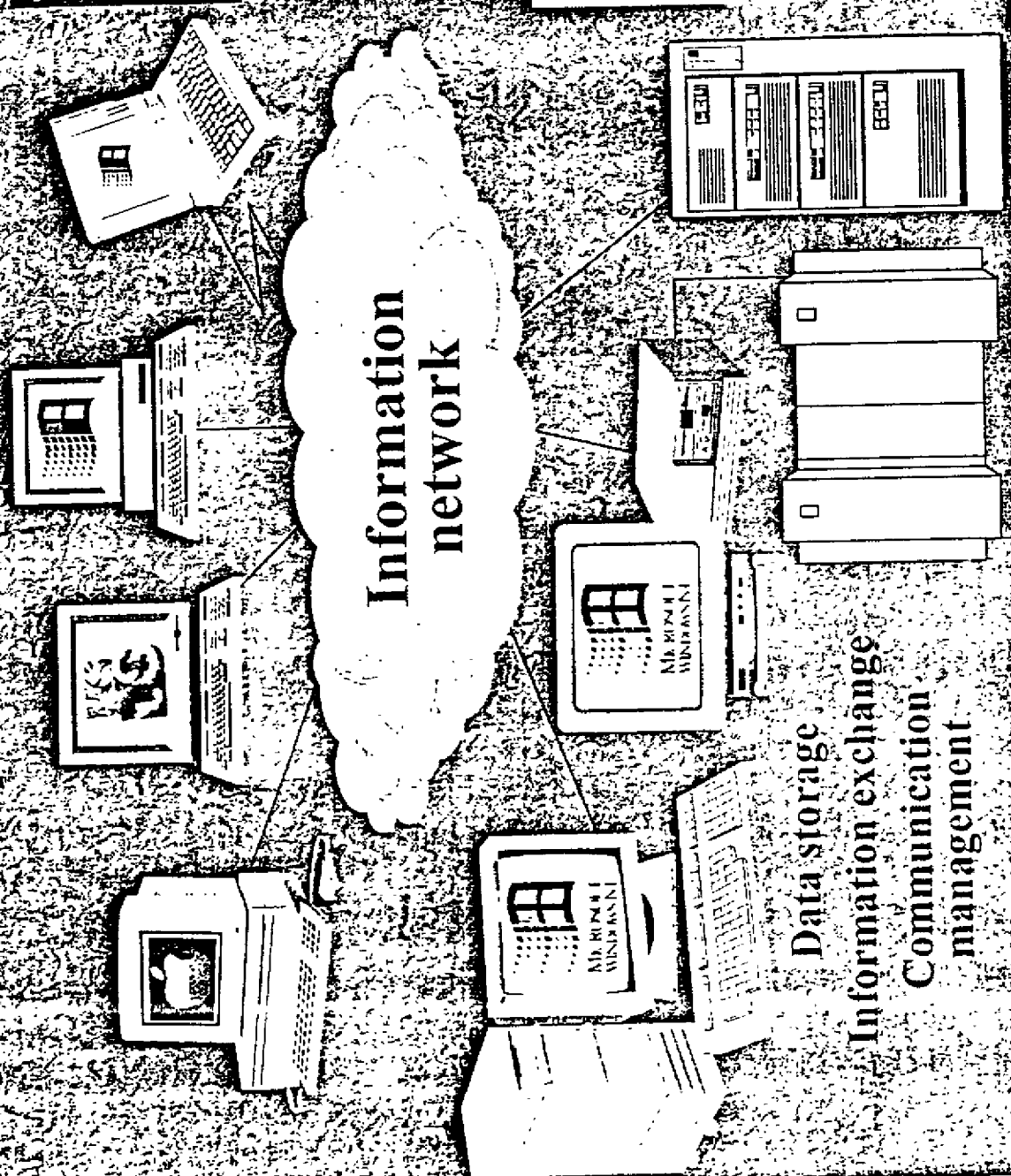
OFFICE

BACKOFFICE

Information clients

WINDOWSNT SERVER

Information servers



Data storage
Information exchange
Communication management

MSC 00100225

RBC 05204

Microsoft BackOffice Technology Goals

Make it easy to:

