

From: Judy Lew (Exchange)
Sent: Thursday, February 11, 1999 12:48 PM
To: Craig Fiebig (Exchange), Craig Fiebig directs & leads
Cc: Lisa Stratton (Exchange)
Subject: Office Web Site Feedback and Next Steps

As you know, Lisa and I met with Don's team and the web team yesterday to provide them our feedback on their web site plans (see attached). We raised short term and long term issues based on the discussions we've had with you and other DAD members. Don noted some of the issues we raised are already covered to some extent (but not necessarily well presented in the plan) or are things that they are already working on (e.g., figuring out Office/KM/DNS integration). Don will meet with us next week to let us know specifically what they can and cannot do, under what timeframe, and what we need to discuss in further detail.

During the meeting, they also provided us good feedback on what we need to provide them in order to help them move forward on specific issues (see action items below). **Chris**, please let me know who on your team owns our Partner Marketing Plan. **Craig**, we just need your final word on audience priority. **George**, we need an owner from your team for Office KM content for the web. **Bob**, we will be looking to Jeff for help on rationalizing the Outlook content. Lisa will work with the appropriate folks on your teams to develop our criteria/priority for timing on web postings

Let me know if you have any questions.

-----Original Message-----

From: Lisa Stratton (Exchange)
Sent: Thursday, February 11, 1999 12:19 PM
To: Don Hall (Marketing) (Exchange); Suanne Nagata (Exchange); John Glover (Exchange); Steve Clarke (Exchange); Shiraz Cupala (Exchange); Mike Reid (ATG)
Cc: Judy Lew (Exchange)
Subject: Soft copies of docs

Thanks everyone for the good meeting yesterday.

Here are the soft copies of the documents I distributed, as well as the action items for Office Marketing.



Updated Web Site
Eval ppt



Web Site Review doc

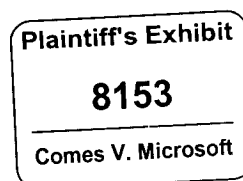


Revised Web
Schematic vsd

Action Items:

- Partner Marketing Plan: short-term - what already exists? long-term - where are partners headed? who will drive strategy and content and who is key contact? What "partners" are included? - MCSPs, Enterprise Partners, office/backoffice compatible, ISVs, etc. (note: Web is only one vehicle for delivery. Plan needs to include events, tradeshows, launch, database, training & certification, web, etc)
- Prioritize key audiences for web team. How do IEU, IT, Sorgs, BDMs, etc rank in priority for our marketing spend and exposure and linkage on the web site?
- KM/DNS contact & content plan? Who is driving this?
- Outlook content to remain on site - clarify what & why
- Plan for quickly posting content: what is considered important? - bugs, security issues, competitive responses, etc?

-Lisa



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Office Web Site Evaluation

February 1999

8/98 Site Goals & Assumptions

- Overall Site Goals
 - Act as a hub for all Office content
 - Engage key 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 (eg: Dev, Mac)
 - Part of post-sales support (eg: Office Update, MSDN, TechNet)

These are the site goals and assumptions that were agreed upon by both product marketing and the web team in August 98.



