Internet Share Drive Marketing Plan

To: MSNA Field Sales
From: Jeff Raikes
Date: August 13th, 1996
RE: Internet Share Drive

Executive Summary

At the MGS, I announced that MSNA's key goals for FY 97 were to **BEAT Netscape, BEAT Notes and BEAT Revenue.** In order to get the field engaged in achieving these goals, and to provide an energetic, focused environment in which to win on items 1 &3, an **Internet Share Drive** campaign was announced by Brad Chase and myself, with a commitment of 2.5M sponsorship offered by Internet Tools and Platform Division. The goal of this program is to provide a financial incentive which will foster a sense of unity and teamwork, across all customer units, leveraging the "Windows Paradise/ Neighborhood" theme developed at the MGS. Key objectives are:

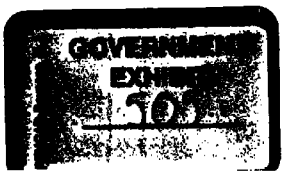
- **Increase Internet mind share with field, customers and partners**
- **Motivate Field Force on strategically important issues**
- **Gain widespread trial and usage and broad deployment of IIS and IE 3.0 with customers and partners**

The Internet Share Drive launches on Tuesday, August 13, to coincide with launch of IE 3.0. Maximum payout for each eligible rep is $3k, excluding specific team awards. Measurement will be calculated quarterly, with payment in January and July 1997. The design of the program is meant to be simple..i.e. points = X$ across all customer units and field marketing. The overall goal is to create a program where every position in the field can play and win something. A discretionary fund of $200K will also be made available to reward SE's, Internet Specialists and Technical Managers who are shared resources across OCU and ECU.

Each Customer Unit FSI Director has designed a program tailored specifically to support their CU field priorities. These programs are detailed below and also posted in more detail on the CU Internet locations. Best practices, teams wins, and progress charts will be highlighted regularly in these same locations. Overall strategy is to make the program easy, fun, rewarding and achievable. Creative marketing will keep the momentum alive, recognition for top performers, best practices and key wins will be made at my Quarterly Business Updates. **The bottom line is to increase Internet share significantly by the end of the Fiscal Year(and to have financial fun doing it!)**

Where Are We Today?

"Microsoft's **"Windows Paradise"** - is being infiltrated by competition determined to defeat us. The situation is threatening our operating system and desktop applications share at a fundamental level. Industry PR machine is focused on companies like Netscape and IBM who challenge Microsoft, the established market leader. Technically, Microsoft has the superior product. Relationships with partners like AOL, ATT etc. are increasing our share and visibility. Strategy to support industry standards (conferencing etc.) positions MS as a "good neighbor" and Netscape's proprietary positioning is aimed at domination not cooperation in the marketplace. Our five **"neighborhoods"** (CU's and Field Marketing) are threatened. Netscape pollution must be eradicated. This Internet Share drive is designed to be a **Neighborhood Clean Up Program** - a kind of **"Urban Renewal Initiative"** The Internet Share Drive is sponsored by IPTD. It was announced at the MGS by Brad Chase and rollout committed to coincide with IE 3.0 Launch on August 13, 1996"



Internet Share Drive: Program Goals

- Increase Internet Mindshare with field, customers and partners
- Motivate Field Force on strategically important issues
- Gain widespread trial and usage and broad deployment of IIS and IE 3.0 with customers and partners

Rules of Engagement - For ALL Players

Dates:	August 13, '96- June 30, '97
Measurement Dates:	Quarterly: 9/30/96; 12/31/96; 3/31/97; 6/30/97
Payment:	Mid year (January '96) and FY end (July '97)
Who is Eligible?	Field Sales across Customer Units and Field Marketing. No Corporate Teams are eligible.
$$$ Payout	Maximum $3K per person (excluding Team Incentives)
Arbitrator	Final interpretation of rules and decision maker - Lori Moore

Roles & Responsibilities

What's Needed	Who's Responsible
Timely and comprehensive **competitive** information and Share Updates	*Published on Web* • Product Group • CATM • CU Competitive Teams
Concise and effective **product positioning**	*Published on Web* • Product Group (???)
Accessible and accurate **measurement and reporting tools**	Customer Unit FSI Contact • EUCU - Pam Fleischer • ECU - Goeff Nyheim • OCU - Doug Martin • Field Marketing - Tim Breidigan • Education - Jackie Carriker
Clear delivery of Microsoft **value message** with regard to channel and customers	Customer Unit FSI Contact, LAR Managers & CU Marketing Strategists
Well communicated share drive expectations and clear and understandable **guidelines and rules**	*Published on Web* • Margaret Manning • Lori Moore • Customer Unit FSI Contact
Access to Customer Unit **best practices**	*Published on Web* • Customer Unit FSI Contact
Creative, Collateral, and Coordination of **HQ Communication**	• Margaret Manning
Regular Field **Conference Calls**	Coordinated by FSI Directors & FM Coordinator
UNDO NETSCAPE LEAD	**Field Sales Teams**

