From:	paulma
Sent:	Tuesday, May 16, 1995 5:55 PM
To:	bens; johnlu; abay; bradsi; brianf; chrisjo; craigmu; drosen; jallard; jimall; nathanm; patfer; peterm; ppathe; rashid; russs; stevesi
Subject:	The Internet

Over the last 2 weeks or so, I have met with a fair number of those with opinions/concerns about the Internet, and have mail from several more.

The good news is that I think we all agree that:
- that the Internet represents a big threat/opportunity to our current businesses,
- that we need an "embrace and extend" strategy,
- that we need a focused client, server, and authoring tools strategy that offers Internet solutions, separately but in complement to MSN,
- that MSN needs to be, and be perceived to be, a "value-added" Internet service leveraging widely used-protocols,
- that we need to get coordinated.

The other good news is that there is a fair of amount of consensus as to what we should do:
- Priority #1 is to not lose controls of key interfaces and protocols that applications/titles use. O'Hare needs to evolve into an extensible client that encourages "online applications" to take full advantage of Windows and other MS assets. It needs to extend to allow this exploitation to occur both in the dimension of extensions to HTTP & HTML per se, and in the dimension of allowing application specific protocols & formats (eg. via DocObj). As part of keeping control of the client, we should distribute our client pieces (both basic framework and extensions) as widely as possible, and we should encourage other vendors of browsers (eg. Netscape) to use these extensions.
- Priority #2: We need to enhance our marketing / development effort on putting together server side solutions for general customers. These solutions can and should leverage complementary services (eg. billing, referrals, network access, etc.) that are offered in MSN. We need a similar focus and strategy on authoring services that pulls together what is common for all document types, and still allows for specialization for the various classes of document/application (1D containers, 2D containers, 3D containers, etc). We need more work to get us aligned here.

The bad news is that we are not altogether on the tactics of doing this.

To help address this, I have asked chrisjo to pull together "Internet 2" - an offsite Internet day, as soon as possible. He will work together with Drosen, Bens, Jallard, Brianf, Ppathe, Patf, Abay (and others if need be) to:
- get the consensus documented so that we do not need to rehash this,
- allow us to focus instead on area's where our tactics are not in sync, where we have no owner, and where we may have no strategy.

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