Evaluation Overview

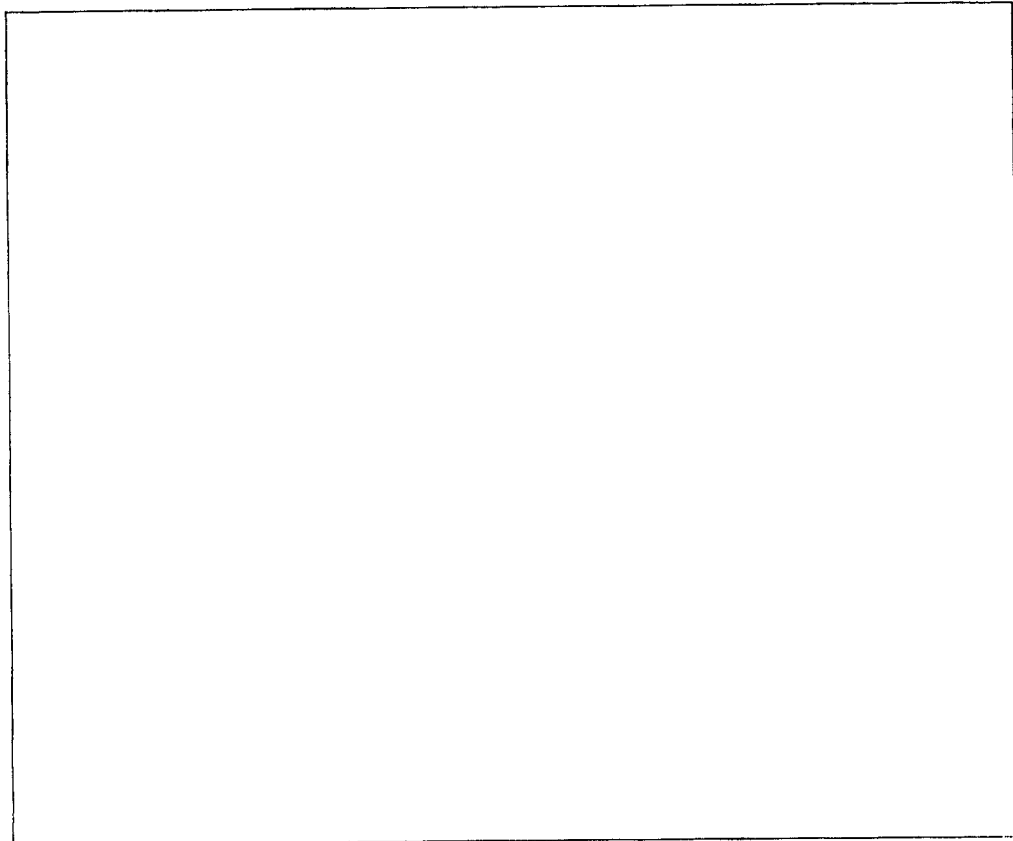
- **Navigation**
 - Key information is buried on site beyond the home page
- **Content**
 - Scope of site content is limited and needs to be widened
- **Business Needs**
 - Site needs to be in sync with with new business priorities

After reviewing the web plan, schematic and multiple presentations on the Office web site, we have the following main findings:



Feedback Priorities

- Priorities 1 and 2
 - Need to be addressed pre-launch
 - Assumes non-site overhaul
- Priorities 3 and 4
 - Need to be addressed post-launch
 - May require structural changes to better reflect changes in business need



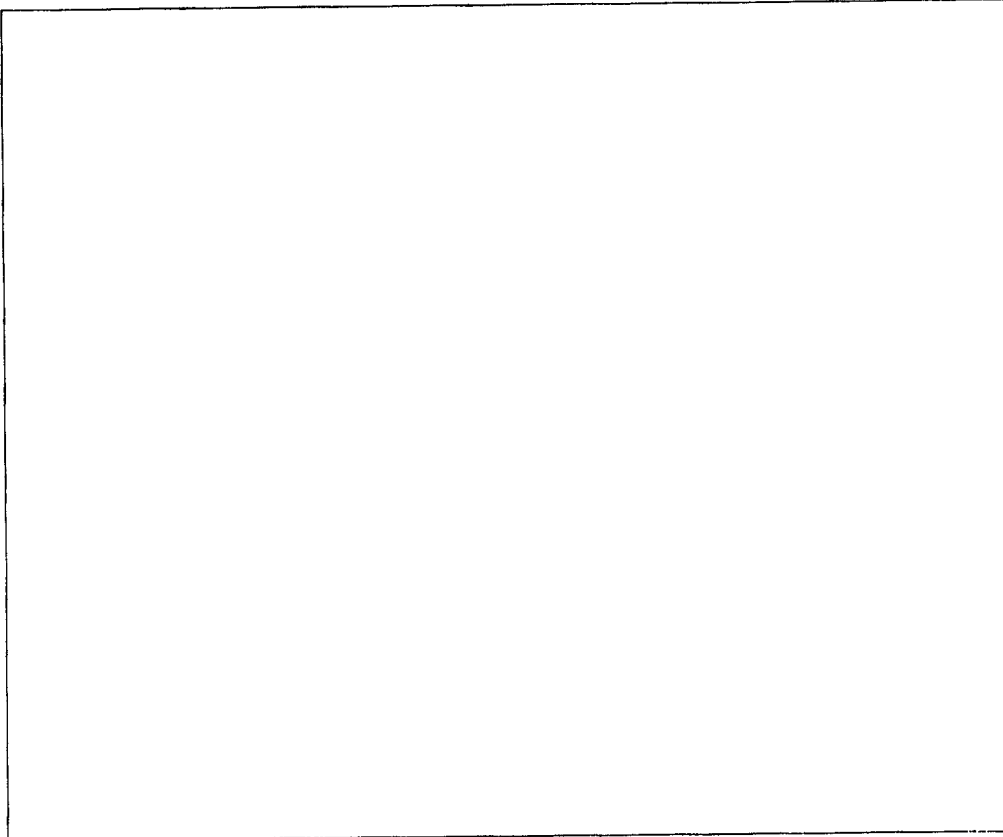
Priority 1 Issues: Navigation

- Issues

- Key information is buried making it difficult to move through evaluation and on to purchase
- Navigation scheme should be consistent with MS.com

