From:	Brad Chase
Sent:	Monday, April 21, 1997 1 52 PM
To:	Jeff Raikes, Paul Maritz
Cc:	Steve Schiro, Jonathan Roberts, Rich Tong, Jon Reingold, Robert Bennett, Yusuf Mehdi, Brad Chase
Subject:	WWSMM IEU session

I wanted to give the two of you an update on what we are planning for the IEU session at the WWSMM Hopefully this can substitute for Thursday's meeting Jeff since by then we will be far down the track Steve we will need some time with you on Thursday to get your input, figure out what role you are comfortable with and particpate in rehersal

Objective:
Get people totally pumped up about how cool our products are so that we secure the recommendation of the influential user The focus is on our desktop products and the threat competitors are making on the desktop to impact our platform, mail/collaboration, and personal productivity efforts

The demos are focused on IE 4 and Memphis since they are the coolest and newest things to show

The key takeaways
- The products are cool
- IE share is critical Without it we lose the desktop, which translates to Windows and Office revenue over time
- We made good progress this year, but are still in danger now more than ever Everyone must keep a high focus on IE now and through the next year By focusing on IE today, we not only secure the desktop and secure future Windows sales, but also gain a user base that we can upgrade to Outlook then Office
- Memphis is a key weapon in the IE share battle and in keeping Windows momentum
- Mail share is potentially an even bigger issue - Netscape is saying that users can live in mail and not use Word anymore
- Office 97 migration - strategic and revenue imperative

Outline of presentation
This will be tweaked obviously once we get the demos done and see how it works

Opening video (2-3 min) shots from Independece Day 4 - shadows falling over NYC, Washington DC, Iraq Cut to alien mothership approaching Earth, with NSCP logo Cut to shots of alien ships destroying LA, White House, etc Cut to people running through the streets - mass confusion Video ends just before the President addresses the troops

Brad and Steve enter, in full fighter pilot attire Triumphant music plays in background

Slide outline

<u>The Enemy</u>
(graphic from ID4 - alien, wearing NSCP t-shirt?)
<u>The Targets</u>
Windows
Outlook/Exchange
Office

<u>Their Weapons</u>
Communicator
- Navigator
- Messenger, Collabra
- Composer

NC - Java OS
Notes/Smartsuite
Corel Office

Communicator demo

How We Fight Back

Our Weapons
- IE 4 0
- Memphis
- Outlook/Outlook Express
- Office

Killer demo of IE 4 (active desktop, channels), Memphis (broadcast services, DVD, Internet Updates), Outlook Express, Office?

The Target
- Lets end fy98 ahead of Netscape - 51% share
- Should we put Mail and Office Goals here?

Closing video Earth forces mount attack - scene of international cities receiving morse code instructions Battle scenes, destruction of ships around the world. End on "IE4" logo

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