- ◆ Deploy, manage, and maintain software on servers and clients
- ◆ Use and build applications that span structured and unstructured data distributed on a network
- ◆ Link to legacy, inter-enterprise, and geographically dispersed information

MSC 00100226

RBC 05205

Microsoft SQL Server 6.0

- ◆ The premier database platform for a new world of distributed business computing
- ◆ Major release themes:
 - > Built-in data replication
 - > Centralized, object-based administration
 - > Tight links to the desktop
 - > High-performance parallel architecture
 - > Scalable to very large databases
 - > Rich language and standards enhancements

MS



Microsoft
**SQL
SERVER**

MSC 00100227

RBC 05206

Microsoft Exchange

Messaging

Scheduling

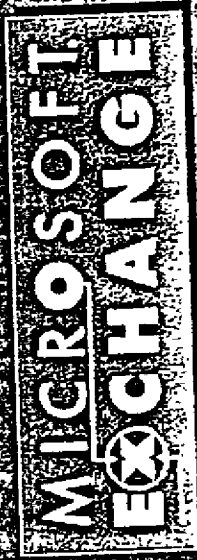
Information sharing

Electronic forms

System administration

Applications development

Workflow applications



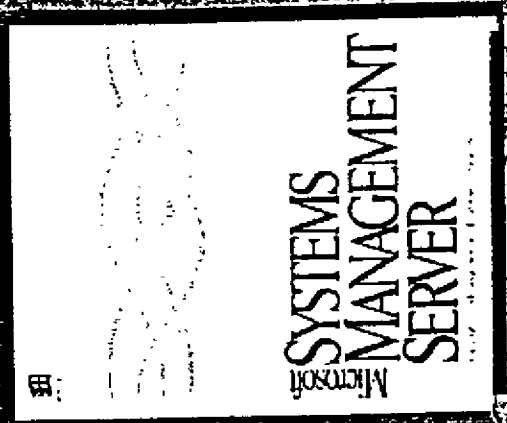
MSC 00100228

RBC 05207

Systems Management Server

Comprehensive solution for managing networked PCs

- ◆ Key tools for critical customer needs
 - > Hardware and software inventory
 - > Software distribution and installation
 - > Performance analysis
 - > Troubleshooting



MSC 00100229

RBC 05208

Industry Momentum Windows NT and Microsoft Back Office

- ◆ 3,864 products and services
- ◆ 2,431 companies (1,715 SPS, 716 ISVs)
- ◆ 39 languages in 30 countries
- ◆ 1,100 Certified Systems Engineers (MCSSEs)
- ◆ 6,500 Certified Product Specialists
- ◆ 500 Authorized Technical Education Centers (ATECs)

Committed Partners Windows NT and Microsoft Back Office

- ◆ Compaq
- ◆ Digital
- ◆ AT&T GIS
- ◆ Unisys
- ◆ NEC
- ◆ Hewlett-Packard
- ◆ Motorola
- ◆ Many others...

75 OEMs shipping worldwide

The Advantage Of Microsoft BackOffice

Companies leading the way

- Bankers Trust
- Australian Federal Treasury
- Bank of America
- Chicago Stock Exchange
- First Chicago
- General Bank
- National Westminster Bank
- Nationwide Building Society
- Norwest Bank
- Reuters
- Union Bank of Rimland
- Foster Ousley Conley
- Baxter Healthcare
- Caroline
- Harris Methodist Health
- Sandria Labs
- King County Medical
- Blue Shield
- Orlando Healthcare
- Century 21
- Goodwins Grocers
- Pepsi
- Vetsmart
- Cheyron Canada
- Federated Systems Group
- GE Plastics
- Paragon Trade Brands
- Pennzoil
- Darby Group
- Johnson & Johnson
- Irish National Post Office
- Gendarmerie National
- Hamburg Police
- State of Iowa
- Harvard University
- Central Kitsap county schools
- West Chester University
- Euro Pacific Parts International
- Freightliner
- SeaLand Services
- AT&T
- Agema
- Christian Childrens Fund
- CompuServe
- Pacific Gas & Electric
- Intel
- Intergraph
- K. Hovnanian Companies
- Pacific Bell

