

Erik Stevenson

From: Paul Maritz
To: bradsj; jimall; jonl
Subject: meeting this pm
Date: Tuesday, November 02, 1993 7:30AM

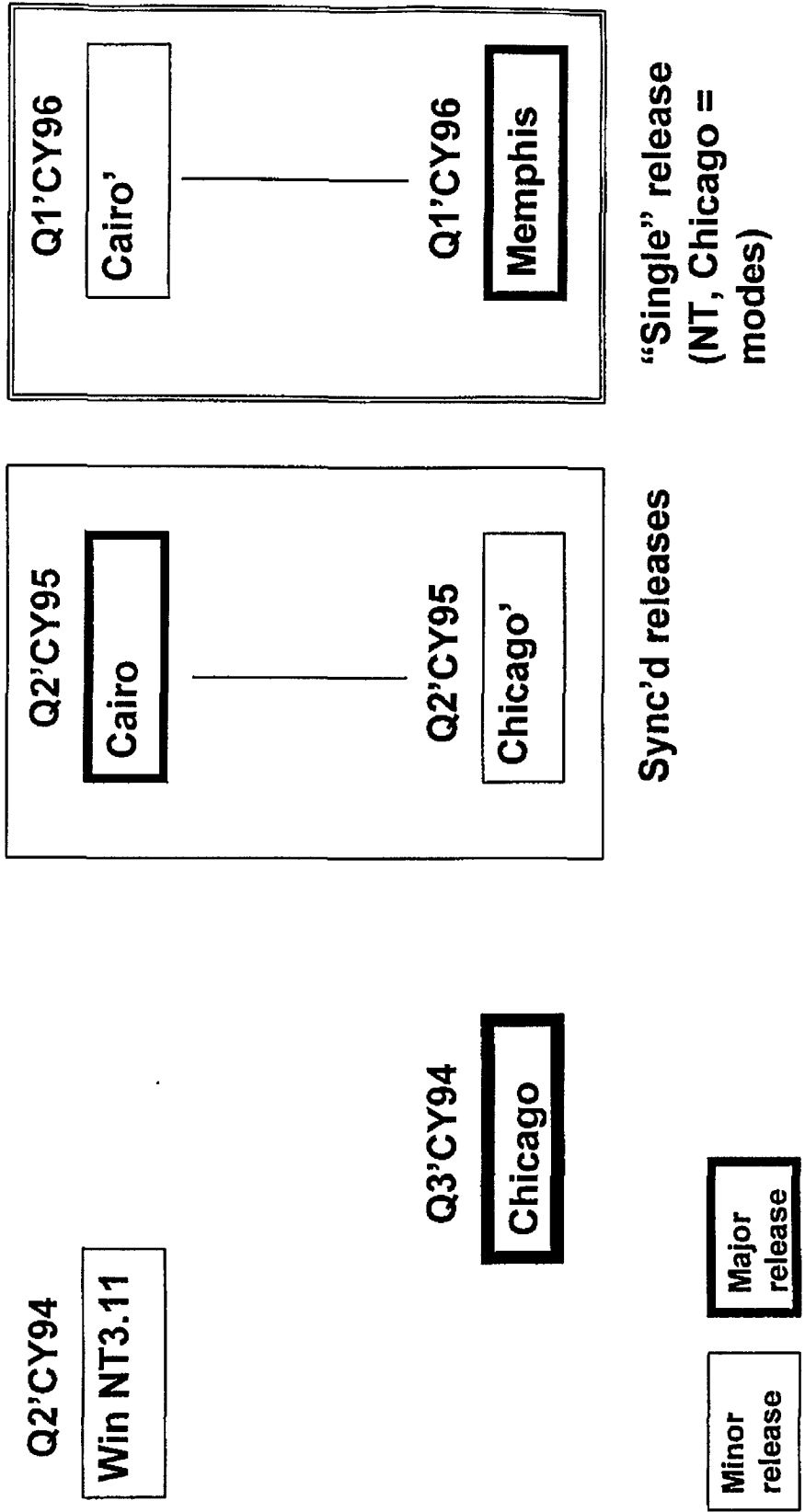
attached are set of slides that summarize issues for us to discuss this pm:

<<File Attachment: SYSREL.PPT>>

System Objectives:

- **Maintain market share**
 - do not lose to OS/2 (32bit m'tasking OS in 8MB)
 - turn ISV treadmill
 - make things simpler for user
- **Grow per PC revenue (from \$35 -> \$50 over 3 years)**
- **Grow server market share (to 30% over three years)**
- **Offer better solution than "OS+middleware"**

Systems Releases



Guiding positions:

- **ISV's will not exploit function until it is available to installed based, thus key ISV platforms/events will be:**
 - Chicago - Q3'CY94
 - Cairo/Memphis - Q1'CY96
 - We will encourage ISVs to exploit these platforms fully (needed to keep treadmill turning on competitors)
- **We need NT investment stream to help gain market share on the server:**
 - to do so significantly, we need client side "Cairo" function on Chicago
 - we will not position NT only as a server:
 - » service high workstation customers
 - » keep the faith
- **Principle Notes competition will be offered by:**
 - EMS, Capone in CY'94/CY'95
 - Cairo, Memphis in CY'96+

Release Priorities: Win NT 3.11

Q2'CY94

Win NT3.11

Target customers:

