IPTD Division Meeting

Brad Silverberg
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Internet Platforms And Tools Division
Microsoft Corporation

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PENGAD-Bayonne, N.J.
GOVERNMENT
EXHIBIT
517

Start

Agenda

- Brad Silverberg - Division overview
- John Ludwig
- Bob Muglia
- Executive questions and answers
- Trade show and reception!

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IPTD Trade Show

- Microsoft® Access
- DaVinci
- Developer Office
- DRG, Interactive Media Evangelism
- Electronic Commerce Services
- Forms3
- Internet Explorer Distribution Kit
- Internet Services Business Unit
- Internet Studio
- MMTools - Dali, Hammer
- MSDN, Dev Training
- "Nashville"
- Softimage
- Talisman
- Visual FoxPro™
- Visual Languages

16 booths!

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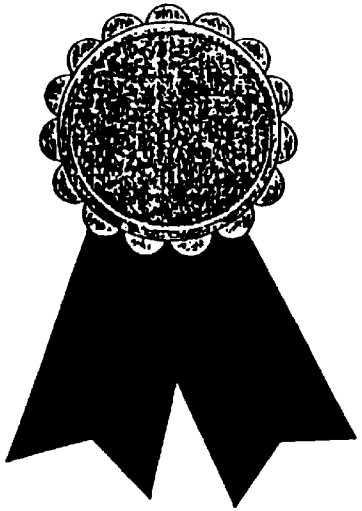
Trade Show Contest!

- Vote for *best of* awards and trophies!
  - Best of show
  - Best demo
  - Most creative
  - Most informative
  - Best "didn't know you existed"
  - Most like high school



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Three Computing Eras

Mainframe/mini
Business computing

PC - Microprocessor
CUI then GUI

Internet
Worldwide connectivity

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The Internet Battle

This is not about *browsers*

Our competitors are trying to create an alternative *platform* to Windows®

They are smart, aggressive, and have a *big lead.* This is not Novell or IBM we are competing with

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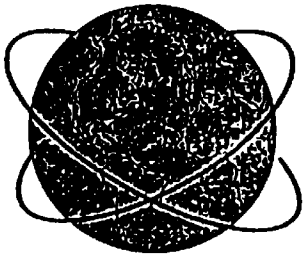
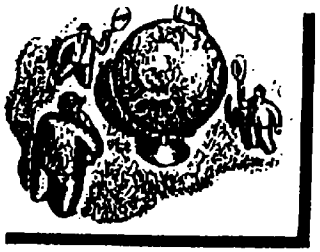
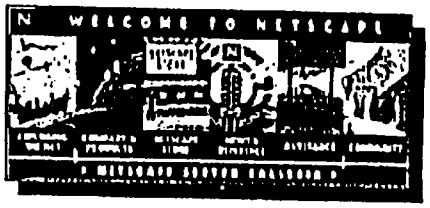




The Internet Battle

- (Netscape) Marc Andressen "Reduce Windows to be a not-entirely-debugged set of device drivers"



- (Netscape) Netscape™ is the Internet OS

- (Sun) Java is the platform; Java OS will replace Windows
- (Microsoft) Let's obsolete Windows with Windows + ActiveX™

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The World Has Changed

- The Internet is real
- The Internet is changing all the rules
- The world's not waiting for us anymore
- Customers have alternatives; we are *behind*
- Tidal wave; get out in front or get crushed
- Internet time!