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SE & Internet Specialist Objectives - NEW INFO 9/16/96

Incentives for District SEs and District Internet Specialists

- District SEs and Internet Specialists ranked as team by district (1 to 15) including Federal
- Ranking based on combined district attainment of ECU and OCU objectives. ***Example***: Chicago SE team performance ranked against other 14 teams by combining ECU attainment of xx% of total points possible (per ECU "Team Awards" section of Share Drive Marketing Plan) and OCU team attainment of yy% (per OCU "Team Awards" section of Share Drive Marketing Plan) to determine weighted performance (ECU % + OCU % divided by 2). Exception is Federal SE team which is tied exclusively to ECU objectives.
- Recommended FY97 incentive payout per District SE/I-net Specialist: $3K for members of teams ranked 1-3, $2K for members of teams ranked 4-10, $1K for members of teams ranked 11-15

Incentives for Region AEs and Region Internet Specialists

- Regional AEs and Internet Specialists ranked as team by region (1 to 3)
- Ranking based on combined region attainment of ECU and OCU objectives. ***Example***: East Region team performance ranked against West and Central teams by combining ECU attainment of xx% of total points possible (per ECU "Team Awards" section of Share Drive Marketing Plan) and OCU team attainment of yy% (per OCU "Team Awards" section of Share Drive Marketing Plan) to determine weighted performance (ECU % + OCU % divided by 2).
- Recommended FY97 incentive payout per Regional AE/I-net Specialist: $3K for members of #1 ranked tam, $2K for members of #2 ranked team, $1K for members #3 ranked team

MCS and Internet Share Drive - NEW INFO, 10/15

A discretionary fund of $150K will be made available to District Managers to reward top MCS consultants for their participation in achieving Internet Share Goal objectives.

- Each District will be allocated a $ amount based on MCS Headcount (see below)
- Maximum payout per individual will be $3K - with a total of 50 winners nationwide.
- Payment at the same time "Team Awards" are made, at the end of Share Drive
- District GM's 's have sole responsibility for determining winners
- Award must be related directly to an Internet Share Drive key win.

District		Consultants	#Winners	$$$$
Pacwest		18	2	6000
Southwest		15	2	6000
Detroit		28	3	12000
Chicago		35	4	12000
NY/NJ	NY	51	5	15000
	NJ	26	3	9000
Rocky Mountain		13	1	3000
SoCal	LA	35	4	12000
	Orange County	16	2	6000
New England		35	4	12000
Mid Atlantic		14	2	6000
SouthEast	Atlanta	20	2	3000
	Tampa	9	1	3000
	Carolinas	10	1	3000
St. Louis		19	2	6000
Federal		11	1	3000
Dallas		44	5	15000
NorCal		35	4	12000
Minneapolis		19	2	6000
Total			**50**	**$150K**

ECU Objectives

1. ***Increase Share of IE and IIS among Strategic, Named and Business Development Accounts***

	GOAL:	Microsoft Share vs Netscape By 12/31/96	Microsoft Share vs Netscape By 6/30/97
Strategic Accounts	IE	30%	50%
Named Accounts	IIS	20%	40%
Business Development Accounts	IE	20%	40%
	IIS	15%	30%

2. ***Increase share of IIS/IE with LARS, System Integrators and ECU Alliance Partners.***

GOAL:	Microsoft Share vs. Netscape By 12/31/96	Microsoft Share vs. Netscape By 6/30/97
	50%	90%

ECU: How to Play

HQ Contact	**Geoff Nyheim x 32390** **Pete Hayes x 68474**

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Who is Eligible to Win	Enterprise Reps, MSOT Reps (permanent Microsoft employees), LAR/SI/Alliance Reps, Enterprise Managers
Measurement, Tracking and Reporting	ECU Web "Opportunity Map"
Channel Plan	Contact: Chris Cale
Web Address	http://ecuweb

ECU How to Win

Milestone	Definition	Measurement Tool	Who Reports?	Points	Dollars $$$$$$
Level ONE - Evaluation and Standardization					
IE Formal Evaluation	Field & MSOT engage account in formal product evaluation of IE on at least 25 desktops.	Report status via ECU Web based "Opportunity Map".	Account Rep or MSOT Rep	10 - Bus Dev 20 - Named 30 - Strategic	$1 per point
IIS Formal Evaluation	Field & MSOT engage account in formal product evaluation IIS on at least 2 servers.)	As above	As above	10 - Bus Dev 20 - Named 30 - Strategic	$1 per point None
Account Standardization	Account establishes IE and IIS as the ***exclusive*** standard such that new deployment of competitive products is not supported.	As above	Account Rep with validation by Enterprise Manager	100 - Bus Dev 200 - Named 300 - Strategic	$1 per point
Level TWO - References and Formal PR					
Customer to Customer Account Reference	Account agrees to be a customer-to-customer reference.	Submission to ECU "I-Net Reference" alias via ECU web based "Opportunity Map"	Account Rep	100 - Bus Dev 200 - Named 300 - Strategic	$1 per point **Award paid on first 100 reference accounts only with limit of 2 per rep.**
Formal PR	Account has participated in formal PR in the form of Press Release, case study, video, Best Viewed/Powered by logos on Web server or advertising	Submitted to ECU-I-net Reference Alias. Public reference status reporting and coordination responsibility of ECU Enterprise Marketing	Account Rep ECU Enterprise Marketing	250 Bus Dev 500 Named 750 Strategic	$1 per point **Award paid on first 100 Formal PR accounts only with limit of 2 per rep.**
Level THREE - Deployment					
IE Account 25% Deployment	Account installs IE on at least 25% of target platforms (desktops allowed to have browser.).	via ECU web based "Opportunity Map"	Account Rep with validation by Enterprise Manager	50 - Bus Dev 100 - Named 150 - Strategic	$1 per point
IE Account 50%	Account installs IE on 50% of target platforms (desktops	As above	As above	50 - Bus Dev 100 - Named	$1 per point

