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**Sent:** Thursday, January 28, 1999 5:32 PM  
**To:** Office Online Marketing, DAD Office Leads, Dennis Bye (Exchange), Doug Stotland (Exchange); Neil Charney (Exchange); Sunil Koduri, Joerg Jaeger (Exchange)  
**Cc:** ATG Campaigns Web & Technology Team; Office Global Campaigns Team  
**Subject:** Office Web Site - Office 2000 Launch Plan Complete

After 6 months of intense collaboration and planning with the Office Campaign Team, Office Product Managers, and the ATG Campaigns Web and Technology Product Unit, the Office 2000 Web Site Launch Plan is complete. The following is a very brief summary of what the plan entails. I have provided a link to the complete plan at the bottom

If you or people on your team need a printed copy of the plan let me know - I have already printed copies.

thanks, shiraz

**Summary:**

This is meant to be used with the site schematic. I've attached the schematic as well (Visio 5.0), which is also attached in the plan.



Office Web Plan  
Summary ppt

**Plan:**

This includes the original Web Assignment Briefs submitted to the web team, site schematics, localization kit plans, and page by page descriptive details.



Office2000WebSchem  
aticFINAL.vs

(For Visio 5.0 <file: \\Sitelic\visio5.0>)



Shortcut to  
Office2000WebPlanF

(1.8 MB)

**For information about our process and style guidelines go to:**

<http://atqwebteam/pubguides/>

Plaintiff's Exhibit  
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**Office Web Site**  
**Office 2000 Launch Plan Summary**

28 January 1999

Shiraz J. Cupala, Lead Site Editor

ATG Campaigns Web & Technology Product Unit

## Agenda

- Goals and Assumptions
- Audience
- Site Architecture
- Site Map
- Key Content Investments
- Schedule

## Site Goals and Assumptions

- Overall Site Goals
  - Act as a hub for all Office content.
  - Engage IEUs and IT in evaluating and deploying/upgrading.
- Key Operating Assumptions
  - Need to effectively segment the customer to get customers to what they need and to best target messages.
  - Some areas of Office content are not on our site. Site needs to get appropriate customers to those areas of MCom.
    - Not our target audience (e.g. Developers, Mac)
    - Part of post-sales support (e.g. Office Update, MSDN, TechNet)

Realize our messages through content that the customer needs/wants.

Our goal is for the other site with Office content to link to us and each other as well.

## Audience

- **Primary**
  - IT Professionals
    - Will automatically evaluate Need to get them to deploy Return frequently
    - Provide self-serve content structured within an evaluation framework
  - IEUs
    - Will come to the site only when engaged Experience must be very compelling or else we will lose them
    - Provide a guided exploration of the evaluation content
    - As they seek depth content then start to consume web content like IT Pros
- **Secondary**
  - BDMs - Consume content like IEUs/ITPros for depth information
  - SORGs - Consume content like IEUs for depth product information

Secondary: For secondary targets, we're making some assumptions about how they consume content.

Assumption is that BDMs want business value content.

We have business value content on the site, integrated with major content pieces.

## Site Architecture

- **Overall Principles**
  - Approach as Single Unified Office Site and set of Unified Messages
  - Make it easier to navigate and find content by flattening the site overall
  - Not designed for low-hanging fruit, designed more for sustaining targets
- **Home Page Goals**
  - Communicate what Office is about and excite customers to explore more
  - Segment the customer effectively
  - Act as the hub for Office content on MScOm
- **Sub-Section Goals (i.e. IEU Section, Enterprise Section, etc.)**
  - Organize content to step the customer through the evaluation process
  - Provide simple linear paths and depth drill down options

All the messages need to roll-up.

Hub: Top items revealed up front. Breadth contained in the Site Index.

For less-savvy customers, need to have linear paths through content to aid their evaluation.

For highly engaged customers, need to have depth drill-down options.

Produced experience vs. interactive.

## Site Map

- Notes about the schematics:
  - All labels/names are placeholder.
  - This diagram represents structure and overall navigation. Not design.
  - Ordering of some items is not final.
- The complete plan spec has drilldown details on each page in the schematic.

We have an editorial team composed of professional writers, editors and web architecture and usability experts to help us figure out naming.

## Key Content Investments

- **Office Scenarios Demo**
  - Show the product in action in key scenarios for which it solves
  - Includes SORG and BDM productivity and business value messages
- **Office Features Demo**
  - Show off the key depth product features and functionality (w/SORG tools info)
- **Individual Applications Brochures**
  - Show off the key depth apps product features and functionality
- **Incremental Value Checklist**
  - Comparison checklist of features between Office 4.x/95, 97 and 2000
- **SKU Selector / Order Online**
  - Help customers select the right edition and purchase the product online/retail
- **IT Evaluation/Deployment Technical Information**
  - Office 2000 Enterprise Area Drive Enterprise IT through evaluation and deployment process
- **Email Listservs**
  - Build customer relationship with ongoing communication which drives them to the site
- **Site Localization Kit**
  - Templates, tools sample sub site schematics, source files to help subsidiary webmasters

