jmthomp@us.ibm.com - (Via the Internet)
John M. Thompson@ibmus - (Via Lotus Notes)
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Íij kMicrosoft IE 4.0 Œ F ÚMSG:FROM: TASC1093--RALVM6 TO:
GNORRIS --RALVM29 03/21/97 13:02:36
To: GNORRIS --RALVM29

From: Joey Ann Madden
Administrative Assistant to The Microsoft Business Alliance
Team & The Commerical Strategy Team
Subject:

Joey Ann Madden
Internet: jmadden@vnet.ibm.com Phone: (919)543-4183/441-4183
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*** Forwarding note from TASC1093--RALVM6 03/21/97 12:55 ***
To: GARYN --?CALLUP?

From: Joey Ann Madden
Administrative Assistant to The Microsoft Business Alliance
Team & The Commerical Strategy Team
Subject:
Microsoft/IBM
Building the Bridges Meeting
Thursday March 27, 1997

From: Garry D. Norris
Distribution List: GM's & Meeting Attendees
Subject: IBM/Microsoft meeting on March 27

I have prepared the following brief for the attendees of the subject meeting. Please review this brief prior to Tuesday, March 25th at which time we will have a prep meeting in order to decide on content, etc.

I am asking each of you to send to me prior to the meeting on Monday a list of what you think we should ask Microsoft for in return for doing one or all of the things they are asking us to do. I have given you my list under IBM objectives. However, please make your list an exhaustive one without limiting what we could possibly ask for. We will prioritize and decide on a final list at the pre-meeting on Tuesday.

Thanks for your cooperation.

1. Microsoft Objectives:

   1. Demonstrate a prototype of I.E. 4.0 and gain IBM's commitment to "exclusively" and jointly promote I.E. 4.0 as the navigator of choice.

      A. In return Microsoft will offer IBM soft dollar marketing incentives

   2. Offer the consumer division "First Chair" for a development and marketing initiative on the broadcast PC. IBM must agree to "neutralize" (replace lotus with office) on its Aptiva systems.

      A. In return, IBM to receive time to market advantages and dollar reductions in software royalties or soft dollar marketing promotions

1566

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3. Offer to allow IBM KPC certain privileges (below), if IBM "neutralizes its desktops, thinkpads and servers by not including smartsuite or notes with them.

   A. In return, the Kirkland Programing Center would be allowed to keep the NT source code, to keep its certification as a self test lab for NT, to self certify for win95, to allow MS engineers and KPC engineers to work together on joint projects to get "access to win95 and backoffice source code".

2. IBM Objectives:

1. Level the playing field
2. Microsoft to accelerate IBM's certification in the following programs:

   - o MS Solution Provider, MSP
   - o MS Authorized Technical Education Center, ATEC
   - o MS Authorized Support Center, ASC
   - o MS Large Account Reseller, LAR

3. Same status as HP and Dec as "Alliance Partners for enterprise computing"
4. Allow IBM to do choose and lose (win95 and win NT) preloads the same as Compaq
5. Allow IBM to do a field swap of Operation systems just like Compaq
6. Agree to sanction joint sales calls between IBM and Microsoft sales teams

ATTENDEES:

IBM		Microsoft	
Bill Colton	-Servers	Joachim Kempin	-OEM
Ann Fitzpatrick	-Servers	Bengt Akerlind	-OEM
Steve Ward	-Mobile	Ted Hannum	-OEM
Jan Janick	-CDT	Usef Madira	-IE
Brian Connors	-Consumer		
Marcia Springfield	-Consumer		
Ozzie Osborne	-Strategy		
Garry Norris	-Alliances		
Dean Dumbinsky	-Alliances		
Diana Romero	-Procurement		

CC List: Rob Adkins
Sam Palmisano
Bob Stephenson
David Winn

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