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Deployment	allowed to have browser.)			150 - Strategic	
IE Account 100% Deployment	Account installs IE on 100% of target platforms (desktops allowed to have browser).	As above	As above	50 - Bus Dev 100 - Named 150 - Strategic	$1 per point
IIS Account 25% Deployment	Account installs IIS on at least 25% of target platforms (allowed number of HTTP servers).	via ECU web based "Opportunity Map"	As above	50/100 - Bus Dev 100/200 - Named 150/300 - Strategic	$1 per point
IIIS Account 50% Deployment	Account installs IIS on 50% of target platforms (allowed number of HTTP servers).	As above	As above	50/100 - Bus Dev 100/200 - Named 150/300 - Strategic	$1 per point
IIIS Account 100% Deployment	Account installs IIS on 100% of target platforms (allowed number of HTTP servers).	As above	As above	50/100 - Bus Dev 100/200 -Named 150/300 - Strategic	$1 per point

Notes:

1. Recommended split of Level One and Level Three incentive dollars between Account Rep, Enterprise Manager and MSOT Rep as 70% , 10% and 20% respectively. The Higher Education Account Reps will receive 100% of the incentive dollars.
2. Level Two incentive dollars will be paid to Account Rep only
3. Level 3 points are cumulative for IE and IIS milestones respectively by account
4. Account Rep, Enterprise Manager and MSOT Rep assignment tracked via ECU Web Account Profile

ECU Team Awards

Top 5 ECU teams - Total Opportunity $85,000

- Top 5 ECU teams will be selected based on highest percent attainment against total point goal. Total point goal is calculated based on 100% attainment of each level for each enterprise team. Teams will split $85,000.
- **Money distributed across 5 teams as follows: Top 5 Business Development Managers: $3,000 each, 1st place team - $25,000 2nd place team- $17,500; 3rd place team- $12,500; 4th place team - $10,000; 5th place team - $5,000**
- ECU will calculate a "possible" point total for each Enterprise Team equal to number of accounts (by segment) times maximum points available in each level.
- Earned points based on milestones achieved year to date.
- Ranking determined by attainment percentage.

ECU Enterprise Alliance, LAR and SI Accounts

Milestone	Definition	Measurement	Who Reports?	Milestone Points	Incentive Dollars
Account 50% Deployment Share	Account has installed IE and IIS on at least 50% of target platforms (desktops allowed to have browser, number of HTTP servers)	Deployment status and share via ECU Web based product opportunity map (Alliance, SI) or Outbound Marketing monthly reporting coordinated by Chris Cale (LARs).	Account RAX	500 LARs 1,000 Alliance/SI	$1 per point
Account 100% Deployment Share	Account has installed IE and IIS on 100% of target platforms (desktops allowed to have browser, number of HTTP servers)	As above	As above	500 LARs 1,000 Alliance/SI	$1 per point
Formal PR	Account has participated in formal	Account RAX responsible for	As above	500 LARs	$1 per point

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	PR in the form of channel momentum press release. Account must meet at least 50% Deployment Share goal in order to qualify for PR goal.	submitting account as reference candidate to "ECU I-net Reference" alias Public reference status reporting and coordination responsibility of ECU Enterprise Marketing.		1,000 Alliance SI	
Site Builder Level Two	Partner's external Web site meets Microsoft's Site Builder level Two requirements and displays Powered by BackOffice logo	ECU Outbound Marketing will monitor status of partner Web sites.	Outbound Marketing	500 LARs 1,000 Alliance SI	$1 per point
Site Builder Level Three	Partner's external Web site meets Microsoft's Site Builder level Three requirements and displays Powered by BackOffice logo.	As above	Outbound Marketing	500 LARs 1,000 Alliance SI	$1 per point
Internet Certification Tests	**Partner SE's have built MS service capacity passed MS Internet related certification tests from official list.**	**Rax submits list of SE's and the tests that they have passed.**	**Account RAX**	**5 pts. per test Max = 200 tests**	$1 per point

NEW INFO 9/16/96

ECU Notes

1. Account Deployment Share and Formal PR incentive dollars paid to LAR RAX

OCU Objectives - Updated 12/2/96

1. *Increase share of IIS/Internet Explorer among MS partners, ATEC's and district Non Key Partners VAR's*