MSC 00100232

RBC 05211

Jim Ferry
Vice President
Management Information Systems
Federated Systems Group

MSC 00100233

RBC 05212

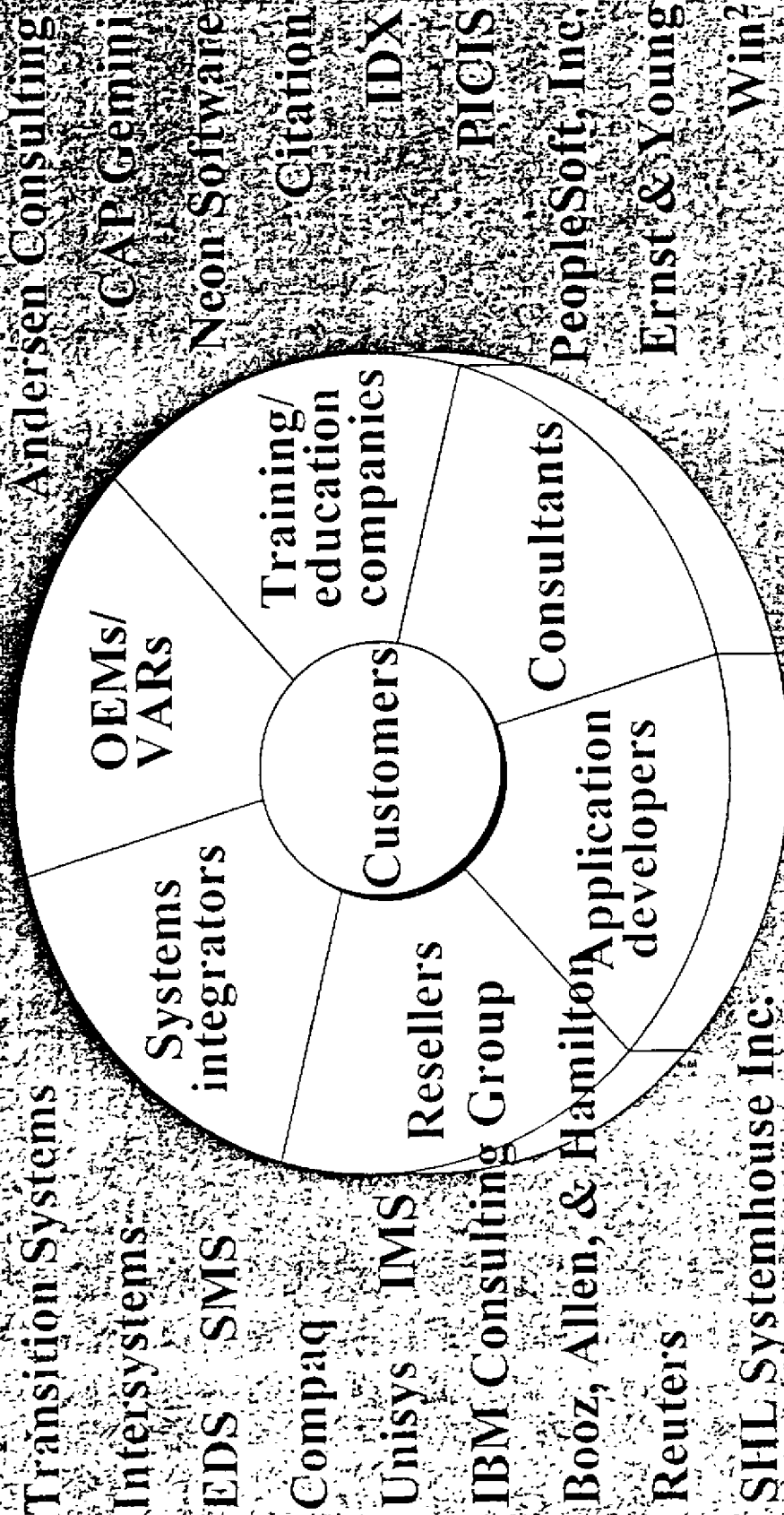
Federated Systems Group

Jim will speak on 2 main points:

- ◆ **Decision to base business processes on MSFT platforms over competing systems (NetWare, HPUX, Oracle)**
- ◆ **MSFT as an enterprise partner and FSGs deployment of our technology**