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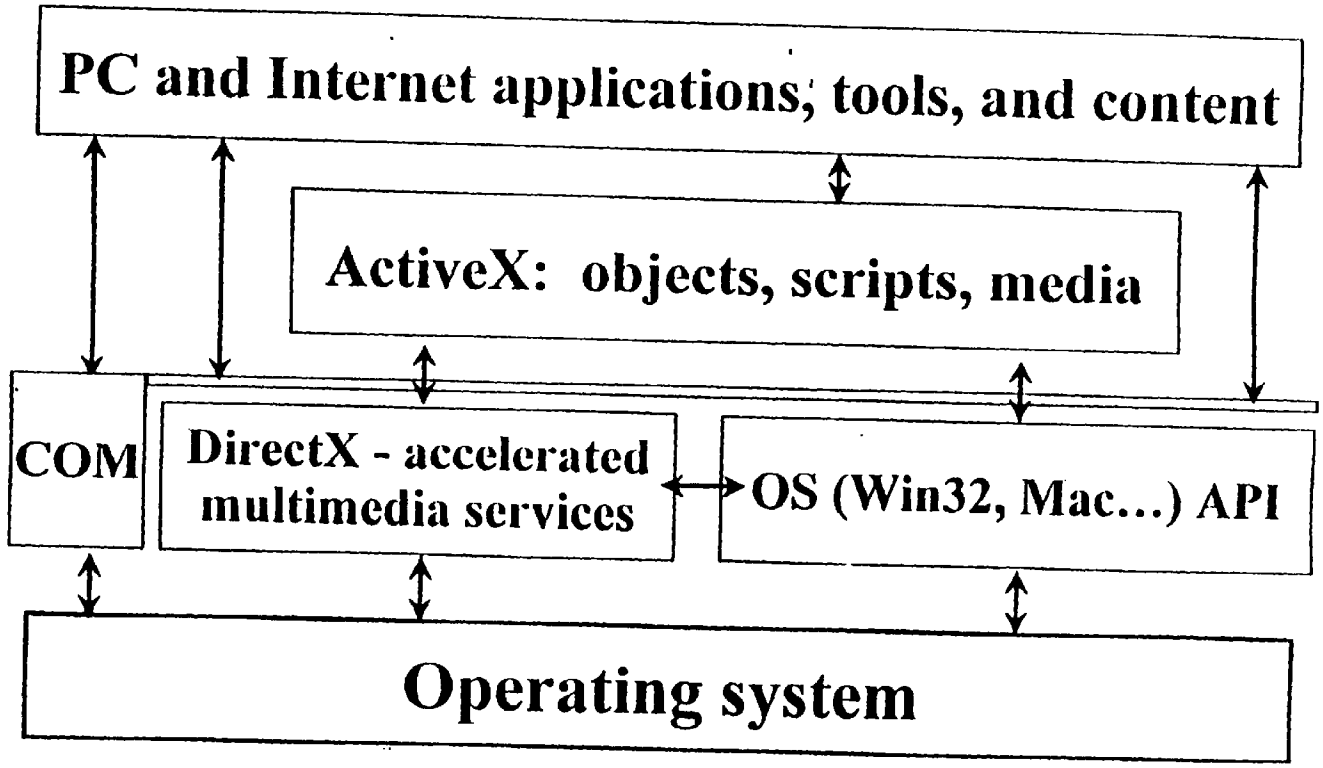
The "Active Wave": ActiveX™



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ActiveX

- The coolest, most compelling content and applications are enabled by ActiveX. Rich, active, and exciting
- Static → *Active*
- The best of the PC with the best of the Internet
- Component architecture
  - Internet applications are more than just browser applications
  - All applications, not just Internet applications, benefit

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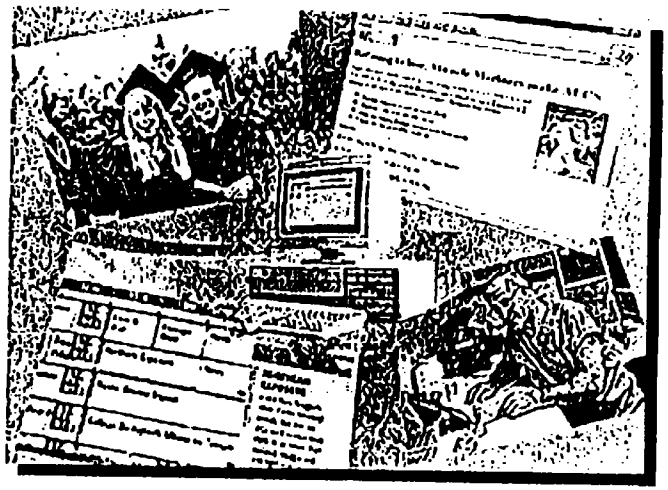
ACTIVE X

ActiveX Themes

- Embrace and extend
- Open, extensible platform
- Cross-platform
- Leverage existing investment; use familiar tools
- Language-neutral
- Partnerships