FY97 objectives for partners

- 30% of all allocated district partners have at least 1 person trained on IIS/Internet products by 12/31/96 - 60% by 6/30/97 **Note: this includes partners and partner-level LAR outlets**
- 20% have engaged customer on MS Internet/Intranet products through solution server evaluations or Technology Solutions Briefings by 12/31/96 - 40% by 6/30/97

FY97 objectives for structured channel development

- 50% of district VAR Internet training goal has attended the 1-day ATEC training course on MS Internet/intranet by 12/31/96; 100% by 6/30/96
- As of 12/31/96, 40% of a district's Internet-trained VARs have joined Site Builder Level 2, or 15% of a district's Internet-trained VARs have joined Site Builder Level 3 (min. 40% of VAR training goal from above must be met to qualify)
- As of 6/30/96, 80% of a district's Internet-trained VARs have joined Site Builder Level 2, or 30% of a district's Internet-trained VARs have joined Site Builder Level 3 (min. 40% of VAR training goal from above must be met to qualify)

FY97 objectives for ATEC's

- 30% of district goal has been certified on IIS and Proxy Server by 12/31/96. 100% by 6/30/96

FY97 objectives for Education Market:

- These map to point #2 of FY97 objectives for partners and FY97 objectives for structured channel development
- 15% of partners have engaged customer on MS Internet/Intranet products through solution server, Parent-Teacher Connection Server (Edgar), or Technology Solutions Briefings by 12/31/96 - 40% by 6/30/97.
- 60% of district goal have attended 1 day ATEC training by 12/31/96.
- 100% of district goal have attended 1 day ATEC training course by 6/30/97.

OCU: How to Play

HQ Contact	**Doug Martin x 66615**
Who is Eligible	**All OCU Field and outbound telesales reps and managers, Education Market Reps, LAR outlet reps and OCU national channel account/distributor managers**
Web Address	**http://ocuweb**

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OCU How to Win- Updated 12/2/96

Based on feedback we heard at the OCU S2 Planning meeting in Chicago, and with the approval of your regional OCU council leads, we are revising the activity and reward structure for the OCU portion of the Internet Share Drive. In order to simplify this entire initiative, the following changes will be made:

1. We will eliminate the concept of breadth, depth, and ATEC teams. Going forward, everyone on the OCU district team (including depth outbound telesales reps) will be paid on overall team performance, i.e. when a milestone is hit for any activity, everyone on the team will be compensated. We'll work separately with outbound telesales managers to structure their participation. (Note: in order to keep the max. reward for any individual at $3,000, some of the individual activity rewards were revised....see below)

2. We will eliminate the Site Builder participation goal (matching the Site Builder registration lists with our breadth ATEC training voucher redemption list was not possible) .

3. We will eliminate the separate MCP goals for IIS/Proxy. The IIS exam will be ready by S2, but because there is no guarantee on timing, it doesn't make sense to add it into the activity mix as a unique goal, because if the exams don't ship early in S2, the entire goal is irrelevant. Instead we will add MCP certification as an option for the depth training goal, i.e. if one person from a depth partner org either is trained in the 2-3 day Internet training or certifies on IIS or Proxy, the district receives credit.

4. The breadth training goal, measured by redeemed breadth training vouchers, is unchanged

5. The depth activity goal continues with one modification: any Internet or Intranet specific TSB that is planned, hosted, and executed by a depth partner will qualify towards this goal. Note that your goal is based on your allocation of depth partners for FY97, and we will measure against that allocation by looking at TSBs and/or Intranet CSPPs initiated by the list of existing MSP Partners and your list of nominated partners. We will measure the TSB activity based on event codes entered into Manager when we receive completed eval forms from the events. For CSPPs, we can only measure those pilots that, when ordered, included IIS as one of the products planned for the evaluation.

So, the revised Share Drive plan looks like this:

OCU Team goals (field and telesales)

30% of all partners have trained or certified at least one person on IIS, Proxy, or Normandy (measured by depth training vouchers)	$25
60% of all partners have trained or certified at least one person on IIS, Proxy, or Normandy	$75
20% of all partners have either hosted an Internet/intranet TSB or completed a customer evaluation of IIS	$25
40% of all partners have either hosted an Internet/intranet TSB or completed a customer evaluation of IIS	$75
50% of district VAR Internet training goal has attended the one-day ATEC training course on MS Internet/intranet (measured by training vouchers redeemed)	$40
100% of district VAR Internet training goal has attended the one-day ATEC training course on MS Internet/intranet	$60
Total potential award	$3.00

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Top Districts Incentive

At the end of the fiscal year, each district will be measured across all activities and districts will be stack-ranked by total performance. The top five districts will win additional rewards as listed below. These funds can be distributed at the discretion of the district BDM (in most cases, we recommend that the money be split evenly across the district field and telesales teams, excluding the BDMs themselves). The Business Development Managers leading each of the five top districts will receive a $3,000 additional award.