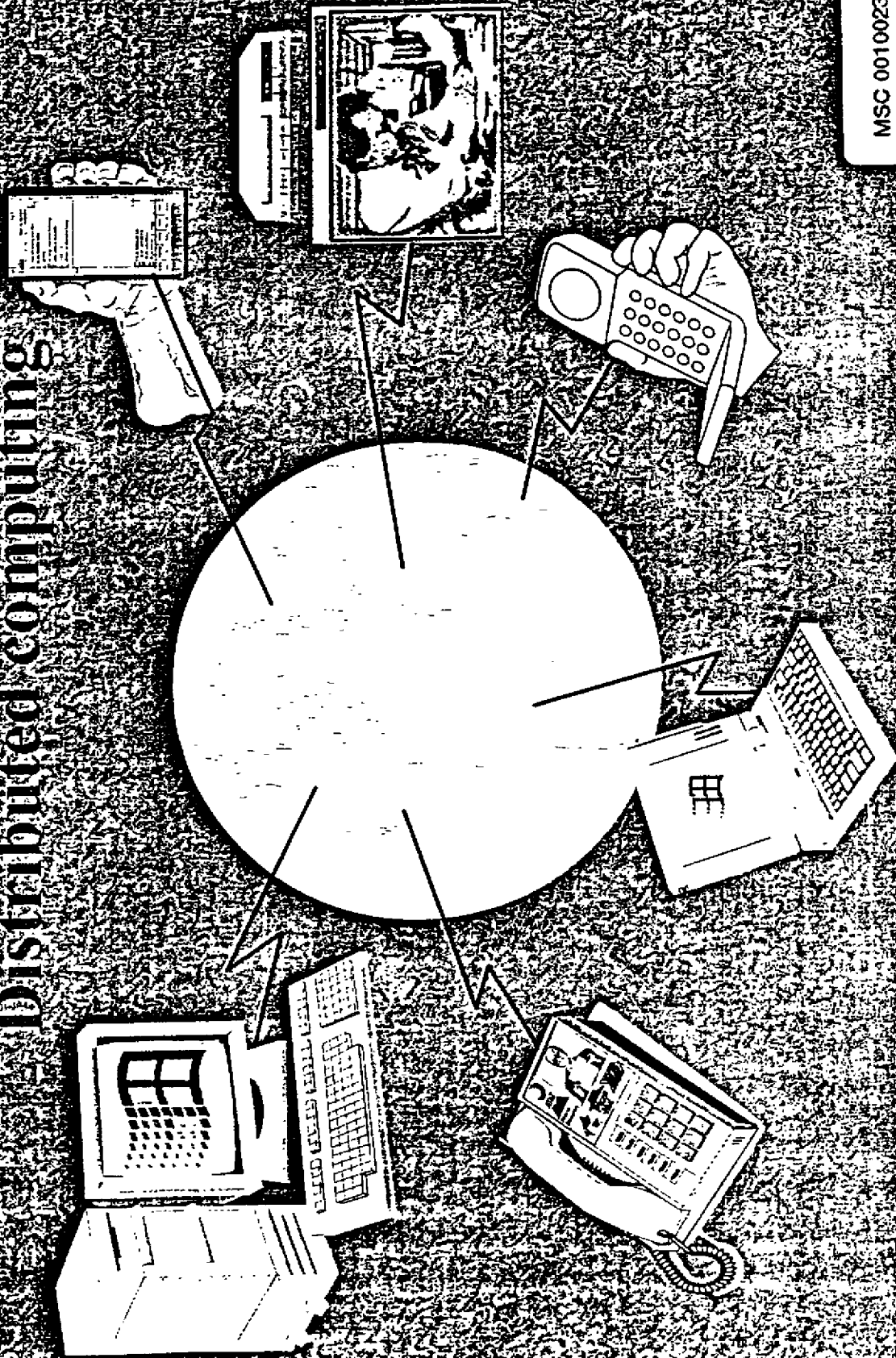
New Partnerships

Solution Provider approach



Beyond Client/Server

Distributed computing



MSC 00100237

RBC 05216

Technology Road Map

MS-DOS®-based
text



MS-DOS-based
PC with low-speed
modem



Narrow-band
300 baud

Time-share
services


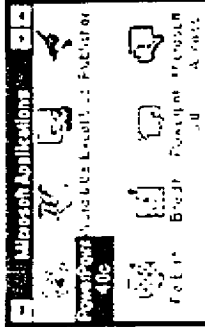

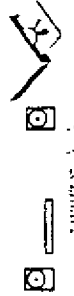
Operating
system

Hardware

Network

Time

Technology Road Map

<p>MS-DOS-based text</p> 	<p>Windows 3.1 interface</p> 
<p>MS-DOS-based PC with low-speed modem</p> 	<p>PC with CD-ROM and high-speed modem</p> 
<p>Narrow-band 300 baud</p> <p>Time-share services</p>	<p>14.4 Kbps</p> <p>Internet</p> <p>CD-ROM and online services</p>