- Recommendations

- Replace General Information page with Product Information page, moving up content one level
- Navigation links should only appear on the left side (not repeated in text portion of page)
- We need clarity on site inter-linking






Priority 1 Issues: Content

■ Issues

- No regular method to highlight information on home page
- No plans for KM content though Office is KM client
- No community for Web IEUs
- Inconsistent naming with marketing terminology
- Current site is too North American-centric given worldwide use in practice
- Outlook information should not be reduced like other core apps given Exchange needs

Priority 1 Issues: Content

- Recommendations
 - Incorporate regular headline space on Office Home and Enterprise Home (e.g., remove extra navigation links and determine content plan)
 - Link to DNS site & highlight KM aspects of Office
 - Make Team Web site an IEU community, e.g., work with Office Update team to provide reciprocal links to IEU newsgroups and ISK
 - Office marketing will assign product manager to review naming on web site
 - Need to clarify what content is NA specific (vs. global); post-launch – need better integration with subsidiary sites.
 - Need to revisit needs of Outlook site in relation to Exchange Server



Priority 1 Issues: Business Needs

- Issues
 - Web site presence and content required for Office 2000 Deployment Conference on March 29; given slip in street date, this conference will be considered a launch event
 - Web site does not address our Enterprise Partners
 - Web site does not consistently address our ISVs (overlap with Office Update)
- Recommendations
 - Headline and link to /office/deployment site from Office home page and work with Office marketing to establish what launch content can be provided within short timeframe
 - Short term: Utilize Office Update's Vendor Program for all Office partners & ISVs. Migrate current content and link to OU from Enterprise's Business Solutions section
 - Long term: See priority 4

Priority 2 Issues – Business Reqs

- Issues
 - BDM and Sorg marketing needs are not reflected in current plans as Office web site priority is currently IEU and IT
- Recommendation
 - Office marketing needs to clarify audience priority and timing of incorporation
 - Address BDMs by linking to DNS web site

Priority 3 Issues

- Dual Office sites (Office Update & Office Web) confuse customers & vendors and diffuse the marketing message
- Publishing process for site updates is too long (e.g., at least two-four weeks to get into queue)
- No planned association/link with related Microsoft products (e.g., Project, BackOffice, SBS)

Priority 4 Issue

- Need to determine long term plan for Office Web site to effectively market and work with our ISVs & Enterprise Partners
- Do current plans for a database work across Microsoft, including Office Update and MSDN teams?

Microsoft Office 2000 Web Site Plan Evaluation

February 1999

1. SITE GOALS & ASSUMPTIONS

These are the site goals and assumptions that were agreed upon by both product marketing and the web team in August 98.

- **Overall Site Goals**
 - Act as a hub for all Office content
 - Engage key 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 MSCom.
 - Not our target audience (eg: Dev, Mac)
 - Part of post-sales support (eg: Office Update, MSDN, TechNet)

2. EVALUATION OVERVIEW

After reviewing the web plan, schematic and multiple presentations on the Office web site, we have the following main findings:

- **Navigation:** Key information is buried on site beyond the home page making it difficult to move through evaluation and on to purchase
- **Content:** Scope of site content is limited and needs to be widened
- **Business Requirements:** Site needs to be in sync with new business priorities

3. FIX LIST

Here is a brief list of the fixes that should be integrated into the web plan. All fixes are prioritized with a number between 1-5. Priorities 1-2 should be fixed pre-launch. Priorities 3-4 should be fixed post launch

Priority 1

Navigation

Key information is buried on site.

Require fewer clicks to access important information.

What actually constitutes "key information" should be agreed upon by both the web & product marketing teams, but here is a brief overview of some of the major suggested changes:

- Product Information link should be located on Office home page, bubbling up information a level, instead of General Information link, that pushes everything down a level

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- Links on the Product Information page should include. Multimedia Scenarios Demo, Office Brochure, Depth Product Information, Team Web Building, Reviews & Awards, Trial Area, Buy or Upgrade Now and Archive.
- A new page should be created, called something like "Buy or Upgrade Now", which contains links to Incremental Value Checklist, Product Lineup & Pricing and Order Online SKU Selector.

