Unknown

From: Charles Fitzgerald
Sent: Sunday, January 22, 1995 11:46 PM
To: Brad Chase; Cynthia Krass; John Ludwig; Mike Conte
Subject: draft of Communicating Windows PC mktg plan

before I spend more time on this, want to get some high level feedback on the strategy stuff:

* scope - i.e. what else falls within communications umbrella or should be out
* positioning - wording needs some tuning, but I'm basically happy with it. of course, I approach this from my own jihad-esque perspective.

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if we have buy in on the high level, will circulate messages to product groups to refine their specific stuff and flesh out the tactics part of the plan.

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Windows 95: The Communicating PC Marketing Plan - DRAFT

Introduction and Executive Summary

The PC is increasingly becoming a communications tool, linking users to ideas, information and other people, anywhere in the world. More and more innovation in the industry generally and Microsoft specifically is focused on making the PC a better platform for communications. It is critical Microsoft understand this shift and position ourselves accordingly in a communications-centric market. Basically, we want the Windows PC to be the premier access vehicle for the "Information Highway" and every other communications media.

Microsoft has a strong story with the array of communications technologies in Windows 95. We want to increase the overall success of Windows 95 by establishing it as the foremost operating system platform for communications. Fortunately, this positioning is waiting to be claimed. Unlike other areas, such as multimedia, there is no clear leader today.

Achieving this positioning requires us to collect and integrate what are today a diverse set of technologies coming from different groups within the company. There is no single marketing voice today articulating our overall communications story. Individual product groups will continue to talk about their components in more depth and detail than would ever be part of a broader message, but the broader message provides some context for those discussions. This document is an attempt to articulate what communications capabilities we have in Windows 95 and to construct a high-level umbrella marketing message around it that gives us more mileage than we would otherwise get from the individual pieces.

The Communicating Windows PC theme goes beyond Windows 95. It provides a framework for associated technologies like TAZZ, O'Hare and dataconferencing, as well setting the stage for Nashville and Memphis.

Key Objectives:

- Position Windows 95 as the leading OS platform for communications
- Define the parameters of debate for OS communication support within the industry
- Integrate Communicating Windows PC message with "mainstream" marketing at both the Personal Systems and Corporate level.
- Use communications capabilities to increase the success of Windows 95.
- Get the industry to help us entrench Windows with communications products. This includes our traditional targets of OEMs, ISVs and IHVs, as well as a new target: providers of communications services. We want them to build services predicated on a Windows client.

Key Messages:

- Windows 95 makes the PC a communications center ready to connect to people, computers and services, anywhere in the world
- Communications not an afterthought for Windows 95, but an integral design goal
- For the industry, Windows 95 is the platform that enables a new generation of communications applications and hardware

Key Programs:

- TBD

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What is The Communicating Windows PC?

The Communicating Windows PC is an umbrella for the wide-area communications capabilities that provide connectivity to people and computers anywhere on the planet. The PC is the primary tool for creating, analyzing and synthesizing information. The Communicating Windows PC makes it easier to communicate the results of that activity by uniting the three key communications peripherals with the PC: the phone, the fax and the modem. These tools can be used to access other people, computers or services anywhere in the world. Services reside in networks and include messaging (email and voicemail), on-line services, remote LANs and the Internet.

The Communicating Windows PC umbrella does not include direct LAN connectivity and services, although LAN networking capabilities come into play when accessing a LAN through dial-up networking or surfing the Internet. The Communicating Windows PC delivers both a set of end-user communications tools as well as a platform for the industry to build upon.

Supporting elements for this message include:

Windows 95

A number of the high-level, general features contribute directly to the communications capabilities of Windows 95, including:

- 32-bit - more powerful, better data throughput, protect mode drivers
- Multi-tasking - supports background communications tasks, such as downloading or polling for messages, without interrupting work in the foreground.
- Plug and Play - makes communications hardware easy to install and configure
- Exchange universal in-box - provides a single interface for messaging and information services

Phone

Windows 95 brings the two most common business tools, the phone and the PC, together. The Windows architecture now "understands" telephone networks through the Telephony API and enables applications to be built to control telephone networks. Users can set up and manage phone calls from the desktop. Windows 95 can work with any phone system, whether analog, ISDN or a proprietary PBX. Every modem is turning into a telephone designed as a PC peripheral, supporting not just data and fax, but also voice communications.

- Allows voice, data or fax applications to cohabitate on the same telephone line
- TAPI open architecture works with a variety of telephone systems, including analog, digital PBX, ISDN and cellular
- Phone Dialer provides basic call control and speed dials
- makes voice a supported media type with voice coders and decoders (GSM, TrueSpeech), and Speech APIs for speech recognition and text-to-speech.
- Exchange data while talking to someone on a phone call, without hanging up (VoiceView - ifit makes it)

Fax

Microsoft Fax permits sending and receiving faxes from the desktop to any fax machine, other fax modem-equipped PC or Microsoft At Work device.

- Works with standard fax modems
- Send and receive standard Group 3 faxes compatible with 20m fax machines worldwide
- Send editable and high-quality documents to other Windows 95 and Microsoft At Work Fax users
- Integrated with the Microsoft Exchange universal in-box
- Secure transmission with encryption, digital signature and authentication
- Retrieve documents using fax-on-demand

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Modem

Data modem applications represent the traditional PC communications function, such as terminal emulation and access to bulletin boards. Windows 95 greatly improves upon the Windows 3.1 architecture to support data communications applications and high-speed serial communications, as well as a modular communications architecture to allow third-parties and communications device manufacturers to easily plug in new communications device drivers.

