From: Ed Stubbs
Sent: Friday, January 16, 1998 2:20 PM
To: Bill Veghte
Subject: RE: Windows98 registration

i read this and think billg was usign the word ***object*** as a verb not a noun. but what do i know.

—Original Message—
From: Bill Veghte
Sent: Friday, January 16, 1998 12:40 PM
To: Sharon Montgomery; Ken Moss (Systems); Ed Stubbs; Tom Adams; John Gray
Subject: FW: Windows98 registration

—Original Message—
From: **Bill Veghte**
Sent: Friday, January 16, 1998 12:39 PM
To: Bill Gates
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Joachim Kempin; Sanjay Parthasarathy
Subject: RE: Windows98 registration

Win95 registration wizard was poorly designed, not aggressively put in user's face, and as a result reg rates were pathetic. First and foremost, the goal is to increase MS registration rates significantly and we are on that path. On an OEM preinstall, unless OEMs screw with the boot experience (which of course, they aren't supposed to do), RegWiz is the first thing users will see. If they try and go into Windows Update (which OEMs can't remove), they will be prompted to register. If they go to WebHelp off the Help menu, users are prompted to register. Users will not be able to go to these sites until they register.

That said, I completely agree with you that it would be great to have a unified object for registration. It is random if there were two different registration objects. Here are the reasons why we did not book it as part of the plan:

PRIVILEGED MATERIAL
REDACTED

(b) OEM interest: We took a proposal out to the OEMs where they had flexibility to add wizard screens and that we would turn around the data in a 24 hour period and they were not satisfied. They wanted the ability to control the data, faster turnaround, define the graphics, flow of the wizard, incentive structure, etc.. They said that they would do their own if given the option. I agree with Joachim tho that we could override.

These challenges are certainly surmountable. We could receive the data from the OEM as opposed to having it flow thru us. We could give OEMs limited flexibility and ensure that they follow our "prescription." It will take some hard work from SanjayP/SteveBu and their guys to get the back-end nailed and we could [illegible] legal risk.

It boils down to time. At the end of the day, our top priority has been to aggressively encourage registration and ensure that people can register flawlessly. We have not succeeded yet on the second objective. One of our top 5 bug generators in Beta3 were problems users had registering.

The different groups involved will absolutely revisit based on your concern but I am not confident (yet?) based on the initial foray that we can nail this on our current Win98 timeline with our quality goals.

PENGAD-Bayonne, N.J.
GOVERNMENT EXHIBIT
311

—Original Message—
From: **Bill Gates**
Sent: Friday, January 16, 1998 10:47 AM
To: Bill Veghte
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Joachim Kempin
Subject: Windows98 registration

I think it is critical to not have an OEM registration and a Microsoft registration that are 2 separate things.

I thought this was fixed in Windows98 but I hear that might not be the case now.

I think its very important. Of course, OEMs will look at the unified registration and object - they want to still have their own. this does mean we should agree with them on this. We have to get registration and email names way up from where it is today.

From: Joachim Kempin
Sent: Friday, January 16, 1998 4:26 PM
To: Bill Veghte; Bill Gates
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Sanjay Parthasarathy
Subject: RE: Windows98 registration

as long as you ask the customer for permission there is no risk- he will in any case like the convenience.So will we get it done outside and stay within current timeline?

—Original Message—
From: Bill Veghte
Sent: Friday, January 16, 1998 4:24 PM
To: Joachim Kempin; Bill Gates
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Sanjay Parthasarathy
Subject: RE: Windows98 registration

Hmm... There must be a disconnect somewhere. We absolutely signed up to raise registration rates and are on that course. Integrating with OEM registration process, we agreed to scope. I apologize for the confusion.

The client code is very straightforward to write (the current code is already outsourced), it is the back-end (registration server done by PieterK's old group), the legal exposure, and checkpointing w/ beta miles that makes me nervous to try and jam in at this stage, particularly given our B3 experience. This is certainly doable but we should not be confused that it does introduce risk.

—Original Message—
From: **Joachim Kempin**
Sent: Friday, January 16, 1998 2:18 PM
To: Bill Veghte; Bill Gates
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Sanjay Parthasarathy
Subject: RE: Windows98 registration

what makes me unhappy was that this was totally agreed upon and gets yanked in hte last minute for no good reason, when at the same time we want to improve our reg. %. I firmly believe writing this code can be outsorced and does not have to be invented here nor delay the product.

—Original Message—
From: Bill Veghte
Sent: Friday, January 16, 1998 12:39 PM
To: Bill Gates
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Joachim Kempin; Sanjay Parthasarathy
Subject: RE: Windows98 registration

Win95 registration wizard was poorly designed; not aggressively put in user's face, and as a result reg rates were pathetic. First and foremost, the goal is to increase MS registration rates significantly and we are on that path. On an OEM preinstall, unless OEMs screw with the boot experience (which of course, they aren't supposed to do), RegWiz is the first thing users will see. If they try and go into Windows Update (which OEMs can't remove), they will be prompted to register. If they go to WebHelp off the Help menu, users are prompted to register. Users will not be able to go to these sites until they register.

That said, I completely agree with you that it would be great to have a unified object for registration. It is random if there were two different registration objects. Here are the reasons why we did not book it as part of the plan:

PRIVILEGED MATERIAL
REDACTED

(b) OEM interest: We took a proposal out to the OEMs where they had flexibility to add wizard screens and that we would turn around the data in a 24 hour period and they were not satisfied. They wanted the ability to control the data, faster turnaround, define the graphics, flow of the wizard, incentive structure, etc.. They said that they would do their own if given the option. I agree with Joachim tho that we could override.

These challenges are certainly surmountable. We could receive the data from the OEM as opposed to having it flow thru us. We could give OEMs limited flexibility and ensure that they follow our "prescription." It

will take some hard work from SanjayP/SteveBu and their guys to get the back-end nailed and we could just take the legal risk.

It boils down to time. At the end of the day, our top priority has been to aggressively encourage registration and ensure that people can register flawlessly. We have not succeeded yet on the second objective. One of our top 5 bug generators in Beta3 were problems users had registering.

The different groups involved will absolutely revisit based on your concern but I am not confident (yet?) based on the initial foray that we can nail this on our current Win98 timeline with our quality goals.

---Original Message---
From: **Bill Gates**
Sent: Friday, January 16, 1998 10:47 AM
To: Bill Veghte
Cc: Steve Ballmer; Paul Maritz; Jim Allchin (Exchange); Moshe Dunie; Joachim Kempin
Subject: Windows98 registration

I think it is critical to not have an OEM registration and a Microsoft registration that are 2 separate things.

I thought this was fixed in Windows98 but I hear that might not be the case now.

I think its very important. Of course, OEMs will look at the unified registration and object - they want to still have their own. this does mean we should agree with them on this. We have to get registration and email names way up from where it is today.