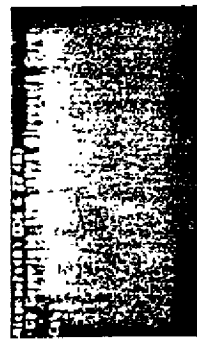
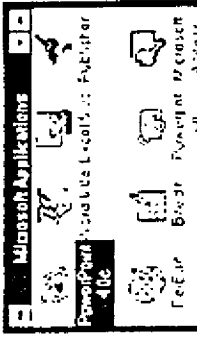
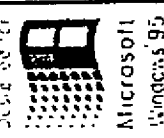


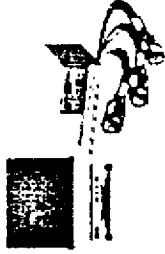
Operating system

Hardware

Network

Time

Technology Road Map

<p>MS-DOS-based text</p> 	<p>Windows 3.1 interface</p> 	<p>Windows 95 interface</p> 
<p>MS-DOS-based PC with low-speed modem</p> 	<p>PC with CD-ROM and high-speed modem</p> 	<p>PC with teleconferencing</p> 
<p>Narrow-band 300 baud</p> <p>Time-share services</p>	<p>14.4 Kbps</p> <p>Internet</p>	<p>DSVD</p> <p>ISDN The Microsoft Network</p>

Operating system

Hardware

Network

Time

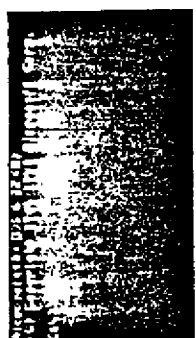
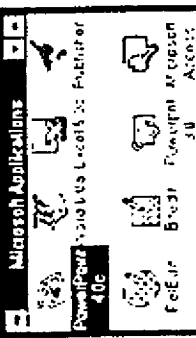
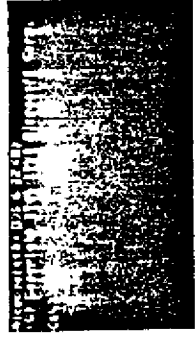