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ActiveMovie™ Demo

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The Internet Food Chain

- Distribution is necessary but not sufficient
- *Content providers are the key*
- Tools and evangelism are the keys to winning content providers
- Infrastructure wins drive adoption of Microsoft-sponsored standards
- Partnerships are also key - coopetition. Also, winning the influentials

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IPTD Mission

- Deliver a rich, extensible, open platform for developing, running, and managing the best Internet and multimedia applications, content, and services
- Embrace and extend Internet standards; and work in an open, cross-platform way
- Own overall strategy, development and marketing responsibility for Microsoft Internet platform

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What's Important In FY '97?

- Gain mind share
- Gain browser share
- Get back-end and infrastructure wins
- Drive adoption of Microsoft technologies such as Internet Explorer, ActiveX, security, etc. as Internet standards
- Deliver the best tools for developing and managing applications and content

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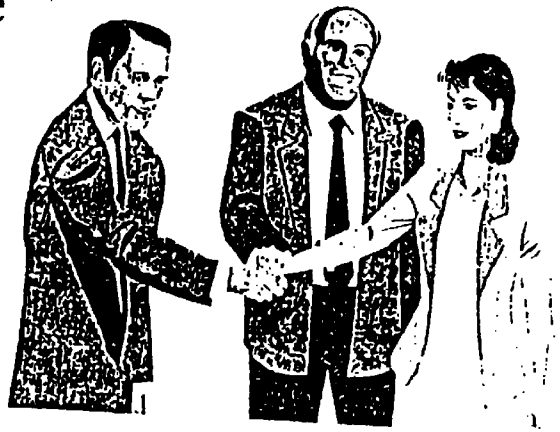
IPTD Values

- Build great products
- "Internet time"
- Efficient, focused
- Teamwork
- Opportunities for people
- "Get it done" attitude
- Meritocracy, fairness



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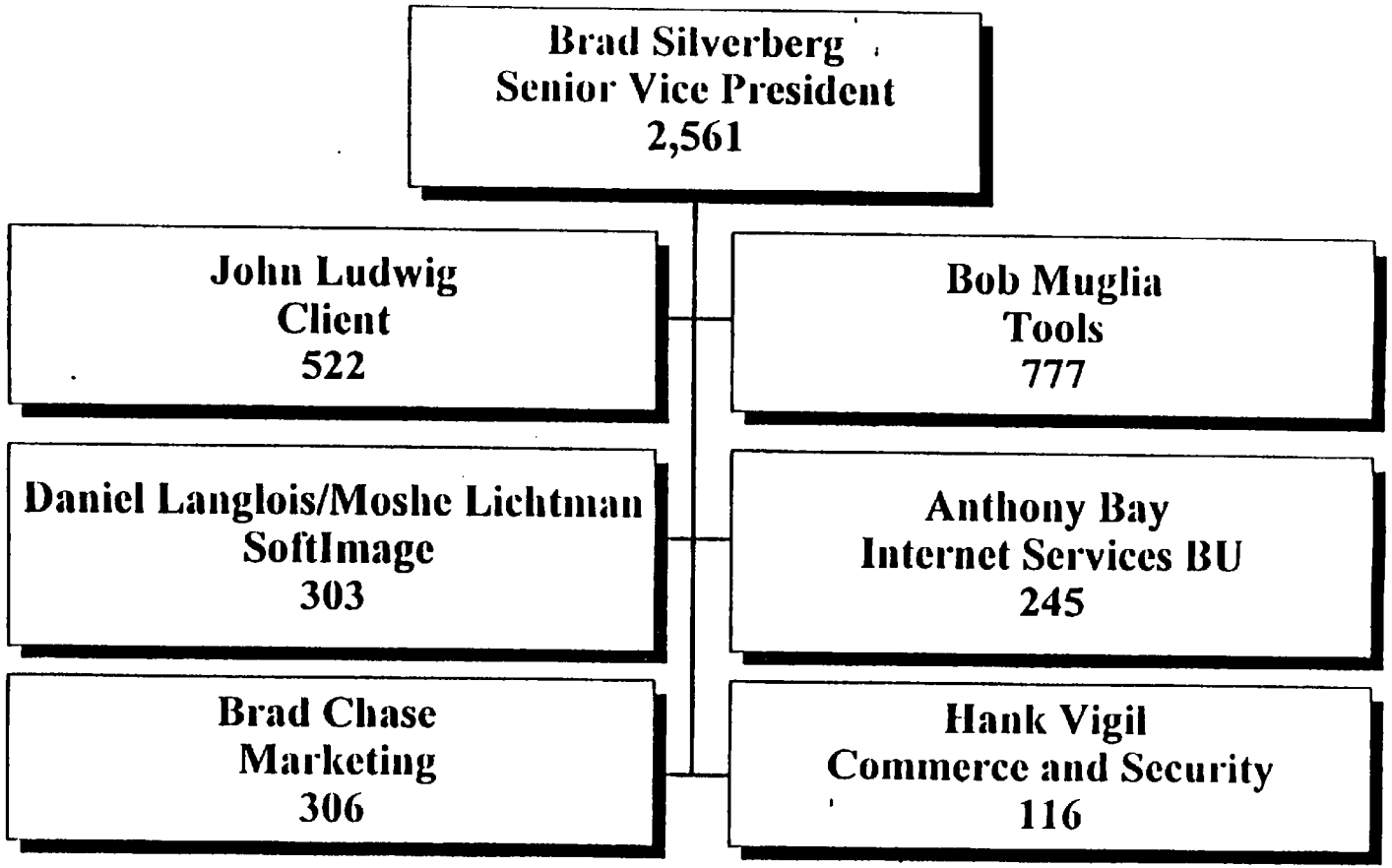
IPTD Organization



