

## Microsoft Internal Memorandum

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To: Brad Chase  
 From: Brad Struss, Doug Henrich  
 Re: Chicago Evangelism - DRAFT  
 Date: January 29, 1994  
 Cc:

### Summary

We have just come out of a successful Comdex and great PDC. The purpose of this memo is solidify DRG's goals and milestones toward providing excellent application coverage for the Chicago launch (hardware and PnP not covered in this document). This memo is not meant to be the definitive plan yet - it will become our milestone document over the next couple weeks as input and buy off is incorporated from the Chicago group.

### Goals

Clearly the overall objective is to achieve a "big bang" launch of Chicago. This will require both quality and quantity of ISV applications supporting Chicago. This is a given. Beneath this high level objective, three sets of applications need to be present at the Chicago launch.

- ①  
②  
③
- New 32-bit applications that exploit Chicago and are compatible with Windows NT
  - Compatible shipping Win32 applications (with Win32s or targeted for Windows NT - 400 already shipping, many more in process)
  - Compatible 16-bit Windows applications

### Target Win32 Applications

Over the last two years DRG has cemented the mantra of Win32 into ISVs minds. ISVs will move to Win32 - it is just a matter of when. Chicago is the when for today's base of 16-bit desktop and productivity applications. There are many new categories of applications that provide an excellent new opportunity for Chicago. Exploiting the interest in games (like VR apps) for Windows, expanding the universe of networking offerings, getting multimedia content and titles, and riding information highway hype will provide compelling reasons for customers to buy or upgrade to Chicago. Our marketing needs to understand these opportunities.

We will have to be sensitive to the issue of supporting the Windows 3.1 installed base. Major ISVs like Word Perfect, Microsoft, and Lotus are not solid on their development plans for Windows 3.1 customers. Lotus and Word Perfect are suggesting that they may do updates to their existing Win16 applications. By mentioning the installed base (50 million in the Chicago time frame) of windows users, we both incent ISVs to the Chicago opportunity and reinforce their need to maintain their applications for the Windows 3.1 install base. The major vendors (like Microsoft) want to release upgrades in the early fall season. If these vendors feel Chicago will not be ready this fall, they will choose to stay 16-bit. We must work to convince them to use Win32s if this scenario plays out. A delayed Chicago RTM would cause Lotus to use Win32s as their deployment strategy and Word Perfect will update their 16-bit implementations.

Updates - Lotus, WP

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Henrich

We have also had many meetings with the Chicago marketing team trying to close on a set of ISV incentives. This program is designed to focus the greatest co-marketing and technical support for the ISVs that create the top tier applications that support the key Chicago features. The model was successful with OLE 2 and we feel it can be even more successful with Chicago toward securing ISV commitments. We must come to closure quickly on the marketing incentives and technical help we can offer ISVs. A complete list of these are at the end of this memo in the Activities/Issues section.

We can achieve DRG's ISV goals by getting a set of quality applications that exploit Chicago features (i.e. LFNs, shell extensibility, OLE 2, PnP event aware, viewers, etc...) and a huge number of compatible 32-bit applications (with Win32s, Win32 on Chicago, or Win32 on Windows NT). This will meet our common goal of quantity and quality of applications. A complete listing of targeted applications is attached. We expect to target three levels of ISVs:

- Tier "A" ISVs - These "key" ISVs represent most application software sales. As developers of general interest (productivity) software they also receive the most attention from the trade press and corporate accounts. Their support of Windows is critical to the general perceptions of its success:

*Adobe Systems, Aldus, America Online, Arabesque Software, Attachmate, Autodesk, Inc, Banyan, Berkeley, Borland Int'l, Brightworks, Broderbund, Central Point Software, Claris, Comptons, CompuServe, Computer Associates, Corel, D&B, Datastorm, Delrina, Electronic Arts, Frye, Intuit, Lotus Development, Microcomm, Micrografx, Inc, Novell, Polaris, Prodigy, Quark, Saber, Software Publishing, Sony Publishing, Spinnaker Software, Symantec/Norton, V'all Data, Word Perfect*

- Tier "B" ISVs - These 'second tier' ISVs represent significant volume sales of software but often in less general areas of interest:

*Altamira, Artisoft, CMS, Cognos, Corner, DCA, DEC, Deneba Software, Eicon, Enviropti Manager Software, Farallon, Folio, Frame Technology, Franklin Quest, FTP Software, FutureSoft, Great Plains, Grolier Electronic Publishing, Gupta, Helix Software, Hilgraeve, Inc., IBI, Information Resources, Inset Systems, Mathsoft, Maca Software, Netsoft, Ocean Isle, Pilot Software, Quest, SAS Institute, Shapeware, Shiva, SPSS, Sybase, The Periscope Co., Traveling Software, U-Lead Systems, Virtus Corp, Wolfram*

- Tier "C" ISVs - A universe of 1500 ISVs that bubble up and down from "A" or "B" status.

