
From: Bob Kelly
Sent: Tuesday, December 11, 2001 8:46 PM
To: Andrew Lees; Subsidiary Mktg Leadership Team (US)
Subject: RE: Intel 5x5 Meeting

Good—will do

Only other issue I would like to see addressed with intel is Linux in SMB/white box space. Bobcl since you appear to have taken an action there perhaps you could be on point. Linux is showing very strong growth in SMB on white boxes and Intel is fueling this. They are even doing a lot of e-mktg to this base with pro-linux messages. We need to get them to see why this is bad for them

Thanks

Bob

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

From: Andrew Lees
Sent: Tuesday, December 11, 2001 6:06 PM
To: Subsidiary Mktg Leadership Team (US)
Subject: FW: Intel 5x5 Meeting

FYI.

On the marketing side, Pam was again firm that they would not change Intel inside dramatically. We challenged that strongly and said we feel it was dominating the industry spend which means less for demand around PC experiences (BrianV did a good job jumping in on this but again they would not move). Pam did say that they were modifying the program to accommodate more of a focus on experiences and so **Stephanie** should do that.

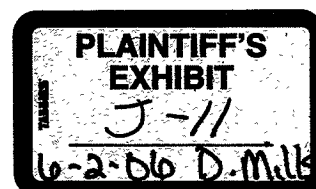
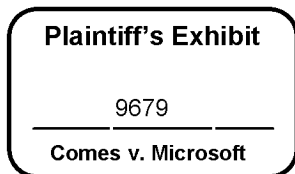
On the server side, they used an excuse that they did not want to do the joint ads until they had some form of joing sales engagement (see below). I personally think this was a bit of an excuse and given that we are moving on ads without them, decided to leave things are they are. We should continue to look in to FY03 to see how we could work together - **Jon**. We should also check with Jane Price to see if there are other below the line demand generation things we should be doing together (we did not discuss any details in the meeting).

One thing they said that their sales guys were coming up against was Unix migration as customers were moving off SUN (which ofcourse makes Linux seem attractive). BrianV said that he had a SWAT team available to help (and Charles also said that some of his technical teams were gearing up to help the field on this too). This is all news to be, but I want to make sure that we embrace this. We need to have the ability to help a customer with UNIX migration and so need to orchestrate something with MCS and programatize it with partners. Given this is to developers, **Jon** should be on point here, but **Bob** should also help given that win2k is a major part of the opportunity.

Regards,
Andy

E-mail: andrel@microsoft.com

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Tel: +1 425 705 7043
Fax: +1 425 707 3461

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

From: Kevin Johnson
Sent: Tuesday, December 11, 2001 5:17 PM
To: Paul Bazley
Cc: Kevin Johnson Direct Reports; Ann Marie McLeod
Subject: Intel 5x5 Meeting

Paul, Here is a brief summary of the actions I took from the meeting with Mike Splinter, Tom Lacey and the Intel exec team today. These are specific things that I want us to drive in the US. There will be a more complete summary of the meeting and the actions coming from Ann Marie.

For joint sales engagement in the enterprise, Intel is interested in investing resources to help us sell the migration from Sun platforms to Intel-based servers running Msft software. They agreed that they want Msft to be the lead strategy (vs Linux) and they agreed that we will do this with IBM as the primary competitor (vs just Sun). With that in mind, there is a set of actions that they will be taking to define some MBOs for their field team and we will have another meeting with them with a more specific discussion about an IBM competitive strategy. I won't go into a lot of the details but certainly IBM is a big customer of Intels and they need to be careful with this positioning. The fact is though that if IBM pushes a Linux story to win business, they will easily implement AIX, OS400, mainframes and other non-Intel-based servers to grow their business. Intel recognizes that an IBM/Linux win isn't a win for Intel. Therefore, as you shape the joint sales activities, please keep them focused on working with Intel to compete with IBM. Here is what I want to do:

- 1) As we discussed with Jim Milton at Compqaq, let's extend the Lighthouse program and bring Intel to the table to work on the set of accts that we will have in the Lighthouse plus program defined on our call last week. When we do joint calls with Compqaq and Jim, I want to start including Intel and Tom Lacey.
- 2) We also agreed to focus on financial services and telco. I would like you to work with Marty Thall and Mike Hard to get each of them to meet with their Intel counterpart and select not more than 10 accts that we will jointly work with Intel on our account strategies. They should be in lock step with us and we should use them to help us sell the design long-term wins that are harder for us to apply a lot of resource to. They want to help in this way
- 3) MTCs: I went through a review with Peter Boit on this yesterday. We will have some number of technical people staffing those labs in FY03 (basically MCS people that will work for free for customers we bring into these labs) and I suggested in the meeting that Intel should match that headcount with engineering resource to help us prototype solutions, show how Unix apps can be ported, etc etc and help us staff and run those MTCs. You and I probably need to send a specific proposal to Tom to invest in headcount for this and we should do so quickly. Get with Peter and see how we should structure this
- 4) There will need to be further discussion around what we do together with ISVs and major Sis (EDS, Accenture, and CSC for example). No actions there for now but it was flagged as an area that needs more attn
- 5) Bobcl, Be aware that Intel is interested in helping in SMB segment as well and is talking with Rosa's team on specific channel things we could do. I suggest you sync up with Rosa and find out who you should be aligned with at Intel and see if they will help coinvest in some of the TS2 and BigDay events and work that you are doing to the channel partner models and the demand generation models for small business.

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- 6) Andy has some actions on the marketing side that I won't list here but you should be aware that we are working to tune the joint marketing efforts to stimulate demand for PCs and intel servers in the enterprise.

Can you setup a similar model where I do a quarterly call with Tom Lacey to review progress on our sales and mktg activities? We should leverage the Compaq call as well with tom. I am not sure how the joint acct list will turn out in NSP and Finsvcs but we need Marty and Mike to take a shot at this with Intel.

Thx, KJ

Kevin Johnson

Senior Vice President
US Sales, Marketing and Services
Microsoft Corporation

kevinjo@microsoft.com
425-705-8081

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