Rick Frederking (LCA)

From: Deborah Willingham
Sent: Sunday, October 13, 1996 12:46 PM
To: Deborah Willingham's Direct Reports
Subject: FW: Action items from 10/7/96 DMM Meeting...

fyi, long mail, but gives you an idea of where the S2 focus is. deborah

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From: Rich Tong
Sent: Wednesday, October 09, 1996 6:43 PM
To: WPG Division Marketing Managers; Brad Chase
Cc: Pete Hayes; Claire Lematta (Xenix); Lori Moore; Deborah Willingham; Cameron Myhrvold; Steve Schiro; Sam Jadallah; Jeff Raikes
Subject: RE: Action items from 10/7/96 DMM Meeting...

Thanks for your comments look forward to seeing you next week, here are additional comments that will fill you in on what happened at the meeting.

Net, net, I think your concerns are addressed...

Sent via on Windows 95 via Exchange Server 4.0. Check out <http://ncht> or FAQs at <http://bsdinfo/dbsdtechdesk>

From: Brad Chase
Sent: Wednesday, October 09, 1996 5:06 PM
To: WPG Division Marketing Managers; Rich Tong
Cc: Pete Hayes; Claire Lematta (Xenix); Lori Moore; Deborah Willingham; Cameron Myhrvold; Steve Schiro; Sam Jadallah; Jeff Raikes; Brad Chase
Subject: RE: Action items from 10/7/96 DMM Meeting...

i am sorry i missed the meeting yesterday. I will be at the meeting next week. I do have some feedback on this. In order to not confuse things too much I am copying a smaller group of people. These will be the views I articulate next week.

In the end the thing the matters is the WPG priorities so I will focus on that.

At the MGS we told everyone:

- Beat Netscape
- Beat Notes
- Revenue

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I understand browser share was brought up and people understand it is impt. I also understand that the list below was not a prioritized one. As it is articulated below the browser share job #1 mission is buried and my view (now don't faint in shock :)) is that we must be unequivocal about the priority here. Especially since, sans share drive, the financial incentives are not there for IE.

I don't think anyone was confused. Jeffr had a far more articulate view of what it means to gain IE share that I didn't fully copy down, but it is the key part of the ICP/ISP drive and the intranet share drive.

Second, it seems to me that there is an artifical distinction on products made here b/c of the divisions we are in. Lets just make NT and the selling of all our NT server apps a priority for S2. Backoffice and the new Normandy apps. Richt and I know we need to get our messaging straight, not have the Normandy news/mail product confuse people about Exchange etc. We are working that in now

I'm confused about this one, I guess. The Intranet drive says specifically, it includes Normandy products for the intranet. I should have taken more detailed notes, but the point about the ICP/ISP drive is that we start with IIS and then upsell to *all* NT Server products, I should have included that statement that is what was intended.

Third, there are two key areas that we seem to be hurting today. One is our intranet effort as a means to solve business process and communication problems and the other is our cost of ownership effort. I am honestly not sure how these initiatives fit in this model so i don't address them here.

I must have written this badly, this is what the intranet/groupware effort is supposed to be all about (where we spent the most time frankly). Jeffr correctly pointed out that the groupware wars and the intranet wars are one in the same which explains that formulation.

Finally I wonder if going beyond 3 to 5 priorities really matters. I am sure people were trying to be thorough and get all

the issues/campaigns on the table (especially since different customer units reps have different priorities) but my suggestion would be that we need to simply this to a few themes the field and wpg can wrap their arms around

Jeffr made the very good point that while last time we just did the top few things, it really helps the field to do a complete enumeration and then the weight them out. This ensures that there aren't going to "random" things that come from other groups. Hence why we have 9 initiatives.

So with that in mind, I would offer for debate the following shorter list of WPG priorities:

1. **Browser Share** - Get IE everywhere. Share to 40% overall by end of the fiscal year. 50% in ECU accounts. Rally site developers and designers to take advantage of our extentions (activeXcontrols scripting et al) in their sites and internet/intranet apps.
2. **Desktop Migration/Conversion**: Win32+Office97 push for awareness, trial and **deployment**.
3. **Win the intranet**. For most customers I think this really means servers and internet/intranet apps. Moreover, since IE/Office are covered above. This means:
   - IIS/Front Page and our NT server apps, backoffice and normandy and SQL
   - DevOffice, VB/VJ and Internet Studio/Front Page. Active Server/Denali becomes very impt here.
4. **Win the infrastructure**: Exchange and Outlook for collaboration. Enterprise BackOffice: NTS, SQL, Viper/Falcon/Denali focus on issues of directory, scalability, reliability, programming. Customer decision point: "Should I bet my business on Microsoft technology"

Almost all the other things listed below fit in these categories. The small business push is about NT and Office. The developer push is about owning the developers and this is key key key (and the reason we want IE share) but I think we cover it above too. etc.

From: Rich Tong
Sent: Tuesday, October 08, 1996 9:23 AM
To: WPG Division Marketing Managers
Cc: Katheryne Halliday; Pete Hayes; Claire Lematta (Xenix); Linda Oneill (Xenix); Marianne allison (Xenix); Ed Chase; Lori Moore; Tim Breidigan; Deborah Willingham; Cameron Myhrvold; Business Systems Div Mktg Leads; Steve Schiro
Subject: Action items from 10/7/96 DMM Meeting...

Ok, we are going to make a couple of process changes to what we're doing for FY97:

S2 Planning
Here was the list of major objectives for S2 are to go through the product priorities and the key sales levers that the customer units have [Pascalm from DBSD will drive the calendar on our side for instance]:
Step 1. Layout the WPG division priorities the 9 campaigns listed below
Step 2. Do a matrix against the 9 CU levers to see how programs work out
Step 3. We need to do some weighting and emphasis across these 9 levers of the 9 campaigns.
Step 4. Then, list what the CU+WPG deliverables that the field will get to support them
Step 5. Present the above at the jeffr staff meeting for feedback
Step 6. Target a close of these plans for 1st week in November for final S2 plans.

Individual WPG Division Priorities
DBSD
1. Win95/NTW Deployment
2. IE4/NT5/Memphis Preview/Vision
3. IIS Share [Internet BackOffice]
4. Outlook/Exchange [Groupware&vision]
5. Enterprise BkO push [SQL, NTS vs. NDS,]

DAD
1. EUCU: Office97, HE Launch
2. OCU/ECU: Eval/Trial; Migration
3. Intranet: Office97, FrontPage
4. Outlook Rollout
5. Small Business push

IMD
1. Automap: Competitive Response
2. Goosebumps: Cross license launch
3. Games Launches
4. Kids skills line launch
5. Holiday FY98 Gameplan/sell-in

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IPTD [Bradc wasn't there, so here was a working guess that he'll need to modify]
1. IE Share drive
2. IE4 Launch
3. Sitebuilders/ActiveX
4. Normancy/Merchant Server
5. Developer Studio