District Order of Finish	OCU Team Performance Award:
First	$25,000
Second	$17,500
Third	$12,500
Fourth	$10,000
Fifth	$5,000

OCU TEAM AWARDS

At the end of the fiscal year, each district will be measured across all activities and districts will be stack-ranked by total performance. The top five districts will win additional rewards as listed below. These funds can be distributed at the discretion of the district BDM (in most cases, we recommend that the money be split evenly across the district field and telesales teams, excluding the BDMs themselves). The Business Development Managers leading each of the five top districts will receive a $3,000 additional award.

District Order of Finish	OCU Team Performance Award:
First	$25,000
Second	$17,500
Third	$12,500
Fourth	$10,000
Fifth	$5,000

OCU National Accounts & Distributors

Milestone	Definition	Who Participates?	Who Reports?	Milestone Points	Incentive Dollars	Maximum Pay Out
Account 50% Deployment Share	Account has installed IE and IIS on at least 50% of target platforms (desktops allowed to have browser, number of HTTP servers)	National Account Rep		750	$750	$6000
Account 100% Deployment Share	As above with 100% share	National Account Rep		750	$750	$6000
Formal PR	Account has participated in formal PR in the form of press release, case study, video, "Best Viewed/ Powered By" logos on Web server or advertising.	National Account Rep		1,500	$1,500	$12,000

EUCU Objectives

1. Drive Internet Explorer use and adoption of all MS Internet related products among key partners.
2. Own the hearts and minds of Reseller Sales people at outlet level
3. Influence the end user at the outlet level to adopt and use IE.

EUCU How to Play

HQ Contact	Pam Fleischer Keith Lue
Who is Eligible?	RMR, RAMS, EUCU segment account team members
Web Address	http://eucuweb

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EUCU How to Win

Milestone	Definition	Measurement	Who Reports?	Milestone Points	Dollars	Maximum Pay Out
Incremental Display of Internet Starter Kit and Microsoft Internet Products in Store	Secure incremental display not already secured via headquarter commitments End caps, floor stacks, sections, window displays, etc. that include multiple Microsoft products qualify and must be on display for a minimum of one month. All products in the incremental display must also be stocked in category. HQ will advise RMRs via the RAX communiqué of shelf space that has already been purchased or agreed to by the account.	Pictures of incremental display, along with letter of verification signed by store manager submitted to RAM	RMR submits pictures and validating letter from store manager to RAM	200 Points - RMR 40 Points - RAM	$200 $40	$1,500 for this milestone or any combination of milestones completed
RSP Training on Microsoft Internet Explorer **Goal: 100% of RSP population trained one or more times**	Include 15 Minute IE component at every RMR training session, even if they have been previously trained on IE.	To begin the share drive, each RMR submits a form to their manager that states the number of RSPs in their respective outlets. Evaluations turned in by RSPs at the end of the training sessions will be counted. Evaluation forms from RSPs will only be accepted and counted towards the RMR's goal if the training session that the RSP attended had 5 or greater participants. One RSP can participate in multiple trainings and count as one RSP trained at each training as long as they meet the above criteria and complete an evaluation at the end of every training session.	Respective RAMs submit tallied evaluations to HQ	100% of RSP population trained over the August 13 - Dec 96 period = 200 Points - RMR 40 Points - RAM 200% of RSP population trained (RSPs trained twice over the over the Aug 13 - Dec 96 period)= 500 points - RMR 100 points - RAM 300% of RSP population trained (RSPs trained three times over the August 13 - Dec 96 period) = 750 points - RMR 150 points - RAM	$200 $40 $500 $100 $750 $150	$750 for this milestone ($1,500 maximum for any combination of milestones completed.)

End User Training in Association with Retail/DMR Key Partner - 15 Attendees	Hold an end user training event or conduct a user group presentation for at least 15 end users in association with a retail or DMR key partner. Demo days do not qualify. Event must be planned, an invitation list generated and targeted presentations delivered.	In order to test that the end user was trained on IE there will be an essay type question on the evaluation that asks them what they learned new about IE during the respective session Evaluations turned in at the end of training session will be counted. Minimum attendees -15	RMR will forward completed evaluations to the RAM who will verify and submit tallied results to Pam Fleischer	150 points - RMR 30 points - RAM	$150 $30	$1,500 for milestone or any combination of milestones completed
End User RSP Training in Association with Retail/DMR Key Partner - **50 Attendees**	See above for specifics with the exception that there must be 50 participants in the end user training event or user group presentation.	See above with the exception that there is a 50 participant minimum to receive credit.	See above.	250 points - RMR 50 points - RAM	$250 $50	$1,500 for milestone or combination of milestones completed
RSP Training in Association with Retail/DMR Key Partner **100+ Attendees**	See above for specifics with the exception that there must be > or = 100 participants in the end user training event or user group presentation.	See above with the exception that there is a > or = 100 participant minimum to receive credit.	See above.	500 Points - RMR 100 Points - RAM	$500 $100	$1,500 for milestone or combination of milestones completed
Demo Machines In-Store Running IE/ISK/IESK or Have a PPT Presentation on IE Loaded and Looping **25% Machines**	Number of machines out of the total number possible that are running IE or have a looping PowerPoint presentation. IE and PowerPoint presentations must be running for the Sept-Dec period in order to qualify.	RMR submits a form stating number of demo capable machines in their outlets. The respective RAM validates this information and then forwards it on to Pam Fleischer. Secret Shopping one day per month by RAM or third party hired by RAM to confirm IE Demo/PPT is loaded and running on all machines	RAM reports RMR results to Pam Fleischer.	50 Points - RMR 10 Points - RAM	$50 $10	$1,500 for milestone or combination of milestones completed
Demo machines running IE and PPT Presentation on IE **50% Machines**	See above.	See above.	See above.	200 Points - RMR 40 Points - RAM	$2000 $40	$200 for milestone or $1500 for combination of milestones completed

