
From: Sara Williams
ent: Wednesday, July 14, 1999 10:58 AM
o: Jeff Henshaw
Subject: FW: URT mtg.ppt

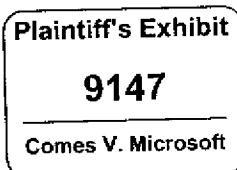
-----Original Message-----

From: Yuval Neeman (Exchange)
Sent: Wednesday, July 14, 1999 10:14 AM
To: Sara Williams
Cc: John Shewchuk (Exchange); Brian Arbogast (Exchange); Brad Lovering (Exchange)
Subject: URT mtg.ppt

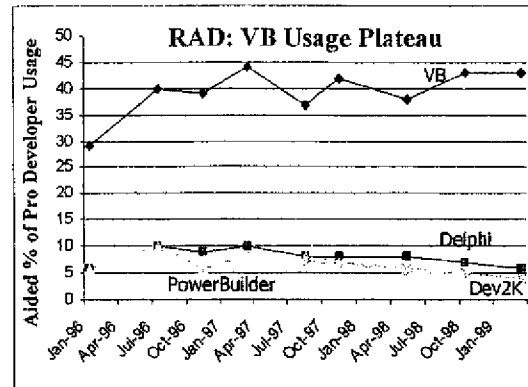
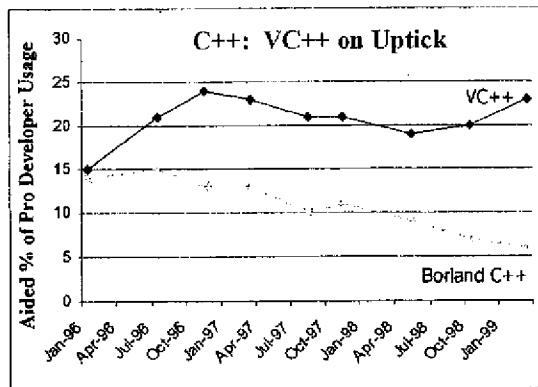
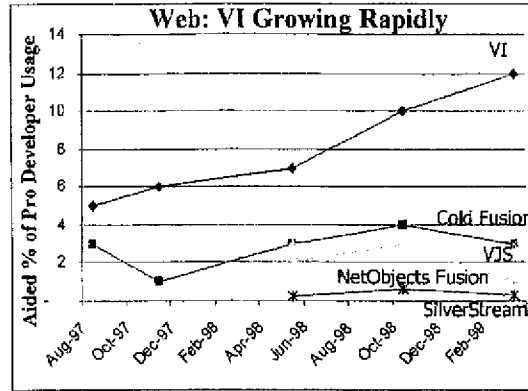
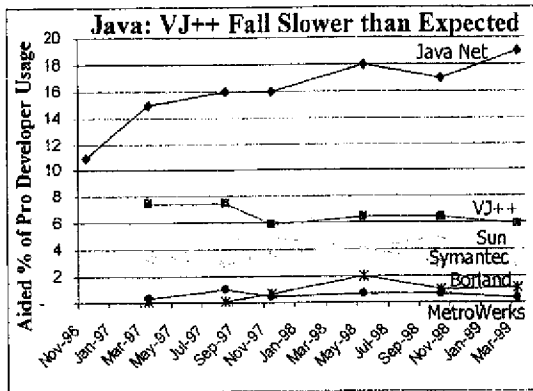
Sarah, might make a few more tweaks later. are you goign to apply your template ?



URT mtg.ppt (81
KB)



Environment: Tool Usage



Source US Developer Tracking Study 3/99

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Sea Change

- Paradigm shift in app. Architecture - Web
- Tough competition - Java
- MS introducing new platform – URT
- Tools Goals:
 - **Tools share:** Defend share in each major category through the transition to G3 apps while maintaining overall MS usage share
 - **Platform adoption:** Establish URT and App Server as the most popular run-time for distributed web apps, maintaining devs targeting MS runtimes at 90% +

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Technical Foundation for VS7

- URT is **the** execution engine – targeted by all compilers
 - Enables tools for the next decade: great component model, type-safety, security, robust deployment and better threading model
 - Enables cross-language framework – WFC
- Phoenix – critical mass for “Internet G3 apps”:
 - Simple tier-to-tier programming model & Web project model
 - WFC - a modern, consistent, flexible, shared framework used by all languages with tightly coupled designers covers:
 - WFC.Server - Server components, services & composition
 - WFC.ServerForm - Server side HTML generation
 - WFC.DATA - XML-based disconnected data cache & tightly coupled programming model
 - WFC.UI - Rich Win32 client forms
- All tools integrated in single VS environment

Big Bets

- Make our Developer customers win:
 - Best way to build G3 apps
 - Bet on URT as **the** new platform
 - Great tools & platform **integration**
 - Focus Tools team to build **one** common approach for all languages
 - Protect their investments
 - **Bridge** “current” to “new” to accelerate adoption
 - **Hard work** for Tools and URT but is huge advantage

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