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Client Priorities (JohnLu)

- Deliver ActiveX technology
- Internet Explorer 3.0 - Q2 '96
  ActiveX architecture, frames, Java, scripting, multimedia
- "Nashville" - Q3 '96. Integrated Internet Explorer with Explorer (webview), conferencing, phone, active themes
- Cross platform Internet Explorer
- Forms3

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Tools Priorities (BobMu)

- Reposition developer priority from Win32® to ActiveX
- ActiveX support in complete tool family
- "Jakarta" - Q3 '96
- Internet Studio - Q4 '96
- Developer Office
- Site and content management tools
- Denali - Active Server Framework

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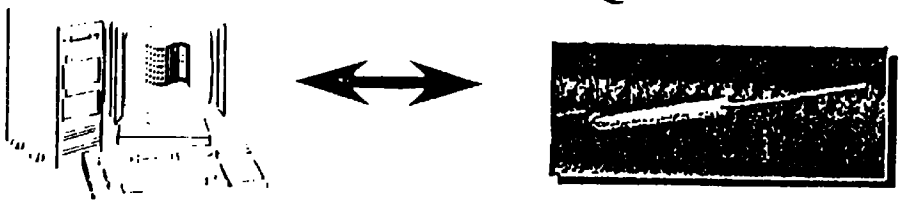
Commerce And Security Priorities (HankV)

- Internet security platform: authentication, public key infrastructure, secure messaging, SmartCards
  - Now through Q1 '97
- Internet commerce platform: clients, server applications, and protocols to enable electronic commerce on the Internet
  - "Merchant Server" 1.0 - Q1 '97



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Internet Services BU (Abay)

- Deliver Internet Services Platform ("Normandy") to MSN™ and other internal customers (Q3 '96)
  - Mail, chat, news; personalization, server objects, catalog server, DA, white pages, membership, signup, etc.
- Deliver "Normandy" components to strategic external customers (Q4 '96)
- Ship services as part of Microsoft.com

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Accomplishments
First 100 Days

- ActiveX strategy
- Internet PDC
- 500 ISP partners, including AOL, CompuServe® deals
- Sun deal
- Internet Explorer 3.0 Alpha, Internet Explorer 2.0 for Mac and Windows 3.1
- Inflection point in perception

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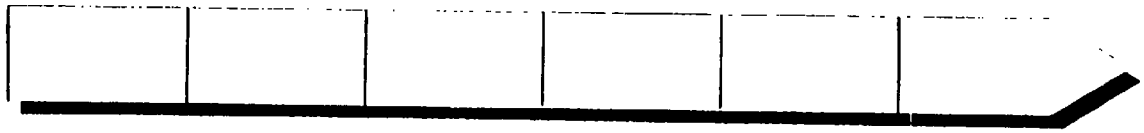
Next 100 Days

Deliver!