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Demo machines running IE and PPT Presentation on IE 100% Machines	See above	See above	See above	500 Points - RMR 100 Points - RAM	$5 - $100	$5 [illegible] milestone or $1,500 for combination of milestones completed
RSP's Signed Up on GO! (1-50 people)	RSP enrolls for GO!	The absolute number of RSPs signed up on GO! during the August 13 - Dec period will be rewarded.	RMR summarizes their sign-ups for the RAM. RAM validates by checking GO! sign-ups. sends information to Keith Lue for validation at corporate.	RMR receives 5 points/RSP RAMS will receive 20% of each of their RMR's total points	$5 per RSP	$1,500 for milestone or combination of milestones completed
RSP's signed up on GO (51-100 people)	See above.	See above.	See above.	RMR receives 10 points/RSP RAMS will receive 20% of each of their RMR's total points	$10 per RSP	$1,500 for milestone or combination of milestones completed
RSP signed up on GO (101-200 people)	See above.	See above.	See above.	RMR receives 15 points/RSP (Total 1500 points possible) RAMS will receive 20% of each of their RMR's total points	$15 per RSP	$1,500 for milestone or combination of milestones completed
RSP Installation and Use of IE 3 as Tested via GO!	RSP responds to GO! promotion that tests RSP's use of IE. This applies to RSPs currently signed up on GO! as well as RSPs who sign up for GO! during the Internet share drive.	Points will be given to the RMR every time their RSP(s) participates in a GO! promotion that tests the RSPs' use of IE 3.	Keith Lue will announce and administer at least one promotion in the Sept - Dec timeframe that will test the RSP's installation and use of IE 3.0.	RMR receives 5 bonus points per RSP every time the RSP participates in a GO! promotion that tests their installation and use of IE 3.. RAMS will receive 20% of each of their RMR's total points.	$5 per RSP respons e	$1,500 for milestone or combination of milestones completed

EUCU Segment Team Awards

1. Account Standardization on IE Browser

Account team earns rewards based on % of workstations installed or initiation of an IE evaluation. Eligible PC workstations are all of those permitted to run a browser (even if they are running a competitor's browser).

To Qualify:

1. Account must agree to use IE as its primary browser - NOT an incremental browser.
2. Account must have a minimum of 300 browser available workstations
3. If one account does not have 300 workstations, the account team (e.g. Business Development Teams) may add accounts to equal 300 browser available workstations. Combined account % will be counted as one account when tallying rewards.

Measurement:

Share drive kick off will require a sizing of opportunity provided to Pam Fleischer. At kickoff (date tbd), Segment Dir. and/or Account Manager will declare what team members will be included in share drive contest, e.g. Marketing Managers, Retail Ops Specialists, Segment Directors, SE, etc. Reporting of attainment will be provided to Steve Schiro by Account Team on template to be provided by Pam Fleischer.

Milestone	Definition	Measurement	Who Reports?	Milestone Points	Incentive Dollars	Maximum Pay Out
Account Formal Evaluation of IE Browser	IE evaluation undertaken	IE must be actively used during the evaluation as primary browser Segment Director will validate compliance with expected evaluation milestones. Qualifications see above	Segment Director validates formal evaluation being conducted on a minimum number of machines applicable for the specific account. Reports results to Pam Fleischer.	1,000 points (team split)	$1,000	$1,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Account Standardization on IE Browser **10%-49%**	Workstations installed.	IE must be used as primary browser Qualifications see above	Segment Director validates information and reports results to Pam Fleischer.	2,500 Points (Team Split)	$2,500	$2,500 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Account Standardization on IE Browser **50%-99%**	Workstations installed.	IE must be used as primary browser Qualifications see above	Segment Director validates information and reports results to Pam Fleischer.	5,000 Points (Team Split)	$5,000	$5,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Account Standardization on IE Browser **100%**	Workstations installed.	IE must be used as primary browser Qualifications see above.	Segment Director validates information and reports results to Pam Fleischer.	7,500 points (Team split)	$7,500	$7,500 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Bonus: Replacement of Competitive Browser (does not apply to accounts currently using no browser or not currently standardized on	Workstations installed with Internet Explorer, competitive browser removed, standardization overturned.	IE must be used as the primary browser. Competitive browser not installed or used.	Segment Director validates information and reports results to Pam Fleischer.	1,000 points (Team split)	$1,000	$1,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed

a browser)					

2. Account Standardization on IIS

Account Teams earns rewards based on % of servers installed or the initiation of an IE evaluation.