We have revised the site schematic to create a recommendation for the overall site structure, bringing content up a level or two. See attached schematic & Appendix A for details.

Navigation scheme should be consistent with MS.com

Navigation on MS.com is centered about the standard "left navigation button" idea. The Office Web Site uses text heavy navigation in the main portion of the web page that requires the user to read through the "blurbs" until they find the "headline" they're looking for.

Clarify site inter-linking

It's not clear from the schematic or the plan the amount of inter-linking that will occur on the site. Specific areas of concern are:

- **Demo** - At this point it's not clear if there will be multiple entry points and where they will be located or how people will navigate from one demo to the next.
- **Ready to Buy or Upgrade page** – this should be linked to from almost every page on the site.
- **Office Update**: The Office Web Site should link and be linked to from the Office Update site. Moving from one site to the other and back should be seamless for the customer.
- **Developer Edition** – specific requests are:
Linking the following areas in Office to MOD Home
(<http://msdn.microsoft.com/officedev/preview>)

Product Information Home

Product Lineup & Pricing Home

Enterprise Solutions Home

Office 2000 Enterprise Evaluation Home

Business Solutions page in Enterprise Solutions section

Office 2000 Enterprise Evaluation Content Index (list under 'O' and 'D')

Content

No ongoing way to present breaking news or site highlights on home page

Office home page should continue to have news headlines with site highlights or updates, as the expectation for customers is that the home page of every Microsoft.com web site will provide a quick overview of what's new on the site in the form of "headlines". Changing headlines often also keeps the site "fresh" so customers see something different each time they come back. The Enterprise site should have it's own headlines on it's home page.

No Community for Web IEUs

Community area is important for web IEUs. Office marketing needs to understand from Office web team & Office Update, where content will be hosted, and what the reciprocal relationship between the two web sites will be.

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Naming

Product Managers should have input in the process of naming on the Office Web Site to make sure messaging on the web is consistent with messaging in sales tools and presentations. See section 5 for a list of marketing contacts.

Here is a list of specific name concerns: (the page numbers reference the specific page in the web plan)

p. 54: Proposed name of Enterprise section – “Enterprise Solutions”. This name is limiting and connotes content of white papers on enterprise solutions only. Suggested section name: “Enterprise Center”, a much more generic, and all-inclusive name, alluding to a “springboard” of information & links.

p. 55: Proposed name of sub-sections of Enterprise section – “Office Enterprise Solutions Business Value”. Too many buzzwords in the name. Also – where will this content come from?
“Office 2000 Enterprise IT Evaluation” – hesitant about labeling it “evaluation” as it includes more information than just “evaluation” info.

International Content Concerns

Site is very US centric even though the US/Canada make up only 50% of the worldwide revenue, and many international customers visit the main “US” Office Web Site. On pages like the SKU selector and order form, can customers order international SKUs? What if someone from overseas places an order for a US SKU? How will that be handled? What about the Tech Guarantee – that’s specific to the US as well. Will these be labeled “US only”? Will we say “contact your subs for information in your country”. How helpful is that really for customers?

Outlook content should not be reduced like other core apps given Exchange needs

Exchange team depends heavily on the Outlook web site, and this content should not go away. Web team should work closely with jeffw on content plan.

Misc Content Concerns.

p. 59:

Proposed plan for OEI. constantly update page, and periodically send out a snapshot of the page. Concerned about the availability of resources to constantly update the page. How can they be guaranteed so that the OEI doesn’t suffer?
“Top Ten Reasons Not to Upgrade/Deploy” – great idea – who is creating content?

p. 60: Content index – should not go away – this is a valuable index. If there is a global index for the whole site, that is designed the same as the current index, there will be too much non-enterprise information in it. Should have a separate index for Enterprise, or a better design.

Need to add the following text to Office 2000 Enterprise Evaluation/Product Information.

When you purchase Office 2000 for your organization, make sure you equip developers with the version created especially for them - Microsoft Office 2000 Developer <link to <http://msdn.microsoft.com/officedev/preview> >.

Business Needs

/office/deployment site needed for IT Launch of Office 2000

The RTM slip means that the IT Deployment Conference March 29-31 becomes the Enterprise launch of Office 2000. A “site” needs to be created to support the conference and PR references

to it. Site can be small, but should include key elements from the conference. John Hand, Lisastra & Suannen can work on the plan for this.