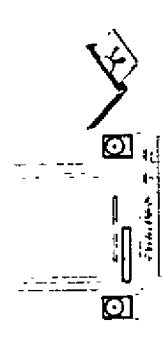
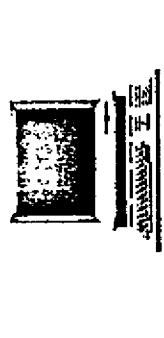

Demo:

Win95/MSN/Exchange

RBC 05220

MSC 00100241

Technology Roadmap

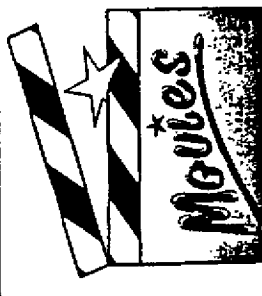
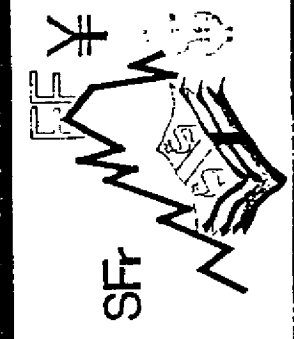
<p>MS-DOS-based text</p> 	<p>Windows 3.1 interface</p> 	<p>Windows 95 interface</p> 	<p>Social interface</p> 
<p>MS-DOS-based PC with low-speed modem</p> 	<p>PC with CD-ROM and high-speed modem</p> 	<p>PC with teleconferencing</p> 	
<p>Narrow-band 300 baud</p> <p>Time-share services</p>	<p>14.4 Kbps</p> <p>Internet</p>	<p>DSVD</p> <p>ISDN The Microsoft Network</p>	<p>Switched ATM</p> <p>ISDN</p> <p>ITV services</p>

Time

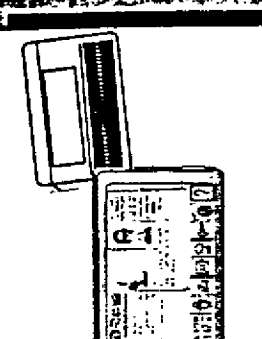
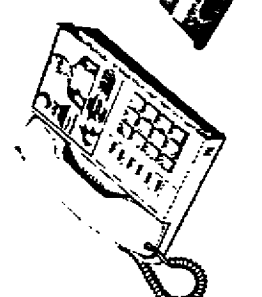
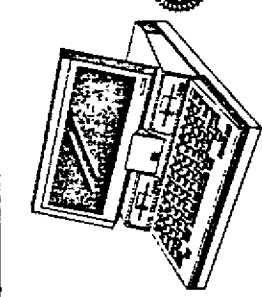
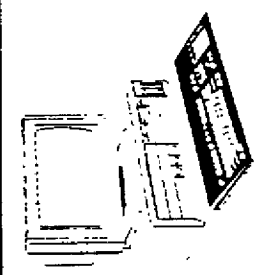
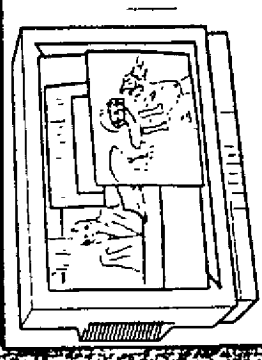
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The Information Superhighway

