From: Alec Saunders
Sent: Saturday, February 04, 1995 12 04 PM
To: bens, blaker, bradc, mikecon
Cc: bobfou, ericst, johnlu
Subject: RE Frosting and Ohare

I need this info much sooner than 3/15 Ben Ali Baba content is due 2/15 Packaging starts 3/1 Most of our channel collateral is currently being developed

I think we need to

(a) commit to ohare in the frosting box, period The extensions and clients in themselves are compelling, even without 1 button sign up We shouldn't just give your stuff away -- it's better than the free stuff, and it's the only 100% integrated into Windows 95 internet clients out there
(b) work to understand the MSN schedule, and commit to them that we will use MSN as soon as it is ready This means that if they are not ready when we ship we need to have a strategy for getting folks onto the net. This could be a setup wizard to simply help configure TCP/IP and broad evangelism of this wizard to ISP's without a committment to ship individual ISP components in the box, or it could be a full blown arrangement with an ISP.

I think we can have our cake and eat it too. We should be able to make a strong commitment to MSN, AND meet customers needs with alternate internet service providers until MSN is available Let's not lose track of the fact that we win whenever a customer uses Windows to access the internet, whether they use MSN or not.

From Ben Slivka
To Alec Saunders, Blake Irving, Brad Chase, Mike Conte
Cc Ben Slivka, Bob Foulon, Eric Straub, John Ludwig
Subject RE Frosting and Ohare
Date Friday, February 03, 1995 10:58PM

I met with abay, aaronco, dbayer of the MSN over IP ("Rome") group yesterday, and they are (as might be expected) pretty upset about the idea that we would support one-button signup with someone other than MSN over IP

They're going to work hard over the next 4-6 weeks to educate me about their schedule and risks

I told them that we're going to need to make a go/nogo decision about O'hare in frosting by mid-March, since we have to make packaging and positioning decisions by then for a 6/15 RTM

My team is proceeding on the assumption that we will sign up an external ISP for one-button signup (I'm visiting Vint Cerf @MCI on 2/22), and that O'Hare will be in the Frosting package BUT, it is possible that either we won't find a suitable ISP, or that the Rome group will convince us that we should wait and just use them -- in either case, we would have to pull O'Hare out of frosting So, the key question for you marketing guys is What is the latest date at which we can make the go/nogo decision on including O'Hare in Frosting I'm assuming 3/15/95 until I hear otherwise.

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Also, I don't think we're going to do a "bounty" arrangement with any ISPs -- bradsi and others are not fans of this.

Thanks!
--bens

From Blake Irving
To alecs, bradc, mikecon
Cc bens, bobfou; ericst johnlu
Subject: RE Frosting and Ohare
Date Friday, February 03, 1995 2 58PM

The numbers definitely point to a solid reason to put Ohare functionality in the frosting box The $57 MM is plenty of reason to do it without setting expectations for a $120 MM increment .

As I understand our strategy (at least for Marvel) we were basing revenue stream from ISP's on gross transactions, and not one time bounty Do ISPs expect to pay this $, or do we risk and ISP crying "extortion!" I can hear it now, not only does Microsoft want to offer Marvel for free in the Windows 95 box and cannibalize my business, they want to me to pay them $40 for the folks that they don't reach So I think the additional $60MM won't happen.

Alec, you pointed out we need to sit down with the Marvel team to rationalize product strategies post haste With Ohare in the Frosting box, this should be done immediately

few of questions:
Can this be done without effecting current frosting schedule?
Does this change the positioning of the product? (if it's a lead feature as the research suggestes, might want to think of broadening the target and position of the product)
To what extent does it affect the bom? at least a disk and some minor doc