- New and Innovative Applications - More new application categories need further exploitation:

*Games, Workgroup, Networking, Internet, Info Highway, many opportunities - not just NOS rtrs, host (3270 & 3250)), Communications, Multimedia, Home (Entertainment, Educational, MM, Finance, Accounting, and Tax). Plus many more innovative and exciting applications.*

### Compatibility with shipping Win32 applications

Windows NT has driven the adoption of many 32-bit applications. Chicago needs to run these applications. DRG is leveraging the RISC OEMs to help get many new 32-bit applications. Most of these ISVs will be starting out on Intel platforms and cross-compiling for RISC platforms (i.e. MIPS, DEC Alpha, IBM PowerPC, and HP's PA platform). A few applications will not be compatible, and may not make sense (i.e. server-based applications).

The majority of shipping 32-bit applications today fall into this broad taxonomy::

- Development tools/CASE tools
- Professional Publishing
- CAD/CAM/Engineering/Scientific (except for Autodesk)
- Server applications (especially Databases)
- Misc. others

There are more than 400 32-bit applications now shipping. These need to be compatible with Chicago. Most of these applications do not use any APIs that are not supported on Chicago. We

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have been working some with JonMa to connect him with shipping 32-bit apps vendors and have invited him to our 32-bit OLE2 porting lab "bug hunt" to get his team 32-bit OLE2 apps to test. We need to have an aggressive campaign to get these ISVs to test on M6 ASAP. DRG has complete data on shipping 32-bit applications. Campaigns will be implemented to ensure that these ISVs test on Chicago.

**Software Development Market**

OK ⇒

We are in great shape in the tools market. The key players - Borland, Symantec, Watcom, BlueSky, and more than 100 additional shipping Win32-based tools should be compatible with Chicago. DRG's tools group is being aggressive with these ISVs. Early releases of M6 will be dropped to key tools vendors to insure great tools support with M6.

**Compatibility with Existing 16-bit Applications**

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Compatibility with today's 16-bit Windows and MS-DOS applications is critical. I am not completely in sync with the Chicago compatibility plans. DRG sponsored several meetings over the last couple of years to help connect the Windows NT groups efforts with the Chicago teams plans for insuring compatibility. DRG worked with David Weld to make sure he had access and contacts into all the key ISVs for the Windows NT compatibility testing. DRG needs to better understand the Chicago compatibility effort. Attached is David Weld's spreadsheet.

**Action Items & Issues**

If we have good compatibility with Windows 16 apps, support for existing Win32 applications, and most importantly, an interesting set of innovative Win32 applications including the major Windows productivity applications.

Chicago will be a very successful platform from the applications perspective.

**Measuring Success:**

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- 1. 25 "Key" applications shipping with Chicago (\* shipping = 60-90 days after final code)
- 2. 25 "2nd Tier" application shipping with Chicago
- 3. 50 new exciting application shipping with Chicago
- 4. 500 compatible 32-bit applications available with Chicago
- 5. 1000 applications shipping within 6 months

**Action Items (no specific order - yet)**

1.) A very aggressive compatibility effort needs to be begun immediately. Both Win32 and existing 16-bit applications need to be targeted. We need to get this information to ISV development teams immediately with M6.

- 16-Bit Windows and MS-DOS applications
- new 32-bit applications currently shipping applications
- all 32-bit development tools

2.) Demonstrate broad momentum prior to product launch:

- SD'94 developer sessions
- DRG Chicago Roadshow (April/May 94) - need agreement on public demonstrations
- Hundreds of ISV 1x1 meetings over the next 9 months
- Far East PDC

PublicNESS  
Timeline

① Access to Chicago PDI

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- TechEd in Europe & Far East
- EMS focused developer conference with Chicago content
- Windows World ISV booth
- Targeted developer workshops and porting lab weeks

- POK



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(60-200 million)