## “FAQ”

**BDM** - Business Value in Scenarios Demo. BDM Solutions Page.

**Solutions** - BDM Solutions BV page links to summary info and DNS.

**KM** - Will drive the structure of the demo. DNS

**PR/Damage Control** - News page. Optional Home Page Headlines Area.

**ISK** - In planning and not available at launch. Will be accessible from Team Web page.

**Pub/PD/FP/Proj** - Linked to from Content Index and ProdInfo page.

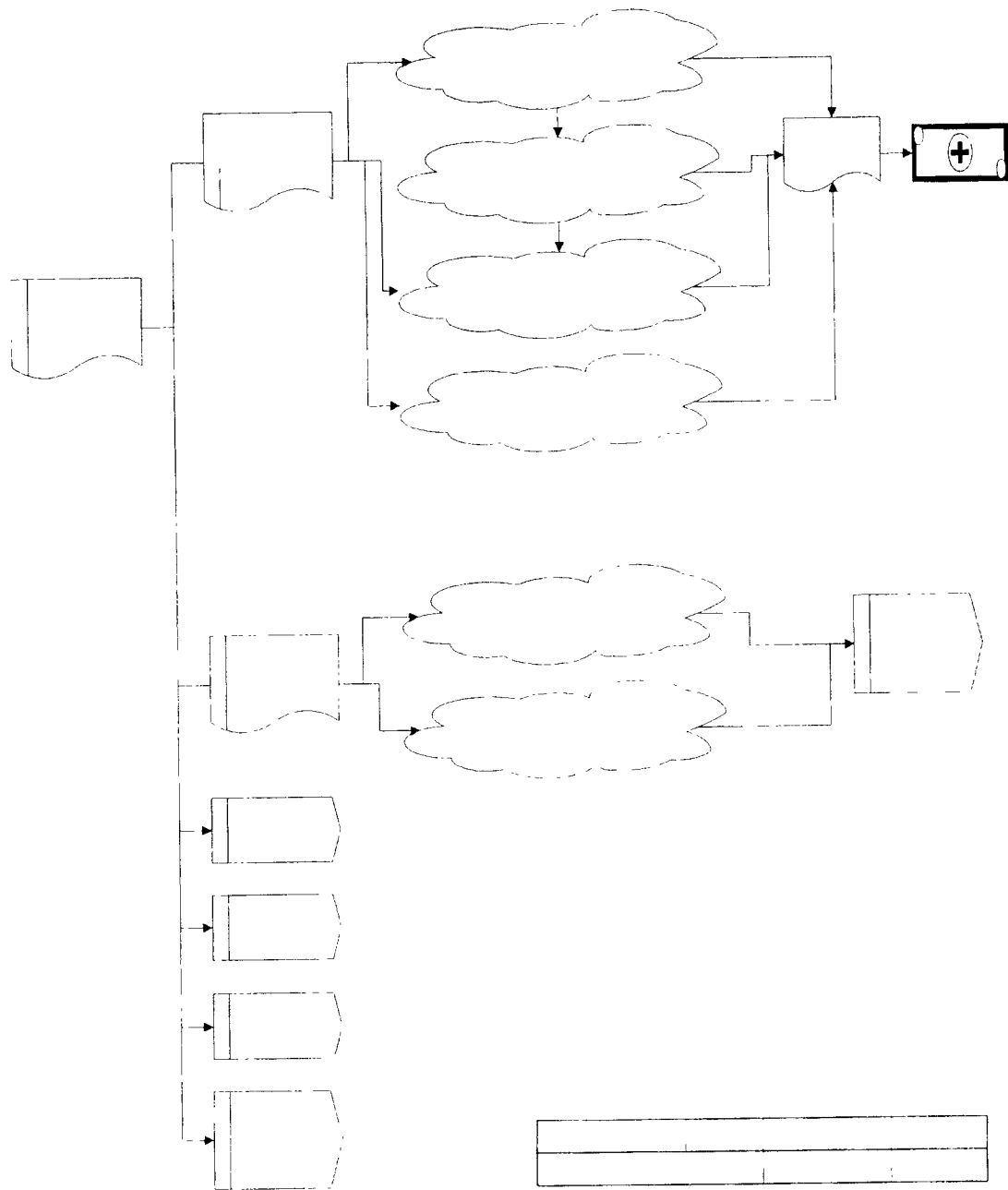
**Channel** - Special Offers will appear where most appropriate - mostly on the order page. We will drive to NITRO for online purchase and ART for reseller referral.

**Retention Efforts** - Office Update, Email Newsletters.



## Schedule

- 1/12 Plan Final - Kickoff
- 1/18-2/28 Content Development
- 2/15-3/30 Editorial and Development Work
- 3/31 Beta Site Complete
- 4/1-4/19 Testing
- 4/23 **Launch**



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ATTACHMENT  
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