ISV and Enterprise Partner Ownership and Hosting.

Will "ownership" of ISV links, content and database rest with the Office site or Office Update?

Here is a matrix of all of the third-parties that Office would want to link to, along with the potential reason for the link.

	Marketing promises	Downloads (collateral, product, bits)	Special Offers	Service Offerings	
ISV	x	x	x	x	
Enterprise Partners	x			x	
MCSP	x	x	x	x	
LARs				x	
VAPs	N/a	N/a	N/a	N/a	

In the short term, Office marketing should work with Office Update team to migrate current content to Office Update site. Office marketing should review the OU vendor section to ensure all vendor needs are being met.

See Priority 4 section for long term solution.

Partner Page/Section

We need to have a presence on the site for partners, as partners will help to evangelize Office 2000 is we provide them with the proper information and community. Lisastra & suannen are working on a WAB for this.

Priority 2

Audience Importance.

We need to revisit the importance of our multiple audiences.

Priority Audiences: IT Pros, web-savvy IEUs, mainstream IEUs (in that order)

Office marketing team will prioritize BDM and Sorg for web team.

Priority 3

Here is a brief list of the post-launch fixes that should be integrated into the web plan.

Content

Dual Office Web Sites: Office Update & Office Web

The separate sites confuse customers & vendors and diffuse the marketing messages.

The Office web site is currently a “fluffy” marketing site, with little to no substantial product information (with the exception of the IT section). This is currently “by design” and keeps in line with the “pre-sales” objective for the site.

The Office Update site is the “post-sales” site, although it currently has limited post sales content, and consists solely of downloads (patches, SRs, converters, viewers, etc) with minimal download and usage instructions.

We believe we need to re-evaluate the complete separation of the two sites and work toward making the experience between the two sites consistent, complete, and complementary.

Length of Time Needed For Posting to Site.

The main benefit of the Web is that contact with customers can occur almost instantaneously. In the computer industry where business changes rapidly, the web is our best media for responding to competitive, product and customer issues. This opportunity is lost to the Office Marketing Team because of the long lead time for posting content. Web team needs to establish a clear plan for timely updates and inform product managers of their options.

Business Needs

Cross Sell and Solutions Sell

The Office Web Site is very “Office-centric”, with little to no information on other products that “extend” Office or provide solutions (SBS, Windows 2000, Exchange, IE, SMS, etc) or are in the Office family of products (Project). Could the SKU chooser also choose a bundle (ie: Office & SBS), instead of just an Office SKU?

Priority 4

Business Needs

ISV and Enterprise Partner Ownership and Hosting

How does the Office web team’s planned database differ from other such databases already in place, such as on /industry and /directaccess web sites? Need clarification on this from Web team.

4. MARKETING CONTACTS

Moving forward, the web team should work with the contacts listed below to ensure consistency with product marketing's deliverables during all phases of web site planning.

Main Office Web Site Contact – lisastra

IEU – Judy Lew
BDM – jayhe
IT/Enterprise – lisastra
Office Developer – douglass or a-simin
Office – Mac – brianho or danit
Office – Small Business – Deanne hoppe
International – sunilk
ISV – davidje
Partners – joshkr

p. 49: Links to Nitro – Is there any way to have it auto-populate the SKU that was selected for you in the SKU selector, when you choose to buy?

A. APPENDIX – SITE OUTLINE

- Key Link
- Secondary Link

Office Web Site

Headlines

- **Product Information**
 - Multimedia Scenarios Demo
 - Office Features Brochure
 - Depth Product Information
 - Team Web Building
 - Team Web Whitepaper
 - Feature Highlights Guide
 - ISK
 - Events
 - Evangelism Page
 - Trial Area
 - Reviews & Awards
 - Ready to Buy or Upgrade
 - Incremental Value Checklist
 - Product Lineup & Pricing
 - Order Online SKU Selector
 - Archive
- **Enterprise Center**

Headlines

- Evaluation Essentials
- Product Information
- Business Solutions
 - Office 2000 Business Value
 - Solutions Platform Strategy Overviews
 - ISV DB link
 - VAR DB Link
 - DNS
- Deployment Strategies
- Support Resources
 - TechNet
 - MTS
 - MCSP
 - Previous Versions
 - Office 97 content on TechNet
 - Other previous versions links
- Content Index
- Site Index
- Newsletter Signup
- Office Developer Web Site
- Small Business Solutions
- Office for Macintosh Web Site
- Worldwide subsidiary Office Sites
- Office Update

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