How  
do we  
close?  
ASAP

- 3.) Create marketing incentives to motivate ISVs to support Chicago and sim-ship.
  - "Chicago app show case" tied to high profile events - May or July (?) and at launch
    - ⇒ Audience will be press and top corporate accounts
    - ⇒ Could be held in conjunction with Windows World
    - ⇒ Duplicate success of OLE2 Applications Showcase for Chicago
    - ⇒ PC Expo event (F1000 audience) ??
  - Launch exposure for top ISVs - September (CRITICAL)
    - ⇒ ISV applications on stage with Billg
    - ⇒ Will include ISV app showcase
    - ⇒ Slide and boxes to be displayed on stage during talk
    - ⇒ Have MS people available for key ISV product launches
    - ⇒ what else can we do here?
  - In-box catalog for Chicago applications - September
  - Provide direct mail opportunity to top ISVs - November
    - ⇒ Use names from first tier upgrades and beta sites
    - ⇒ Send out mailer 90 days after Chicago launch
  - Chicago logo program (RC1 timeframe)
  - Evaluate CD based on Windows NT sampler results - Steve Linwood
  - Guarantee key ISVs ability to get their beta customers on Chicago Betas with M6
  - Allow ISVs to demo Chicago applications after M7 with license June
  - What else? Co-advertising? Co-marketing? What PR/Press opportunities?

- Tent - owns

DONE

- 4.) Great tools are available and being tested with Chicago (i.e. 32-bit tools available in the marketplace today). Early drops of M6 will be provided to key tools vendors
- 5.) Host Word Perfect, Lotus, and Borland on campus for senior level exec reviews of their Chicago applications within 90 days.

PLAN #

- 6.) Aggressive account management of Chicago targeted ISVs. All ISVs will be visited on a quarterly basis. Activity and progress summary reports will be generated on a monthly basis.
- 7.) Liberal access to Chicago betas and release candidates for leading edge ISVs.
  - Betas/RCs available on our ISDN Key Server
  - Betas/RCs available for key ISVs and Tools vendors
  - Interim builds for tradeshow and demo situations
  - Liberal easy access to qualified ISVs for betas (under NDA)

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- 8.) Technical resources supporting key activities. Port Lab weeks focused on specific topics will need 4-8 hours of Chicago team support per porting lab week. This support will be used to host chalk talk walk through of core technical internals & key bugs / problems resolution. Historical porting lab weeks have shown that with DRG and PSS support, we will be able to run very successful porting lab weeks with this level of Chicago developer/program management support. Without this support, the porting lab is NOT effective.
  - We expect to host porting lab weeks (multiple of many of these) around topics like:
    - ⇒ Moving to Win32 (Many of these)
    - ⇒ Threading
    - ⇒ Writing Viewers

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- ⇒ Shell Extensibility
- ⇒ PnP Aware (especially for mobile applications)
- ⇒ Systems Management and Utilities
- ⇒ Multimedia
- ⇒ Hell Weeks (prep work for major public events)
- ⇒ Many more....

*What make sense?*

9) Improve communications by holding bi-weekly meetings with key Chicago peoples (??Bradc, Richf, Johnlu, & DavidCol???) to cover quick status and issues on both sides.

10) DRG does not handle OEMs There is an OEM team in place. DRG will of course work with OEMs on a regular basis as PnP rolls out, but will not have direct responsibility. WinHEC (US and Far East versions) is a great example of how we can pull in OEMs and leverage them toward our PnP goals.

11) Establish clear and active feedback loop.

- ⇒ DRG posts all trip reports to key Chicago people.
- ⇒ DRG will post summaries of ISV activities
- ⇒ DRG needs feedback from Chicago team

*→ what good/SaaS?*

*→ Chicago contacts ⇒ ISV →*

Risks / Dependencies

- NDA issues slowing our ability to move quickly and create mass excitement
- Marketing must be stellar. With Windows NT, much of the initial excitement for the product was quickly lost soon after the product launched. Chicago needs to have a sustaining blow-out marketing effort.
- ASAP • Closure and buy-in on marketing incentives from Chicago Marketing team
- Limited access to betas & release candidates
- Chicago dates - M6, M7, RTM (September release is critical for a bunch of key ISVs)
- Size and performance goals - Win32 apps must be faster than 16-bit applications
- Compatibility of existing Win32 applications
- Limited (or lack of) Chicago program mgmt / developer resources for activities like the porting lab weeks. Primary support will be DRG SDEs and PSS. 4-8 hours of pgm mgmt/developer time would be needed for each porting lab week. Each week has a specific topic, and would require the key technical person for that topic be available.