New networks, devices, and services



Web of networks

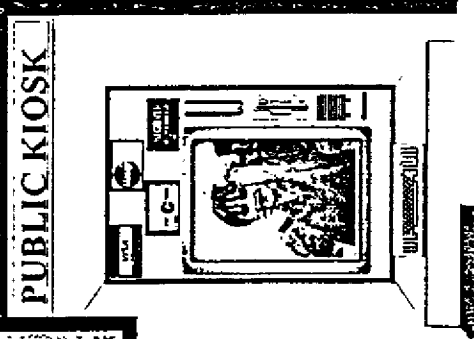
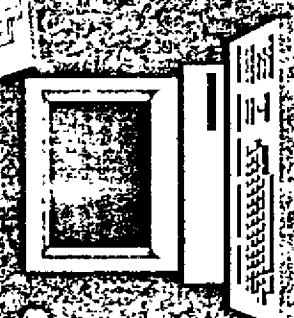
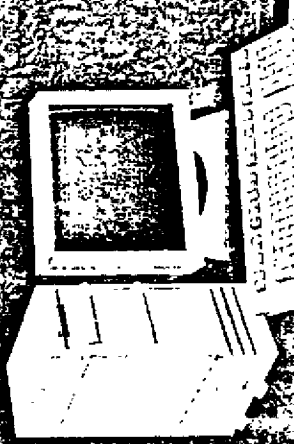


MSC 00100243

RBC 05222

Six Factors

- ◆ Desktop PC
- ◆ TV-PC
- ◆ Portable PC
- ◆ Wallet PC
- ◆ Server PC
- ◆ Kiosk PC



The Internet Today

- Has
- ◆ Millions of users
- ◆ Incredible breadth of content
- ◆ Widespread interconnectivity
- ◆ Grassroots support
- Lacks
- ◆ Consistent UI
- ◆ Easy navigation and find
- ◆ Integration with commercial services
- ◆ Customer service
- ◆ Billing support
- ◆ Widely available and easy access

