From: Bill Koszewski
Sent: Monday, February 16, 1998 1:41 PM
To: Bill Koszewski; Cory Van Arsdale (LCA); Brad Chase; Rodney Vieira
Subject: POR? The End User Experience for Getting Connected

Importance: High

Privileged Material Redacted

----Original Message----
From: Bill Koszewski < billk@microsoft.com <mailto:billk@microsoft.com>>
To: Cory Van Arsdale (LCA) < coryv@microsoft.com <mailto:coryv@microsoft.com>>; Brad Chase < bradc@MICROSOFT.com <mailto:bradc@MICROSOFT.com>>; Rodney Vieira < rodneyv@MICROSOFT.com <mailto:rodneyv@MICROSOFT.com>>
Date: Monday, February 16, 1998 10:05 AM
Subject: Re: The End User Experience for Getting Connected

Privileged Material Redacted

----Original Message----
From: Cory Van Arsdale (LCA) < coryv@microsoft.com <mailto:coryv@microsoft.com>>
To: Brad Chase < bradc@MICROSOFT.com <mailto:bradc@MICROSOFT.com>>; Bill Koszewski < billk@MICROSOFT.com <mailto:billk@MICROSOFT.com>>; Rodney Vieira < rodneyv@MICROSOFT.com <mailto:rodneyv@MICROSOFT.com>>
Date: Sunday, February 15, 1998 11:06 PM
Subject: RE: The End User Experience for Getting Connected

GOVERNMENT EXHIBIT 782
PENGAD-Bayonne, N.J.

Privileged Material
Redacted

—Original Message—
From: Brad Chase
Sent: Sunday, February 15, 1998 4:24 PM
To: Bill Koszewski; Rodney Vieira, Cory Van Arsdale (LCA)
Cc: Brad Chase
Subject: RE The End User Experience for Getting Connected

Privileged Material
Redacted

-----Original Message-----
From: Bill Koszewski
Sent: Sunday, February 15, 1998 12:13 PM
To: Rodney Vieira; Cory Van Arsdale (LCA); Brad Chase
Subject: Re: The End User Experience for Getting Connected

Privileged Material Redacted

—Original Message—
From: Rodney Vieira < rodneyv@MICROSOFT.com < <mailto:rodneyv@MICROSOFT.com>>>
To: Bill Koszewski < billk@MICROSOFT.com < <mailto:billk@MICROSOFT.com>>>, Cory Van Arsdale (LCA) < coryv@microsoft.com < <mailto:coryv@microsoft.com>>>, Brad Chase < bradc@MICROSOFT.com < <mailto:bradc@MICROSOFT.com>>>
Date: Sunday, February 15, 1998 11:50 AM
Subject: RE: The End User Experience for Getting Connected

Privileged Material Redacted

—Original Message—
From: Bill Koszewski
Sent: Friday, February 13, 1998 12:08 PM
To: Cory Van Arsdale (LCA); Brad Chase; Rodney Vieira
Subject: Re: The End User Experience for Getting Connected

Privileged Material Redacted

—Original Message—
From: Cory Van Arsdale (LCA) < coryv@microsoft.com < < <mailto:coryv@microsoft.com>>>>
To: Brad Chase < bradc@MICROSOFT.com < < <mailto:bradc@MICROSOFT.com>>>> Rodney Vieira < rodneyv@MICROSOFT.com < < <mailto:rodneyv@MICROSOFT.com>>>>
Cc: Bill Koszewski < billk@MICROSOFT.com < < <mailto:billk@MICROSOFT.com>>>>
Date: Friday, February 13, 1998 9:32 AM
Subject: RE: The End User Experience for Getting Connected

Privileged Material Redacted

—Original Message—

Privileged Material Redacted

Privileged Material Redacted

Privileged Material
Redacted

—Original Message—

From: Rodney Vieira
Sent: Wednesday February 11, 1998 6 19 PM
To: Brad Chase
Cc: Bill Koszewski
Subject: The End User Experience for Getting Connected

The principal reason that we started the "Get Connected" initiative was to improve the end user experience for getting on-line Additionally, we wanted to drive more traffic through the referral server Unfortunately I think we may be on course to achieve neither for a large percentage of users.

All of the plans we have discussed so far result in having an MSN icon on the desktop, the OLS folder, a Connect to the Internet icon, and for machines from major vendors an OEM/ISP icon This is clearly counter to the goals we initially set for the project. Users will be confused by the numerous entry points and will not be routed through the referral server when signing up through the OEM/ISP icon (or the OLS folder).

As we discussed in the latter part of our meeting today, I propose that we aggressively promote our ICW/Referral server as the single platform for connecting Windows users. The benefits to OEMs include....

- They will not have to compete against the "Connect the Internet" icon or the entry in Welcome. These paths just point their ISP partners. We'll also want to have some way which users can sign up with non partners...but these ISPs will not be prominently positioned.
- Their solution for connecting users will be well integrated with Windows98 and more importantly with our future OSs. Remember in the future we are going to be in setup and we will be issuing ID's to users (and other credentials) so that the user can exploit Win update and other Win services.
- We provide an infrastructure which easily gives them international support.
- We give them click and surf. Today some of them have click and surf, but the user has to find a piece of paper in the OEM box and input a number. We exploit the secure PID which we are implementing.
- They also get access to our software which is HTML based and customizable.

In addition to the benefits described above, we will have to abolish the requirement that they point to our start page. In the meetings we have been having it seems like this is a big deterrent. If so, it seems like we should drop this requirement. Otherwise, it appears that they'll circumvent us anyway. Shoot....if they are even changing keyboards to point to their start pg it appears that they are serious

about
owning the users start page Our only requirements should be use IE OE and our 'Getting Connected
software

The upside to us is...

- The end user is not faced with multiple desktop icons/paths to the internet

- More users go through the referral server (downside is cost to us) This is
important

in the future because we want to assign IDs, possibly hotmail accounts etc

- Less users sign up for AOL because they are not on the OEM/MS referral
server....at least

not as prominently displayed as OEM partners. (Not sure if you like this or not?)

- It would seem that the DOJ can't club us...in this scheme we aren't excluding ISPs

I realize that this plan subverts our Portal initiative, but I haven't heard any plan which we
think results
in having major OEMs adopt our portal anyway.

BTW, I work for IMG now (Johnlu), so this mail may be career limiting :-)

Rodney