Attachments:

ISV Target List (\drg\user\bradstr\chicago\chicapps.xls and in DRG database)

Compatibility List for 16-bit Applications

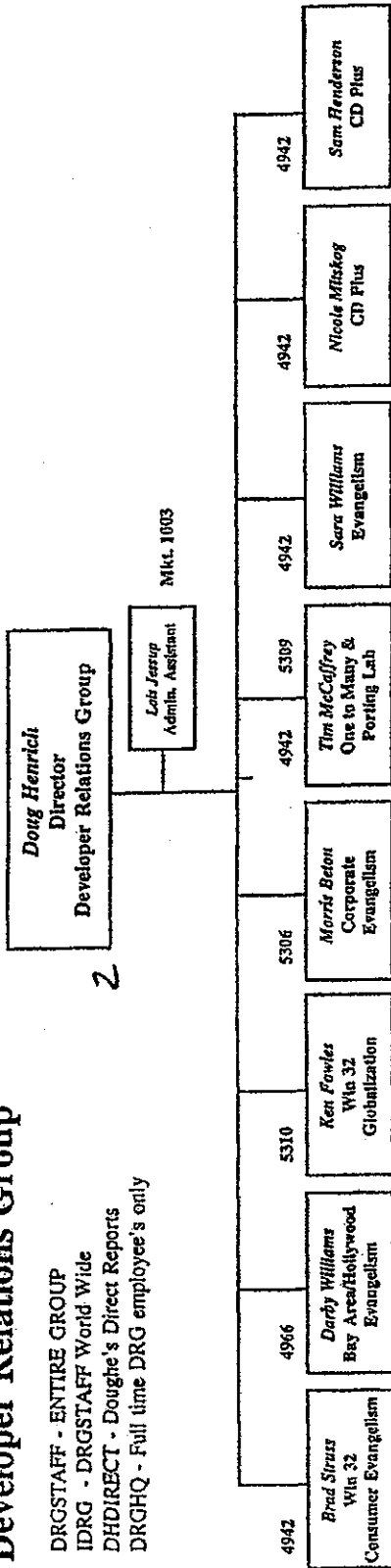
Shipping 32-bit Windows applications

Chicago ISV Report (Sample)

*March →*

# Developer Relations Group

DRGSTAFF - ENTIRE GROUP  
 IDRG - DRGSTAFF World Wide  
 DHDIRECT - Doughte's Direct Reports  
 DRGHQ - Full time DRG employee's only



Group Assistant TBH?

- Tammy Steele
- Scott Hanson
- Robert Hies
- Jerry Drain
- Ron Murray
- TBH req#46590 reqd
- William Yablais
- Elizabeth Viewall
- Lee Fisher
- Nasreen Tuffaaha
- Narendra Nalb
- Neil Hoopman
- TBH req#38748 (AT)
- TBH req#38747 (AT)
- Scott Smith
- Victoria Rosenborg
- Libby Dunkin
- Steve Glenner
- Donna Scott
- Jason White
- TBH req#30733 reqd
- Alex SL John
- Jason Rober
- James Flumundon
- TBH formerly req# J0732 Not Open

BY AT&B

- Mark Brown
- Karin Hanson
- Stan Murawski
- Denise Sheplard
- Steve Roney
- Hollywood 4036
- Vic Gudeira
- David Baron

BY AT&B

- Nadine Kano
- Avery Bishop
- TBH req #43041 JA
- Marshall Goldberg
- Dan Fay
- Mark Wilson
- Bruce Burns
- Mark Lewin
- Jim Kramer
- Ted Hase
- Simon Tam
- Roger Dougherty 81
- dale T #38038 Todd
- John Wilcox
- Joe Long
- Brian Staples
- Valdon Barwick
- Tom Sierrard
- TBH req#38750 Activator

BY AT&B

- Lois Swenson-Gruet
- Dave Beaver
- Joni Hanson
- Machelle McCollum
- DRG Group Assistant
- Brian Cloth
- Todd Merrell
- Porting Lab Coordinator
- Wei Chen
- Peter Plamondon
- Mike McKown 5/18
- Ben Willett 5/23 38745 leader
- Paul Stafford 38749 street

Temp's - Contractors

- Todd Merrill
- Maria Harsh
- Kristina Parr 6/95
- Miriam Muller 6/95
- Alexjo
- Ian Robinson 6/95
- Marcus Andrews
- Timnce
- Umarac
- MorrisB
- Alexjo
- Alexjo

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