To Qualify:

1. Eligible servers are all Internet servers even if they are currently using or standardized on competitor's product.
2. Account must have minimum of 4 Internet servers to participate
3. If Account does not have 4 servers, the account team (e.g. Business Development Team) may add accounts to equal 4 servers. Combined account % will be counted as one account when tallying rewards.

Measurement:

Same as Standardization on IE Browser

Milestone	Definition	Measurement	Who Reports?	Milestone Points	Incentive Dollars	Maximum Pay Out
Account Formal Evaluation of IIS	IIS evaluation undertaken	Segment Director will validate compliance with expected evaluation milestones for IIS. Qualifications see above	Segment Director validates formal evaluation being conducted on a minimum number of machines applicable for the specific account. Reports results to Pam Fleischer.	1,000 points (team split)	$1,000	$1,500 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Account Standardization on IIS **10-49 %**	Installation and standardization on IIS	Based on number of servers installed .	Segment Director validates information and reports results to Pam Fleischer.	2,500 Points (Team Split)	$2,500	$2,500 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed

Account Standardization 50%-99%	Installation and standardization on IIS	Based on number of servers installed	Segment Director validates information and reports results to Pam Fleischer Account Team	[illegible] Points (Team Split)	[illegible]	[illegible] for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Account Standardization 100%	Installation and standardization on IIS.	Based on number of servers installed.	Segment Director validates information and reports results to Pam Fleischer Account Team	7,500 Points (Team Split)	$7,500	$7,500 for this milestone to be split among the team or $1,500 maximum per individual for combination of milestones completed
Bonus: **Replacement of Competitive Internet Server (does not apply to accounts currently using no Internet server or not currently standardized on a server type.)**	Replacement of competitive server with IIS (100%)	Based on number of servers installed. .	Segment Director validates information and reports results to Pam Fleischer..	1,000 Points (Team Split)	$1,000	$1,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed

3. Account's Home Page Built on IE 3.0

Account Teams earn rewards based on the account building their Home Page on IE 3.0

To Qualify:

Account must display message similar to ***"Best When Viewed with Microsoft Internet Explorer"*** and our IE 3.0 logo

Measurement:

As above

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Milestone	Definition	Measurement	Who Reports?	Milestone Points	Incentive Dollars	Maximum Pay Out
Home Page built with MS Tools	MS tools used in designing the account's home page	Segment Director validates information and reports results to Pam Fleischer	Segment Director validates information and reports results to Pam Fleischer	1,500 points (Team Split)	$1,500	$1,500 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Home page displays "Best When Viewed with Microsoft's Internet Explorer" and other competitor's messages with both having equal visibility and placement	"Best When Viewed with Microsoft's Internet Explorer" displayed with equal prominence to any competitive message.	Segment Director and EUCU management validates information and reports results to Pam Fleischer	Segment Director and EUCU management validates information and reports results to Pam Fleischer	2,000 Points (Team Split)	$2,000	$2,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Home page displays "Best When Viewed with Microsoft's Internet Explorer" exclusively	"Best When Viewed with Microsoft's Internet Explorer" or a similar message is displayed prominently and exclusively.	Segment Director and EUCU management validates information and reports results to Pam Fleischer.	Segment Director and EUCU management validates information and reports results to Pam Fleischer.	5,000 Points (Team Split)	$5,000	$5,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed
Home Page displays messaging similar to "This Home Page designed using MS Visual Basic and Active X controls for more information about how you too can generate great work see http://microsoft.com/internet "	"This Home Page designed using MS Visual Basic and Active X controls for more information about how you too can generate great work see http://microsoft.com/internet "or a similar message is displayed prominently and exclusively.	Segment Director and EUCU management validates information and reports results to Pam Fleischer.	Segment Director and EUCU management validates information and reports results to Pam Fleischer.	2,000 Points (Team Split)	$2,000	$2,000 for this milestone to be split among the team or $1,500 maximum per individual for any combination of milestones completed

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Field Marketing Objectives

Semester One Goal:
Achieve 7.5% download of IE 3.0 from PC with modems (40% of total PC's) in the top 25 markets in the US.

Semester Two Goal:
There will be a second semester goal that will be determined in December related to IE 4.0 release

Field Marketing How to Play

Partner with local media, web sites, sports organizations, or any popular web site with free offers available to people who use IE 3.0.

