From: Mauricio Gonzalez de la Fuente
Sent: Wednesday, January 07, 1998 10:30 AM
To: Brian Gluth; Bill Koszewski; Randy Haas
Cc: Jose M. Alvarez
Subject: RE: AOL upgrade to IE

They use the force feed approach. They force feed the upgrade to users at log off.

You are correct, the typical AOL user is an internet novice. These users, as soon as they attempt to log off the AOL server will determine if the have the latest versions of the client, browser and any patches. If the user does not have the latest version, the system will automatically force feed the upgrade. Joe Peterson (in Chris Jones group understand this process and has been exploring facilitating upgrades through phone wires.

AOL Upgrade Methods
First and foremost consideration: *Server Load and User Experience*
Use TODs to implement patches. Three types:

1. Sign-On Update - User absolutely needs (e.g. security patch)
2. Conditional Update - Update user only if they access something that requires the patch in place
3. Sign-Off Update - Update user when they are through with their session. This is the preferred method since it doesn't get in the way of the user's online experience.

For small patches: no UI, no user input required. For larger patches: use progress UI, but no cancel buttons (members are known to cancel out of update and leave system in unknown state)
TODs usually occur on weekly schedules.

As for the number, it is 90% of all active users. I will get further detail on what this means. In essence, as soon non active users become active again (log on after a period of non-use) they will be force fed the upgrade non the less.

---Original Message---
From: Brian Gluth
Sent: Wednesday, January 07, 1998 10:05 AM
To: Bill Koszewski; Mauricio Gonzalez de la Fuente; Randy Haas
Cc: Jose M. Alvarez
Subject: RE: AOL upgrade to IE

For upgrading, did they use a "deadline" approach?

For example, did AOL use the tactic whereby when you logged on, if you had an older browser version, you couldn't get any farther into the service unless you downloaded the latest browser version or use the CD that you should have received in the mail the month earlier?

90% is phenomenal!!! Especially when you consider they are some REAL internet beginners (online) in the AOL mix... :)

---Original Message---
From: Bill Koszewski
Sent: Wednesday, January 07, 1998 9:56 AM
To: Mauricio Gonzalez de la Fuente; Brian Gluth; Randy Haas
Cc: Jose M. Alvarez
Subject: Re: AOL upgrade to IE

90% share is amazing! Almost *too* good. Share that high would really change the way we work with AOL; there are few users left to upgrade, so we don't need to keep beating them up about this.

I can't help but wonder if we have any independent verification of these numbers. We all know that AOL is apt to tell us what we want to hear. Did David fill you in on the methodology he used to get this number? Is it 90% of the *active* AOL users (e.g., the ones who get on line regularly), or is it really 90% of their 11MM users? AOL is such a huge driver of our share that we need to know these details.

Once we've got the data rock-solid, I think we've got the opportunity for a huge PR hit.

The other big thing we should find out here is how AOL was able to get such a high upgrade rate. What tactics did they use? We should learn from this and use the information with the other ISPs.

90%! Wow!

-----Original Message-----
From: Mauricio Gonzalez de la Fuente < maurigo@microsoft.com <mailto:maurigo@microsoft.com>>
To: Brian Gluth < briangl@microsoft.com <mailto:briangl@microsoft.com>>; Randy Haas < rhaas@microsoft.com <mailto:rhaas@microsoft.com>>; Bill Koszewski < billk@MICROSOFT.com

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<mailto:billk@MICROSOFT.com>>
Date: Wednesday, January 07, 1998 9:40 AM
Subject: RE: AOL upgrade to IE

The current share is 90%+. This was acknowledged by David Gang (SVP at AOL). I would use the 90% a starting point. The numbers below are adjusted to reflect the 90% share. Answers to your questions below.

<<...>>

—Original Message—
From: Brian Gluth
Sent: Tuesday, January 06, 1998 5:15 PM
To: Randy Haas; Bill Koszewski
Cc: Mauricio Gonzalez de la Fuente
Subject: RE: AOL upgrade to IE

Your questions are perfectly timed.

We are gathering more detailed info now - but in reference to your questions, the answers are "yes"....

AOL is upgrading their customer base with the shipping versions of IE3.0x, per platform.

IE4.0x rollout(s) are scheduled for February.... as the final bits per platform become available....(which are all pretty much scheduled for February)

:: Mauricio, can you confirm?

—Original Message—
From: Randy Haas
Sent: Tuesday, January 06, 1998 4:29 PM
To: Bill Koszewski; Brian Gluth
Subject: AOL upgrade to IE

I need you to clarify an assumption I'm using to build the IE share models for the 3 Year Outlooks. We have been stating that 85% of AOL is upgraded to IE.

Have they been upgrading Win16 customers to IE3? ***[maurigo]*** yes, approx. numbers in table.

Have they been upgrading Mac customers to IE3? ***[maurigo]*** need to check

Have they upgraded anyone to IE4 yet? ***[maurigo]*** yes and no. Existing users are not yet being upgraded to IE 4.0. New users (acquired through DM efforts) are getting promo CDs with IE 4.0. Hard to quantify this it this stage.

Randy
Within Microsoft, visit <http://>aicgweb/finance/iccd.htm

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