From: Brad Chase
Sent: Monday, March 17, 1997 5:27 PM
To: Joachim Kempin; Richard Barrie
Cc: Gina Fleckenstein; Dave Wright (OEM); Kurt Kolb; Connie Clark-Redmond; Bengt Akerlind; Yusuf Mehdi
Subject: RE: IE4.0 Feedback from first Dell Meeting

below. yus owns

-----Original Message-----
From: Joachim Kempin
Sent: Monday, March 17, 1997 2:41 PM
To: Richard Barrie
Cc: Gina Fleckenstein; Dave Wright (OEM); Kurt Kolb; Connie Clark-Redmond, Bengt Akerlind; Brad Chase
Subject: RE: IE4.0 Feedback from first Dell Meeting

-----Original Message-----
From: Richard Barrie
Sent: Monday, March 17, 1997 12:48 PM
To: Joachim Kempin
Cc: Gina Fleckenstein; Dave Wright (OEM); Kurt Kolb; Connie Clark-Redmond, Bengt Akerlind
Subject: IE4.0 Feedback from first Dell Meeting

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Joachim,

I think that there will be a fair amount of discussion around the following areas when you embark on your blitz. The following background may be useful in how you prepare for the tour .....

- **IE4.0 Channels and the Corporate Desktop**
  Large Corporate accounts will push back on the channels as they perceive them to be a distraction for their workers. Dell thinks that the MIS folks within the large account will say "Let them focus on their work without having ticker tapes, news feeds etc distracting them during the working day." These accounts will request that the PC manufacturer deliver Windows only with the channels stripped out (just as the Windows games are often deleted from corporate desktops) - *see also "The Windows Experience" below.*
- ***[Joachim Kempin]*** understood and needs to be adressed.

>> yes but we have this issue today. many accounts have someone configure their machines a certain way before they ever get to the account. this number may go up. on the other hand the IEAK may help accounts customize IE for their customers

- **Large Accounts that have standardised on Netscape browser technology**
  These accounts will be unable to view any of the cool IE4 content if their browser does not support the new IE4 technology. This raises 2 issues:
  - What will MS field sales do to drive these accounts towards IE4 ? MS needs to be able to demonstrate the OEMs how we will drive migration.
  - The OEM will author content to the lowest common denominator of browser technology to ensure that the content can be viewed by the large account.
  - ***[Joachim Kempin]*** this is a hot issue, but OEMs could say this is what you get and let the account do any changes as for the above, I understand the directs might want to play config to order center but we do not allow this for win either. I have asked Bradc to find out what we are doing with LORGs?

>> accounts who have std on netscape now have another reason to reconsider

- **The Windows Experience**
  How will this be modified to cater for IE4 and the presence of channels ? If the OEM is requested by a large customer to strip out the channels then this would conflict with the MS license agreement - there was

a lot of push-back from the Dell OptiPlex Line of Business on this topic as they sell primarily to the Fortune 500 accounts.

- ***[Joachim Kempin]*** Tough might be the answer- benfits are too big for LORGs OEMs and us?

Overall it is my feeling that IE4 will follow the same trail as Windows 95 - immediately adopted by the consumer/individual end user but picked up slowly and conservatively by corporates.

Below is the overview of our trip to Dell last week

-----Original Message-----
From: Richard Barrie
Sent: Sunday, March 16, 1997 9.17 PM
To: OEM Dell Account Team
Cc: Jim Nellis; George Downing; Kurt Kolb; Dave Wright (OEM); Sergio Pineda
Subject: Dell IE4.0 day

OEMDELL travelled to Dell for a 3 hour introduction to IE4.0 on Friday 3/14 - *this is their story* .....

Directors and managers pre-meeting
We spent an hour with these 8 people running through our game plan and a potted version of the full 3 hour session - we made an impression on them with our commitment and team approach to the task. Many of them did not understand the product or the opportunities it offers so this was a very appropriate meeting.

Issues raised:

- What in IE4 will ***pull*** more desktop sales ?
- How will MS overcome the view that is is nothing more than a "cool app" ?
- How does this rate against the competition ?
- How does this tie into the TCO/ZAW picture ?

Also, Dell has appointed 2 cross company champions for IE4.0: Rene Poole as the program manager and John Boede as the technical expert (he attended the 2 day seminar at MS last week). They both report into Chris Imler's organisation, with Chris now reporting directly to Scott Mercer (SVP of Product Group)

Main Presentation
There were over 100 people from many lines of business and groups within Dell (OptiPlex, dell.com, finance, development, factory pre-install etc). The objective was to show the product so that this broad range of people could understand what IE was all about and then move forward with thinking about how it impacted Dell in all aspects of its business, internally and externally.

Format:

- Introduction (richbar) - 10 mins
- Demo (johnkalk) - 60 mins
- Break - 15 mins
- IE4 Benefits, activities etc (greggs) - 35 mins
- Dell-specific Opportunities (maxwellm) - 15 mins
- Wrap Up and Call to Action (richbar) - 10 mins
- Q&A (all) - 20 mins

Issues raised:

- What research has MS done with large accounts to solicit their views on the MS and OEM offered channels for the desktop ?
  - What if these large accounts push back and say "no" to such workplace distractions and intrusions ?
- If Dell deletes the channels for these customers will they break the Windows User Experience as per their license agreement with MS ?

Next Steps

- Line of Business 1:1 follow-up on 3/19 and 3/25, esp with Dimension and Latitude groups
- Dell executive level commitment at the IE Blitz week with JoachimK on 3/26
- Dell participation in all forthcoming IE events

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