From: John Ludwig
Sent: Wednesday, August 28, 1996 12:08 AM
To: Bob Muglia; Ben Slivka
Subject: some very high level thoughts on api work

reflecting on our meeting with paulma the other day, i have the following high level observations to add.

- we have to avoid the trap of trying to compete across the board with the entirety of netscape one or with the entirety of the sun java platform. those guys need a huge extensive api so that they can replace our platform. we don't we should be able to pick up a ton of apis via com with no work at all.
- subversion has always been our best tactic. don't fight awt -- enhance it and support it better than anyone else. don't fight jdbc -- adopt it and move on. subversion is almost invariably a better tactic than a frontal assault. it leaves the competition confused, they don't know what to shoot at anymore.
- while forms/db/drawing/objects may be the obvious core api, they may not necessarily be the fights we should pick. forms -- yes, we have a great asset in trident that i think will blow people away. db -- what distinctive do we really have to offer above and beyond jdbc. why fight this fight. what is the goal. drawing as well. on the other hand, advanced media api -- directx, streaming, etc -- may be a better battle to fight. winsock2 type functionality -- may be a better battle to fight. we have distinctive assets in these areas, they leverage our os investment better than say drawing does.
- netscape has been super effective at picking a couple small points and just hammering away on us with them. this may be more effective than a complete broad attack. just pick say media and whack away at them.
- obviously we need badly to talk to customers. we have precious little data on what the java development community actually wants.
- partners partners partners. this will be key to our success. i would argue that we need to help partners who want to provide their own apis -- provide them easy distribution with our development kits and runtimes. just as we are doing for partners that want to provide their own layout runtimes that fit within the browser. as long as they support our extensibility interfaces we should hold our noses and help them gain eyeballs and trial.

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