THE MICROSOFT NETWORK

Extended services

PC industry

Small business

News

Magazines

Family

entertainment

Reference

Shopping

Basic services

Electronic mail, Chat, BBSs,

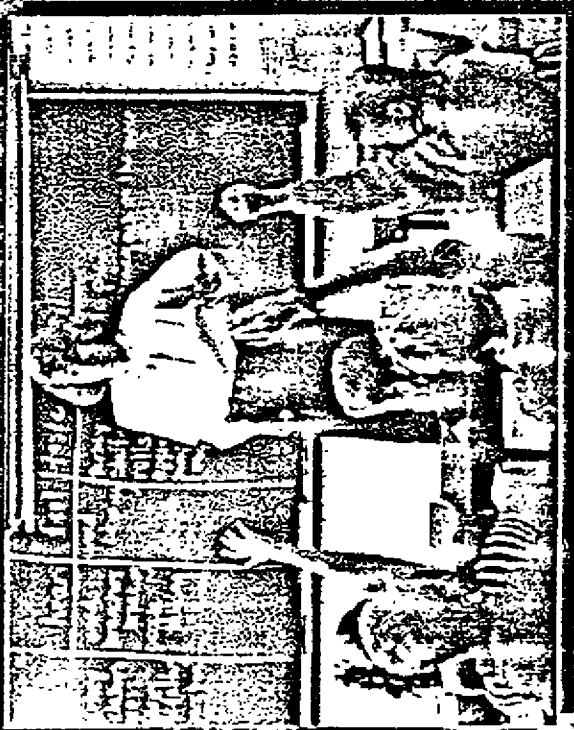
Internet access, download libraries

MSC 00100246

RBC 05225

Highway Applications

Education



Consumer



Business



MSC 00100247

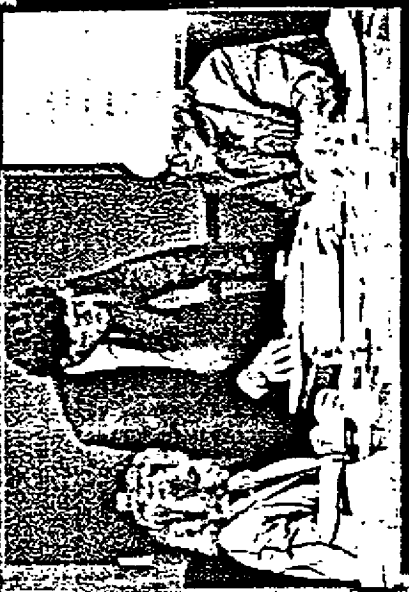
RBC 05226

previous slide, or next 3 slides

IBM Corp. 9510 US National Avenue, Armonk, NY 10504

Business Applications

- ◆ Mail and bulletin board
- ◆ Videoconferencing and collaboration
- ◆ Information
- ◆ Electronic markets
- ◆ Directory, yellow pages, classifieds
- ◆ Telecommuting



MSC 00100249

RBC 05228

Consumer Applications

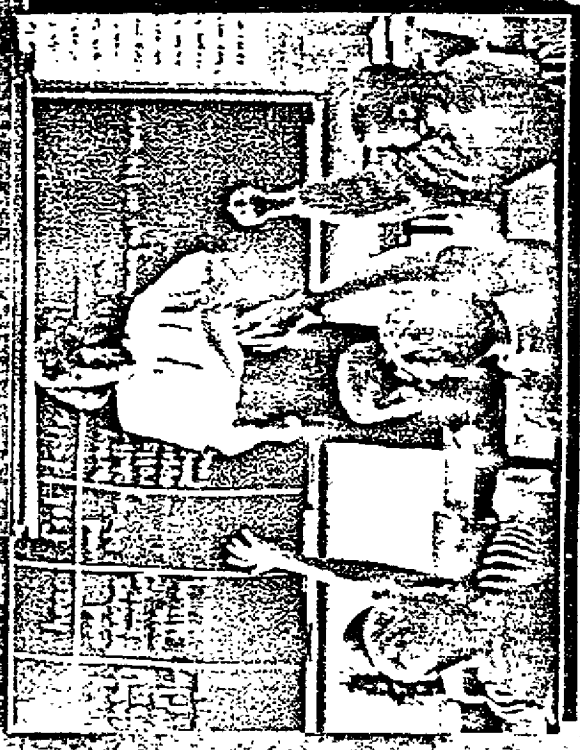


- ◆ Movie, TV, music on demand
- ◆ Information (CD-ROMs)
- ◆ Shopping, directory, classifieds
- ◆ Games, gambling
- ◆ Mail and bulletin board

100 State, 95-118 ALA. COUNCIL OF 1995-96

EDUCATIONAL APPLICATIONS

- ◆ Teacher-teacher sharing
- ◆ Student learning
- ◆ Student-student sharing
- ◆ Continuous education

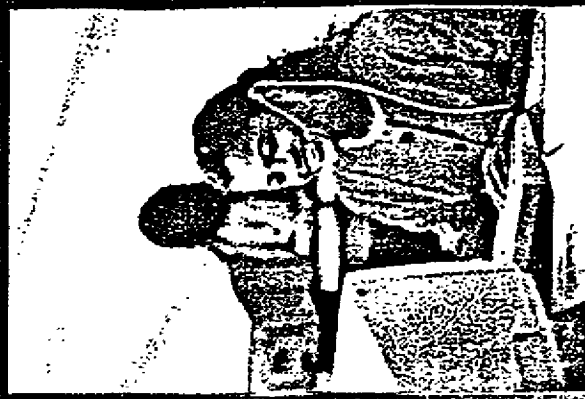


Timeline

- 1995: CD, online, and Internet publishing**
- 1996: Trials with depth and breadth**
- 1996: ISDN video and collaboration**
- 2000: 20 million homes connected**

MICROSOFT'S VISION

*A computer on
every desk and in
every home*



MSC 00100253

RBC 05232

Microsoft®

WHERE DO YOU WANT TO GO TODAY?™

Start

MSC 00100254

RBC 05233