- ♦ Server (integration with admin)
- ♦ Highend/Tech. Workstation (OGL)

Target ISVs:

- ♦ Server
- ♦ Highend/Tech. Workstation

Priorities:

- ♦ Quality, customer satisfaction
- ♦ Server performance
- ♦ General size/performance

Release Priorities: Chicago

Target customers:

- ◆ Current Win3.1 user (386/4+MB)
- ◆ New general desktop user (486/8MB)

Target ISV's:

- ◆ All general desktop ISVs
 - ◆ Win32
 - ◆ UI (explorer extensions, controls, LFN's)
 - ◆ MAPI (address book, messaging)

Priorities:

- ◆ Easy upgrade for Win3.1 user
- ◆ Ease of use (UI, PnP), 32bit m'tasking OS
- ◆ New function for ISVs
- ◆ Ship on schedule

Q3'CY94

Chicago

Release Priorities: Cairo

Q2'CY95

Cairo

Target customers:

- ♦ Server
- ♦ Highend/tech Workstation

Target ISVs:

- ♦ Server (integration with DS)
- ♦ Highend/tech Workstation

Priorities:

- ♦ Server performance and features:
 - ♦ Differentiated vs. Novell with Chicago as client (DFS, Distributed OLE)
 - ♦ Directory access via MAPI (for apps)
- ♦ Complete superset of Chicago
- ♦ Introduce new functionality:
 - ♦ OFS/DS
 - ♦ Distributed OLE
 - ♦ Customizable, Component Forms based UI

Release Priorities: Chicago'

Target customers:

- ♦ All Chicago users

Target ISVs:

- ♦ All client side ISVs (access to Cairo DS thru MAP, distributed OLE)

Priorities:

- ♦ Function hanging over from Chicago (new multimedia?)
- ♦ Client side support for Cairo (DFS, Dist.OLE)
- ♦ Sync'd with Chicago

Q2'CY95

Chicago'

Release Priorities: Memphis

Target customers:

- ♦ All Chicago users (486/8MB)

Target ISVs:

- ♦ All client side ISVs (access to OFS for info. storage, Component Forms UI)

Priorities:

- ♦ New function (OFS, Component Forms UI)

Q2'CY95

Memphis

Release Priorities: Cairo'

Target customers:

- ♦ All Cairo users

Target ISVs:

- ♦ All Cairo ISVs

Priorities:

- ♦ Customer satisfaction
- ♦ Sync. with Memphis

Q2'CY95

Cairo'

Issue - architecture:

- **Common Architecture:**
 - minimize invest in new code
 - common device drivers, providers, subsystems
 - common network architecture
 - common interoperability (esp. Novell) architecture
 - common investments in advances in graphics, user, MM, etc.

- **How should we organize to promote this?**
 - who owns each of above issues
 - how do we prioritize?

Issues - Marketing/Positioning

- **Issues:**
 - two products to market to overlapping markets
 - lack of credibility in networking/enterprise area
 - need to give clear message to ISV's
 - need to synchronize with marketing programs from DTA,
WGA

Issues - Marketing/Positioning

- What should our basic message be?
- In CY'94/95
 - We are on a path that will lead to seamless scalable client/server solution. Until installed hardware base matures, we have two product lines (that will eventually merge). So
 - in CY'94/95, Chicago is:
 - » Win 3.1 users to upgrade to
 - » New general desktop and mobile users (ie. every OEM should pre-install)
 - » Every non-server ISV should have a Chicago app (Win32, UI integrated)
 - in CY'94/95, Windows NT is:
 - » for high-performance servers, complements Chicago desktops*
 - » for high-end desktops (CAD, financial markets)
 - » will be small volume compared to Chicago
 - » will be used to pioneer new technology
 - » most ISV support will come via Chicago Win32 API's

* we need to identify features that will make this true

Issue - Marketing/Positioning:

- **In CY'96, message is**
 - **MS has a scalable client solution spanning from 8MB upwards that incorporates latest technology:**
 - » **distributed objects that leverage client side building blocks into distributed, client/server world**
 - » **distributed object storage to eliminate need for multiple workgroup databases**
 - » **customizable, component forms based UI**
 - **MS has scalable server to complement above**

Issues - Marketing Organization

- **Ownership of:**
 - overall message
 - client
 - server
 - Novell
 - OS/2
 - UNIX/Open Systems
 - Object Wars

Issues - Desktop Apps:

- **Synchronization with MS Desktop Apps:**
 - MS Apps schedule:
 - » Update release in Q3'CY94 for Chicago
 - » Office'95 in Q2'CY95 is next major release
- **How do we leverage each other?**
 - what should Office'95 be focused on?

Synchronization with Workgroup Apps

- **Address book will be place for apps to place limited “directory information”, eg:**
 - Winpad PIM
 - RNA
- **MS will be promoting EMS in CY’94/CY’95 as both messaging and workgroup solution:**
 - Robust store and forward
 - Shared, replicated folders
 - Special message types (forms) (ie. “.exe” registry)
 - Wizards (driving VB) to create common apps/forms
 - ODBC access to EMS store
 - Integrated NT Admin
- **MS will be building Online Services as set of extensions to:**
 - Capone client
 - EMS store

Synchronization with Workgroup Apps

- Implications for Systems:
 - need good support for MAPI/EMS
 - migration will take time, need to find ways to complement, and then migrate/replace