- New, modular 32-bit protect mode communications drivers
- Easy modem configuration for use by entire system for new communications applications
- Centralized communications port status and configuration
- Support for n00+ modems in Windows 95 with UNIMODEM universal modem driver
- Higher throughput and better reliability

Dial-up Networking

Services on the LAN, such as print and file sharing, messaging and databases have become critical to effectively performing one's job. When away from the office, users need access to the same services to do their job. By using Dial-up Networking and the public telephone network, users can get access to LAN services from anywhere. Subject to security provisions and available bandwidth, a user can dial in and have the same LAN access they have from the desktop.

- Access other Windows 95 machines
- Access NetWare, Windows NT or UNIX networks
- Use analog m[illegible]is or ISDN (?) to connect
- Supports telecommuting, worl-at-home or traveling executive

Internet Ready

Windows 95 supports access the Internet directly from the desktop. All the necessary plumbing is built-in:

- Includes a fast, robust, 32-bit TCP/IP stack - the networking protocol of the Internet
- Includes PPP (point-to-point protocol) and SLIP for accessing commercial Internet providers
- Supports popular third party Internet applications, such as Mosaic, WinWAIS or WinGopher through the Windows Sockets API
- Internet email and newsgroup access through The Microsoft Network.

Messaging

Microsoft Exchange integrates multiple messaging systems, including electronic mail, voicemail and fax in a single universal in-box on the desktop:

- Provides single interface for all messaging and info services
- Includes a full-featured messaging client including rich text and OLE2 support
- Includes drivers for Microsoft Mail, Microsoft Fax, Internet, CompuServe and The Microsoft Network messaging systems
- MAPI open architecture allows users to add other messaging systems

On-line Services

On-line services have historically been designed as a "glass teletype", delivering simple text at a minimal baud rate to maximize the number of users who could access the service. There are now emerging a variety of services that assume an intelligent client, much higher bandwidth, rich media, and a graphical user interface. The next frontier is integration with the operating system itself, as pioneered by the Microsoft Network, seamlessly melding remote information with local. These services benefit from the improved serial communications architecture in Windows 95.

- Includes The Microsoft Network client, which makes accessing electronic information and communications easy and inexpensive.
- Includes CompuServe and The Microsoft Network mail access from the Microsoft Exchange universal in-box

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- The Microsoft Network looks and acts just like Windows 95: consistent user interface, OLE support, drag-and-drop, Explorer navigation and rich-text formatting.
- Internet e-mail and newsgroup access through the Microsoft Network.

It is an interesting exercise to compare the communications capabilities in Windows 95 with similar functionality in Windows 3.1:

- OS level - 16-bit, no preemptive multi-tasking
- Phone - no notion of the phone or telephone networks as device. Limited to AT command dialers.
- Fax - standalone application (typically WinFax) not integrated with other messaging systems
- Modem - users and ISVs frequently replace COMM.DRV because of its poor performance and reliabillity. Every application must maintain modem configuration databases.
- Dial-up Networking - hard to configure and run from DOS (NetWare Connect) or proprietary (WFW RAS).
- Internet - hard to add required plumbing, between WinSock, a TCP/IP stack and an application
- On-line - not integrated with operating system. A monolithic application
- Messaging - only a single transport in the MAPI0 world.

Marketing Strategy

Positioning

Windows 95 makes the PC a communications hub ready to connect to people, computers and services, anywhere in the world.

Top level support points:
- Windows 95 eliminates obstacles to communications
- Windows 95 simplifies and integrates communications tasks
- Windows 95 empowers new forms of personal communications [NOT HAPPY WITH THIS ONE YET - IT IS THE GET EXCITED POINT]

Discussion of specific terms and support points follows:

Communications hub
A focal point for all forms of communications

Ready
Emphasizes Win 95 is a platform
Admits we need help to deliver complete communications solution - hardware, software, services
Empowering - implies at the user's control

Connects with people
Initiate, integrate and simplify dialing
Send and receive email
Send and receive faxes
Send data while on a phone call (e.g. VoiceView file transfer)

Connects with computers
Dial up networking provides remote access to LANs
Internet access ready
BBS/terminal emulation through serial connection

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Connects with services
Microsoft Network, CompuServe
Platform for accessing other public messaging services
Fax polling

Anywhere in the world
Emphasizes WAN aspects
Uses global public switched telephone network
Internet - the network of networks
Other public network services
Remote LANs, however far from the main office

Windows 95 eliminates obstacles to communications
Simplify configuration - UNIMODEM, Plug and Play, complexity of Internet stacks
Improve performance/reliability - VCOMM, multi-tasking
Consistent with platform message - we enable by removing barriers
Doesn't overpromise out of the box capabilties or their ease-of-use
Integration with operating system eliminates installation/configuration - e.g. fax, internet
Brings the phone into the PC world - TAPI

Windows 95 simplifies communications
Integration with OS makes it simpler
    Dial-up networking much easier than NeWare Connect
    Integration of on-line services - Microsoft Network
Exchange universal in-box - one in-box as opposed to many
Fax integrated with messaging
Supports general Windows 95 ease-of-use message

Windows 95 empowers personal communications
Allows PC to assume role of communications hub - go where no PC has gone before...
From the desktop - direct to internet, direct to fax (no walking to fax machine)
Anywhere in the world - tap global PSTN, global internet

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Branding

Target Audiences

SWOT

Tactics

Communications

Demo

PR

Trade Shows

Advertising

Industry Evangelism

Competition

Apple

AT&T

IBM

MCI

Novell

Milestones

Glossary

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