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Questions And Answers

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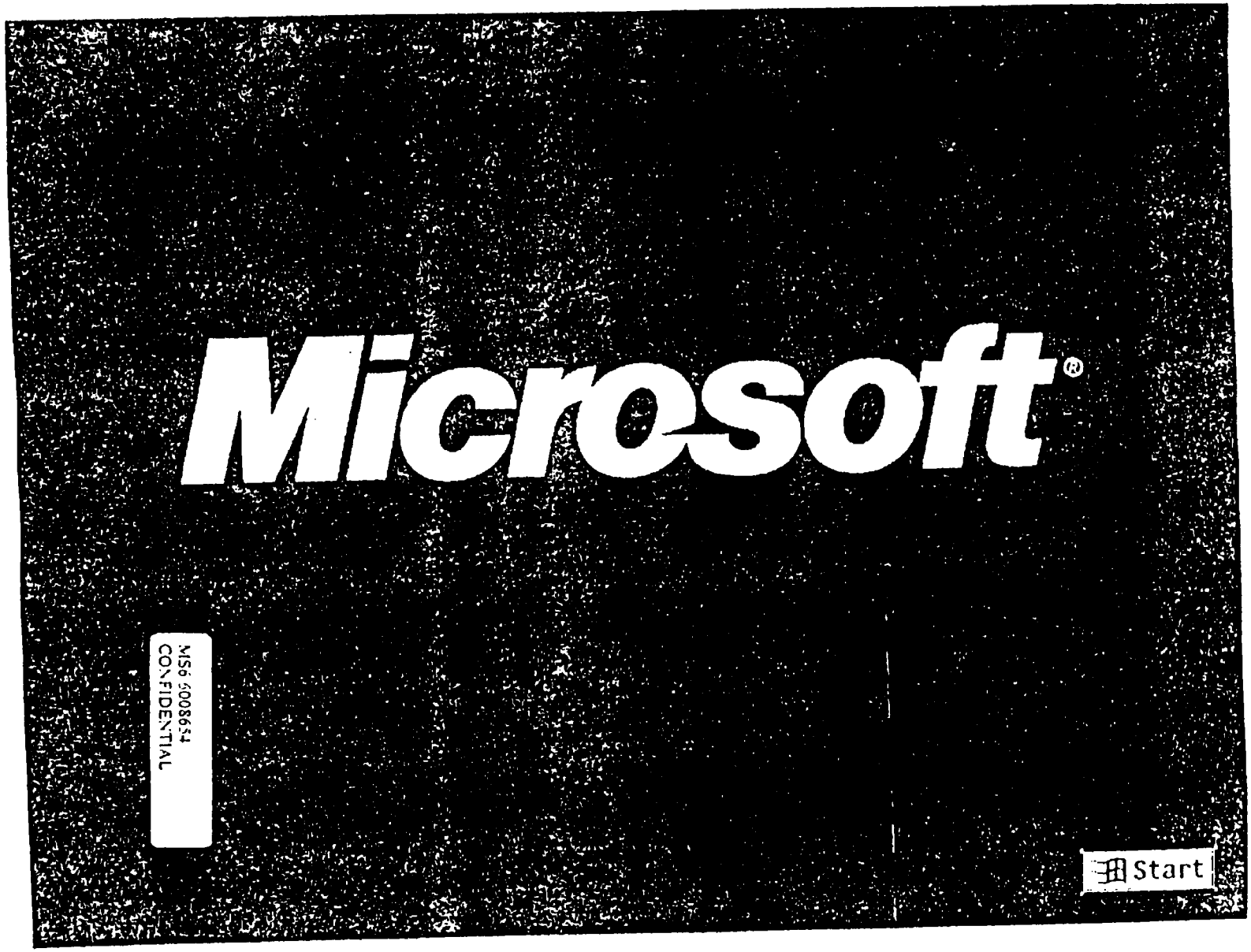

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