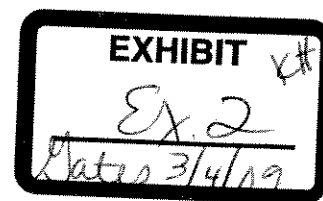


Group 1 Topic

- How can Chicago increase sales of MS Apps?
- How can Chicago increase market share of MS Apps?
- How can MS Apps increase sales and market share given expected high penetration by Chicago?

Team Members: MikeMap, JonL, TandyT, SteveM, DavidCol, ChrisGr, EdF, NathanM

Note: Client-Attorney Privileged Material



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How we think of the Problem

- How can we motivate upgrades in a semi-stagnant user base?
- How can we leverage the systems OEM channel? (more effectively than bundles!)
- How can Chicago and MS Apps cooperate to differentiate MS Apps on Chicago?
 - Design for App differentiation, prioritize development
 - » Chicago and Apps
 - Product Packaging / Marketing / Business Approach
 - » Think of Chicago as a channel for apps product and marketing
- Before and after MS Chicago App versions release

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Upgrading

• Letting people know about upgrade -- and motivating **ACTION!**

- Chicago billboards - picture the drive into town...
 - Check system for MS apps - teasers and mini-demos
- Leverage online service - instant electronic order for ras apps
- MS version of apps on Chicago upgrade teaser

• Cost/Difficulty of Upgrade

- price discount
- "you win" - maybe even really!
- locked cd-rom

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Leveraging the OEM Channel

- **First-time OEM ad for OEM sales (mini-demo) on disk**
 - re-labeled by oem
 - oem resells app
 - locked cd-rom again
- **Online registration, follow-up with promo / locked cd-rom**
 - option to print the card

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Design Wins

- **Make MS apps look great in shell**
 - What can we do before Chicago App versions are released?
 - What can we do in the Chicago release of our Applications?

Change is the key...

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Pre-Chicago App Release What can we do in Chicago?

- **Make our apps look different - like the shell**
 - change the shell design to make this a real, not-for-free change!
- **Mini-upgrade (SDM DLL) bundled with Chicago**
- **Make applettes “ad’s” for our apps**
 - consistent UI
 - consistent Visuals
- **Visual changes - for a change!**
 - icon style, colors, size, etc
 - window adornments (e.g. scroll bars, status bar, etc)

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Chicago Apps and “The Points of Light”

- **Do all high visibility features that support the shell**
 - include some in “mini upgrade”
 - continuous reinforcement of the MS Family of Products
- **Do all app features that increase consistency, leverage with the shell**
...and of course, continue work on MS Apps Interop

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Some ideas...

- **Custom view of MS install diskettes**
 - show package for ms apps
- **Applette ole servers consistent with MS Apps**
- **“Chicago Cool” certification stickers**
 - “kinda cool”, “cool”, “way cool”
 - “optimized” requirements for “way cool”
- **Plug’N’Play differentiation**

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Product Definition and Packaging A General Approach

Assumption: Chicago *will* sell big even with
only its core feature set

Fact: An Office sale is a big MS Win

- We need to trade off features towards
motivating office upgrades and new sales
 - in preference to overloading chicago feature set
- Basically, prioritize feature allocation as:
 - Office
 - Chicago
 - MS Apps
- Consider OS enhancements as part of Office

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The Radical Extreme: The Office Shell

Basic Approach

- **Hold extensible shell for Office**
 - Differentiation feature: shell integration. WOW!
 - Ship fully extensible shell, including OLE 3 with Office
- **Chicago shell is non-extensible**
 - "we couldn't get it done in time..."
 - differentiates both Office and Cairo
 - keeps Chicago focused on memory goals
 - nips this whole damn ole extensibility thing in the bud
 - limited OLE 2 integration - app interop category only
- **LEVERAGE an OLE 3 release**
 - license for app ship
 - we're first
- **Cairo, next version of Chicago delivery (OLE model)**

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The Office Shell - Ideas...

- **Combined upgrade and install - single SKU for Office with Windows**
 - Office can require chicago!
- **Programmable (IDispatch enabled) shell**
- **Workbook integration**
- **Show internal doc structure in Office Explorer**
 - leverage outlining
- **Macro recorder that works with ms apps**
 - bundle automation scripts that leverage office apps
 - vbasic/vb only comes with office, no vb in chicago (?)
- **Extreme shell/common dialog integration**
- **Lazy unload / quick pre-load**
- **Post-it, net capable**

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OLE 3

- Continue the OLE 1, 2.0 app pre-distribution model
- Shell integration focused feature set
 - new MDI / projects / workbooks / folios
 - new window styles, e.g. tabs
 - extended drag and drop
 - more automation/macro recording
 - explorer integration

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Summary

- Apps: Do leveraged Chicago integration work
- Chicago: Do specialized support for MS Apps at install time for immediate MS Apps benefit, deliver mini-upgrade for apps
- Leverage Chicago as a "channel" for Apps marketing
- Leverage Electronic Order, Demo
- Consider the Office Shell
- Stay *extremely* aggressive on OLE releases, MS Apps support

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