

**From:** Tom Williams  
**Sent:** Wednesday, February 03, 1999 10:24 PM  
**To:** John Vail (Exchange)  
**Subject:** Segments.ppt

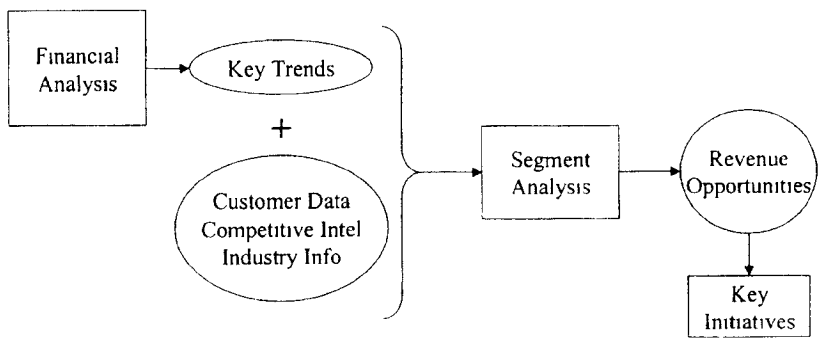


Segments.ppt

**Plaintiff's Exhibit**  
**8150**  
**Comes V. Microsoft**

**MS/CR 0041904**  
**CONFIDENTIAL**

# Planning Model



# LORG

Revenue Opportunity (MYR):	
Snapshot	Saturated market Ubiquitous but non-essential High upgrade barriers Bow Wave
Customer Needs (ATG)	Reliability/Manageability/TCO Data Integration and Interoperability Business Processes Automation Reduced Complexity Customer Communication
Competitors.	Lotus Notes Distributed LOB (Oracle, etc ) Semi-suites (eRoom, OpenText)
Industry Trends	Outsourcing

# MORG

Revenue Opportunity (MYR):	
Snapshot:	Low penetration High piracy Less IT coverage Multiple channels
Customer Needs (ATG):	Reliability/Manageability/TCO Data Integration and Interoperability Business Processes Automation Reduced Complexity Customer Communication
Competitors:	Lotus Notes AOL/Netscape/Sun
Industry Trends	Outsourcing Hosting

# SORG

Revenue Opportunity (MYR):	
Snapshot:	Low penetration High piracy Hard to reach
Customer Needs (ATG):	Tracking Status and Projects Reliability/Manageability/TCO Reduced Complexity Customer Communication Business Processes Automation Data Integration and Interoperability
Competitors:	AOL/Netscape
Industry Trends	Hosting

## Gaps

- Other Targets
  - ISVs
  - ISPs
  - VAPs/DSPs
- Community Views
  - Developers
  - BDMs
  - IEUs
- Technology Views
  - Speech
  - Devices