Encourage local media to cover the "on line events" and announce availability of IE 3.0

HQ Contact	**Tim Briedigan x62061** **Michaelp** **Mark Thomas**
Intranet Address	**ocuweb/fm**
Who is Eligible	**FMX's**

Field Marketing How to Win

Milestone	Definition	Measurement	Who Reports?	Milestone Points	Incentive Dollars
80% of goal	7.5% Download of IE 3.0 from PC's with modems	Downloads measured by Corporate	Corporate	250	$250
100% of goal	As above	As above	As above	750	$750
120% of goal	As above	As above	As above	750	$750
PR	Place an article, segment or story that provides all the following info: • Announces IE 3. 0 Availability • Describes Local Campaign Details • References minimum of one URL address or the 800# to order disks Article may appear in ANY the following: • Top four TV stations • Top five radio stations • Two top Newspapers **Announcement through media partners taking part in promotion can apply as long as they include criteria information **Advertorial, ads or any other paid space not eligible	Districts send print clips along with detailed description of TV/Radio spot to Michaelp	Districts to Michaelp	50 Points per article segment or story up to a maximum of 250 points	$250

	**Items picked up from Newswire not eligible				

Notes on Field Marketing Measurement:

(1) Downloads will be measured at corporate. Local partners will need to link their download graphic to a specific site at corporate. Reporting will be available monthly.
(2) Districts will get credit for new activation's from MCI. Reporting will be available monthly with a 30-60 day lag time.
(3) Districts can receive credit for new activation's from local ISPs provided the ISP sends a letter written on their letterhead stating the number of new activation's using IE 3.0 to Michaelp.
(4) Districts will receive the PR credit by sending the print clips along with a detailed description of the TV/Radio spots (station, date, time, paraphrase of what was said, etc.) to Michaelp.
(5) Regional councils should send nomination for Most Creative execution to Timbre by December 1.

Field Marketing Team Awards

Top District (exceeding download goal by largest % - 15K shared by Team, distributed by FMM

Most Creative Execution (nominated by regional councils and decided by FMM) - 5K shared by Team. Nominees must achieve 100% of goal to be eligible.

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Internet Share Drive : Program Overview

Positives

Competitive threat is real and **intense**
We can move **quickly** and **responsively**
MGS set a positive tone and established great **momentum**
Field is **excited, energetic and capable**
MS has the technology and partnerships in place to **WIN**

Challenges

Competitive threat is **real** and intense
Measurement and reporting to the field is critical component
Empowerment at a local level essential
Timely, accurate and responsive communication with field from
Product Group and Customer Units essential

Marketing Strategies

Objectives

Launch **Internet Share Drive** with IE 3.0 - Tuesday, August 13
Make plan easy to understand and execute with clear milestones
Provide clear measurement, reporting and communication from Corporate
Make share drive fun and profitable!
Provide an incentive to field and channel to:

- challenge and defeat the competition
- offer a superior **value proposition** and **technology solution** to customers
- gain measurable and substantial increase in Internet market share

Tactics

All information regarding the Internet Share Drive will be posted to Jeffr home page- the focal point for overall program updates with Customer Unit specific focused best practices and key wins, competitive responses and market share updates. Customer Unit FS&I Directors will be responsible for driving Customer unit specific **milestones, award criteria, measurement and reporting.**

Creative Strategies

Objectives

Sustain the protecting **"Windows Paradise"** theme established at MGS
Focus on developing the MGS **"Neighborhood"** messages

- Competition is attacking **our** neighborhood and must be defeated
- Neighborhood Clean up Program/Internet Share Drive means to that end
- Netscape Pollution Control is the goal
- Eliminate Toxic Neighbors
- Competition is on **our** turf

Tone and Manner

- Tough/Serious/Superior
- MS supporting industry standards
- MS playing fair - doing the right thing - competition are "predators"
- Commitment to IE and IIS is critical - OS and DAD long term survival at stake..
- All Customer Units and Field Marketing working TOGETHER

Communication Strategy

Strategy

- **Internet Time** - must be quick to respond/flexible as needed

Tactics

- Jeffr's Home Page primary information delivery mechanism
- IPDT to provide effective tools for field to use in competitive situations
- Pollution Alerts (Market Share Update) posted on a weekly basis
- High profile involvement from Jeffr - recognition of key wins, top districts etc.
- Field Conference Calls led by FS&I Directors to disseminate info, sustain excitement,
  - provide feedback and recognition for roll up to Jeffr.

Themes/Undertones

- **"Protect our Windows Paradise"**
- The Name of the Game is Share
- Neighborhood **Clean Up** Campaign
- Netscape Pollution Control
- Netscape Upset Klean-Up Extravaganza (NUKE)
- Protect Our Neighborhood
- Time to Fight
- Taking Our Fair Share
- When the Going Gets Tough the Tough Get Share

Timeline

August 2nd	Email w/Draft Plan to Steveb
August 6nd	Email w/ Draft Plan to RD & GM's asking for feedback (from Jeffr)
August 6th	CU agreement on all aspects of program - measurement, milestones etc.
August 9th	Email to Field - overview, timeline and details of launch on 8/13
August 12th	Final Plan approved by Regional VP's, GM's
August 13th	Launch Email
September-June '97	District Tours Quarterly Business Updates Weekly Updates to Jeffr's Home Page Conference Calls