

Date: Fri Sep 06 15:34:05 PDT 1991

Sounds like a well-conceived program. Please let us know what works and what doesn't; I'd like to consider following your lead on this when we launch Project 2.0

Jeff Camp

>From rogersh Fri Sep 6 14:26:27 1991  
To: blasga eunicey jeffca johnho juliam lewisl mikej scottp  
Cc: mikemap  
Subject: EBU/PSS

Date: Fri, 06 Sep 91 14:25:56 PDT

FYI: This is our plan for EBU personnel going to PSS to help support our new products as they hit the streets:

=====  
>From rogersh Fri Sep 06 14:18:33 1991  
To: ebupss heidib  
Subject: EBUPSS meeting summary  
Date: Fri, 06 Sep 91 14:18:26 PDT

EBU will be sending over leads and area experts to PSS for the first two weeks each product begins getting calls from end users. In the first week, we will send Leads from the various departments who can provide support for the entire product. In the second week we will send "area experts" to focus on particular problems (i.e. one area expert per day for each product).

Each EBU person will spend one full day at PSS. For most of the day, they will listen to calls and may help some callers directly. At the end of the day, they will participate in queue group discussions where all the PSS team members can present questions.

In addition, EBU/UE writers will assist in writing Knowledge Base articles and Apps Notes.

Our primary goal is to minimize average call length. Our secondary goal is to get product design/quality feedback for EBUDEV/EBUTEST/EBUPM.

Action Items: Heidi will publish a schedule for each product. She will identify a product area for each day of the second week, based on her estimates of PSS needs. (This second week schedule may be revised during the first week of calls).

After we get Heidi's schedules, I will work with the EBUPSS group to staff the schedule with people from our various departments.

From lauraj Fri Nov 22 13:47:48 1991  
To: lauriebu lewisl  
Cc: astrat garrys jpak kathleen rickha  
Subject: RE: Need an answer:

Plaintiff's Exhibit  
7616  
Comes V. Microsoft

MS 5047392  
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Date: Fri Nov 22 14:44:31 PDT 1991  
Mail-Flags: 0000

Microsoft's reponse to Notes involves more than just Workgroup Apps--many Apps products as well as our operating systems strategy are involved. Think of the current "Notes vs. Microsoft" issue as a repeat of the 1985-86 "Lotus Jazz vs. Microsoft Mac Apps" issue, where Lotus chose an integrated strategy, Microsoft instead opted for a best-of-breed line of applications strategy, and Microsoft clearly won.

We believe that the model with which Lotus is tackling the "groupware" category is fundamentally flawed in 3 ways: 1) Notes fails to fully leverage customers' other desktop technology 2) Notes customers quickly hit a wall in terms of programmability and 3) by duplicating OS-level services, Notes places its customers in a position where they will be unable to take full advantage of OS-level enhancements in the future.

Each of these issues deserves a strategic white paper unto itself, and, although this is an all-Microsoft issue, my group is working to develop these documents for external consumption. We also are preparing a very detailed technical analysis. All will hopefully be available before the holidays. However, because of the complexity of the product, the category, and the range of customer problems Notes can potentially solve, I caution you not to expect these materials to make selling against Notes much less time-consuming. Each Notes sale is different from the rest.

As far as TI goes, I can help you with this if you get my team involved. Contact Kathleen for assistance, since astrat is not the right forum to go into detail on this. The first thing we will need is much more information about what TI is doing with Notes. In case you're not familiar with Notes on a basic level, it is in simple terms just a great replicated database with flexible views into the database structure. This means that it can be almost anything in the customers mind--it might be an email system, a workflow product, a development tool, a solution to a specific group memory problem, etc. Once we know more about TI's configuration and needs, we can work with you to formulate a strategy for dealing with Notes in this account.

As an immediate step, you might want to review the strategy presentation which JeffR, DanielP and I delivered at our 11/14 Mail 3.0 announcement. Kathleen sent out mail giving the server location of these materials last week. We also have this presentation on videotape, and Kathleen can get that to you. (Jpak, your messaging specialist, can also help you and should be involved as a resource.)

We'll look forward to working with you to make sure that, whatever TI decides on Notes, we help you to position Microsoft Apps to win in the account.

>From      lauriebu Fri Nov 22 13:00:17 1991

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