

IAL Staff

5/10/95



2 Microsoft Meeting (Rajw, Ek, Sullivan // Maritz; Stark; Silverberg)

20 "Intel is embarked on strategy that will yield lots more conflict." - NSP

-> Intel shifting software boundary

Reasons

-> SW engineering "pride" leads to info hiding

-> Intel building SW layer to protect CPU

-> Causing problems for MS, becoming a competitor

2 NSP: "a kitchen sink of software over the last few years developed at Intel"

1) EMOTIONAL ISSUE

-> "REQUIRING INDUSTRY TO BUILD A 'BUCKET' OF STUFF"

2) STRATEGIC ISSUE

-> MS CONVERGING THEIR DRIVER MODEL

-> MS WILL "PREVENT OTHERS FROM HAVING TO WRITE [DEVICE SW]"

-> MS "KNOWS WHERE THEY'RE GOING" - 2 YRS OUT

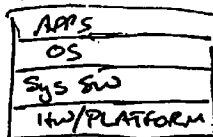
3) REAL ISSUES

-> MS "ARCHITECTS" ONLY F/ CURRENT PRODUCT

-> DISTRUST INTEL'S MOTIVES

RJW: 2 "a particularly significant meeting"

1 Area in conflict was clearly communicated



② MS Genuine Concern re: NXP Platform bundling
→ no respect f/ Intel technology, but fear our marketing ability

③ Silverberg's agenda

- Silverberg: "incredibly arrogant... dangerous"
- "enormous MIT" "extremely hostile"
- "the guy hates us" - "pent up anger"
- "impossible to deal with him"

③.5 Moritz' agenda

- Rational, pragmatic, ... focused on merge strategy
- look to him for rationality
- Not clear how much power of influence

2 → ∴

- ① → Need to accelerate NXP program / Deal from strength
→ War (either limited or all-out) is inevitable
→ Win Compaq, Creative Labs, ...
 ⊙ → a long shot
 ↳ Need pull strategy

- ② → Continue to engage w/ MS
→ Minimize the war (w/o backing away from the platform)
→ Will negotiate elements

★ IHVs + ISVs are our allies

Win95 license

- OEM license & in exchange for patent indemnity
- Preload under OEM's license

* Barrett Challenge

o RJD

	Q4 '95 NSP "4"	4/95 P6	mid '96 PSSC/ P6C '5"
DT/Mobile - P452 - RMNC - DB2 - ITOPE - INET			
Workstation			
Server			

2> Phase 0, 1 → IAL
 2> Phase 2, 3 → DRG
 Enterprise

• Implementation detail
 • Budget

2> FRAMEWORK

2> BUSINESS & MARKETING ORGANIZATION

ADL / DESKTOP

2>

MTL / MOBILE

→ Use of HTML as

2> Comm & Storage Infrastructure (w/ \$2M)

→ Encryption modules (PSSC accelerated)

2> Mobile presentation & demonstration machine

→ Teleprompter, Voice slide switching

→ Dual video system

Apps Services

→ RSA?

(Prototype/ Showcase)

SIL - Server

- 3D
- Speed
- Workstation - NT Scaling P/SMP + cc-NUMA
- Authoring
- Home LAN

? What about NT MSP Program ??

? ORACLE

* ? ~~SHINKWA~~ SW Distribution Server

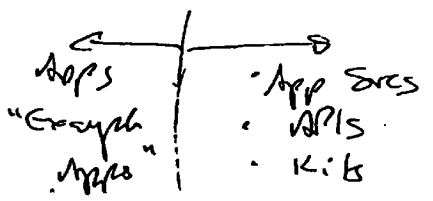
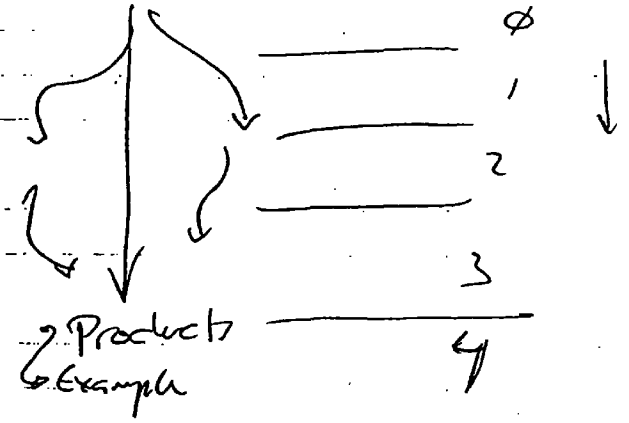
? Home Network

DRG



* IAC Mktg

PROTOTYPES



RJW

P452 Programs

→ 3 SDKS - App Services

- IMM

- COMM

- DMI MSP

→ Games

→ Tools

→ Comm

→ ~~Home~~ Apps

- Home Help Desk

- DEV Suite

* RMMC Programs

→ Biz Comm Suite Ent

→ Internet/OS Infra/Business

→ Biz

→ Home

→ 3D UI/Visualization (Bus.)

→ Home Comm Apps (Internet Apps)

WORKSTATION

→

TOPS

EFFECT ON

Q4'95	11/95	MID 96
4/NSP	PG	PSSC

① → 3D ^{for Business?} → Great example apps of MIPS: business

→ Business: XEROX PARC

→ Games? (w/MSZ)

MCG + DICK PIERCE

WIRT

* ② → Internet/OLS → Comm infrastructure foundation
+ Comm Apps for all future apps
[DSDV, GrammaPhone]?

MCG

③ → Home Apps → Home is IT

- ~~Help Desk~~

- ~~DSDV~~ → DSDV? → GRAMMA PHONE

- GrammaPhone

→ 3D Games for Home, ETV, KAW

KINNIE

C + MCG

④ → Help Desk / Service Infrastructure

KINNIE

⑤ → "Tools" → to help others create apps & content

→ ISV App Services Kits → Apps

→ Authoring tools → Content

→ Performance toolkit

KINNIE

WIRT

? Biz Comm Suite Extensions

→ SPEECH; PRESENTATIONS; ...

? WS Boost

? Server Boost

? MSP ON NT

MCG

WIRT

WIRT

475MSCID00034
Intel Business Information
Highly Confidential

→ PROCESS: PROTOTYPE TO PRODUCT

→ MILLER/LEGISLATION → ORGANIZATION BUILD UP