
From: Will Poole
Sent: Thursday, January 29, 2004 11:46 PM
To: Mike Wickstrand
Subject: RE: an ignorant question

Is this all written up somewhere?

From: Mike Wickstrand
Sent: Thursday, January 29, 2004 11:44 PM
To: Will Poole; Rebecca Norlander
Subject: RE: an ignorant question

Thanks for your message, all good questions that seem to center on features, competition, and basic product logic:

FEATURES:

- Creekside supports both a broadband connection and wireless. Having said this, we are making changes to both Creekside's wireless and networking support:
 - **Wireless:** Creekside has the zero wireless configuration service disabled.
 - **Networking:** Creekside is a pure client. This will not impact web browsing, e-mail, text messaging in IM. It will impact remote assistance, remote administration, file and printer sharing file sharing, Virtual PC/PC anywhere, file transfer/voice/video.

COMPETITION:

- With regards to competitive offerings, while we certainly keep them in the front of our minds, it's our intention to focus on what our target customers will actually use their PCs for, not necessarily to match Linux feature for feature. While we haven't been able to add many market specific features into this release, over time we will certainly look to do this more in an effort to further differentiate our emerging market Windows offering from competitive offerings.

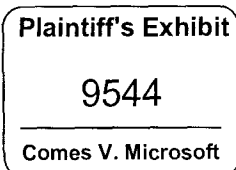
BASIC LOGIC/PIRACY:

- Particularly in SE Asia, we're seeing governments aggregating enough customer demand to get our attention. In each case we are coming up against governments that aren't just threatening to sell Linux machines, they **are** selling Linux machines. Net net, the jump up from ~\$0 for Linux to \$68-\$80 for Win XP Home in the System Builder channel is just too steep to overcome. Without Creekside, we certainly would need to sacrifice our Home Edition price to play in these markets (it's already happening today in select markets). We're literally holding on by our fingernails in some markets.
- Will customers buy Creekside machines and then load a copy of pirated Home or Pro? Perhaps, the more sophisticated buyers will. Even if this happens, this is a better option than a ton of customers buying Linux machines and keeping our Microsoft fingers crossed that these customers will someday load a copy of pirated Windows (so we at least get them as a non-paying Windows customer).
- Lastly, we will be doing all we can when it comes to naming, branding, positioning, and distribution to ensure Creekside minimally impacts our Home Edition business.

Hope this helps - Mike

From: Will Poole
Sent: Thursday, January 29, 2004 8:05 PM
To: Rebecca Norlander; Mike Wickstrand
Subject: RE: an ignorant question

6/7/2005



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Mike can point you to the review deck that hopefully will answer these questions. Removal of all but dial-up is more aggressive restriction than I recalled, so we'll have to understand exactly what's there / not there.

From: Rebecca Norlander
Sent: Thursday, January 29, 2004 6:35 PM
To: Will Poole
Subject: an ignorant question
Importance: Low

How do we think that "Creekside" will help us in Asia?

Let's say I live in PRC. I don't make much money. I can buy a cheap, slow, not-really-upgradeable PC that runs a super limited version of XP. It lets you dial up, but no broadband, no wireless.

-First, why wouldn't I just go buy a pirated copy for 5\$ on the street, and get a full featured version of XP?
-Second, is the proposed level of functionality commensurate with what exists in the competition? I'm going to guess they offer more than that.

I realize these folks have been through a lot of reviews, so I know they've thought about it. Is there a deck or a paper that I can read? Because from the outside, it just seems wacky, and like it potentially creates more problems than it solves. So I'm looking for some education.

Not super high pri.

-R

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