From: David Cole
Sent: Friday, May 09, 1997 12:45 PM
To: Yusuf Mehdi
Subject: RE: Memphis Schedule and IE4

I gotta tell ya tho, it's not easy. in the end it might come down to us just not giving them code to ship on 6/11, that would be ugly indeed.

-----Original Message-----
From: Yusuf Mehdi
Sent: Friday, May 09, 1997 11 56 AM
To: David Cole
Subject: RE Memphis Schedule and IE4

you "the man"...keep working this, it is super impt.

-----Original Message-----
From: David Cole
Sent: Friday, May 09, 1997 9:03 AM
To: Yusuf Mehdi
Subject: FW: Memphis Schedule and IE4

fyi. be assured I am working to get the current por changed. as you can see, there is a brick wall here. paulma completely trusts moshed on the dates and timeframes needed to hit 10/17. probably best not to forward.

-----Original Message-----
From: David Cole
Sent: Friday, May 09, 1997 9 01 AM
To: Paul Maritz; Moshe Dunie
Subject: RE Memphis Schedule and IE4

The overriding priority is getting market share up. Getting IE4 into memphis is part of that. Getting great reviews, solving the right problems, being technical leaders is also a big part of that. There is not point to putting IE in memphis if influentials think the product is a piece of shit. First impressions will matter a lot, the whole world is watching to see how integrating information browsing into the shell will come out. I can tell you now the IE code on 6/11 will not be ready for comparison to communicator, we will lose the reviews and forever tarnish IE4.

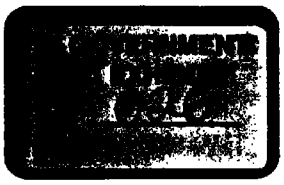
We should be doing option 2 or 3. They do not automatically imply a slip to Oct 31. People should really be looking at that closer. Some observations from Win95, a project which counted on beta feedback more than NT did.

a) it's a very small set of people who actually give feedback, maybe 10%, and even less which give us bugs to fix. these guys give us the bugs in the first week or so.

b) large betas are for getting general feedback, and pr.

=> we should be focusing the feedback on rapid turn around with a small set of active people, with releases being sent to them every 2 weeks or so. This should start with a release candidate or club windows release on 6/11. big betas should be sync'd with IE4 beta and RTW.

=> memphis beta 1 RC1: 6/11
=> memphis beta 1: 6/27
=> memphis beta 2 RC1: 8/6
=> memphis beta 2: 8/22
=> memphis RC: 9/19
=> memphis RTM: 10/17



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The mentality should be that memphis is done 8/22. Maybe even call that the rtm release candidate.

-----Original Message-----
From: Paul Maritz
Sent: Friday, May 09 1997 8 38 AM
To: Moshe Dunie
Cc: David Cole
Subject: RE Memphis Schedule and IE4

The priority goal for both IE and Memphis is to get on the spring line up of machines. So we should adjust what we do according to that priority. So it means option 1 (I think), and we have to ask our marketing folks to compensate.

-----Original Message-----
From: **Moshe Dunie**
Sent: Friday, May 09, 1997 12:59 AM
To: Paul Maritz
Cc: David Cole
Subject: Memphis Schedule and IE4

Paul,

I met today with Bill Veghte, Ed Stubbs, John Gray and Tom Adams to discuss the Memphis Beta 1 and IE4 Beta issue. We have 3 options:

1) Current plan of record. Memphis Beta 1 on 6/11 with IE4 based on a Club IE release. Download IE4 Beta on 6/27 to Memphis Beta sites via CDM. I am concerned about having our Beta customers use a pre-Beta IE4 between 6/11 and 6/27 and this does not address IE4 review concerns as expressed by BradC. However, **there is a strong consensus that this is the only way to meet your goal of 10/15 RTM**.

2) Release a "Club Windows Beta" on 6/11 to ~1500 sites. IE4 is based on a Club IE release Some of the Club Windows sites would be Club IE sites. Release a joint Beta 1 around 6/27. The 6/27 Memphis bits contain fixes to selective CWB bugs. This aligns Memphis Beta 1 with IE4 Beta 1 and addresses IE4 review concerns. However, it moves out **Memphis RTM to 10/31**. Should IE 4 Beta get delayed, it will delay Memphis Beta 1 and RTM.

3) Release Memphis Beta Release Candidate on 6/11. Release a joint Beta 1 around 6/27. This aligns Memphis Beta 1 with IE4 Beta 1 and addresses IE4 review concerns. However, it moves out **Memphis RTM to at least 10/31**. Should IE 4 Beta get delayed, it will delay Memphis Beta 1 and RTM.

A couple of underlying factors:

- Past history tells us that having 6 weeks from Beta1 to Beta2, 5 weeks to RC1, 5 weeks to RTM is the bare minimum test cycle that you can achieve for a Windows release (the 5 weeks from RC to RTM include a 2 weeks escrow/freeze period).
- Compaq has told us that their deadline for the Memphis bits is 10/31. Joachim confirmed that. A 10/31 RTM means that Compaq will get their bits on 11/7. This is beyond their declared deadline. I think that they will still pick up Memphis on 11/7, but will need to run this by Joachim. However, we are at about zero contingency. Further delay may cause us to miss the Spring OEM line with the exception of Directs like Dell. Dell is telling me that they will pick up Memphis the moment we release it, no matter when, to gain competitive advantage, but their consumer volume is limited.

Let me know your thoughts on this.

Moshe