

First Wave

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Concept

The "First Wave Program" is a tool for DRG to get a critical mass of...

- key Chicago applications
- to ship within 90 days of Chicago's shipment
- supporting the key features necessary to make Chicago successful

The goal of the program is to get firm commitments from the most important applications' vendors by getting LOIs signed by senior executives of these key vendors. The signed-up vendors would comprise a limited group of companies that would get special technical, informational and marketing assistance to maximize their chances of success.

Below is outlined the key qualifications for participation in this program as well as the program components that provide the benefits to participation.

Qualifications

First Wave Target Applications

The key applications for this program are those which will incent end-users to upgrade to Chicago soon after Chicago becomes available. For this program to be successful, we believe the quality of the technical and co-marketing assistance must be significant, and therefore the program needs to be limited to only the most important 40 applications to Chicago's success. (The capacity determination is explained below.)

The strategy to incent this coverage is twofold:

1. Depth of support in the most popular productivity application categories -- getting the highest-volume 2 or 3 applications in each of the following large productivity categories:
 - accounting/financial
 - application development/languages
 - application suites
 - email/on-line services
 - desktop publishing
 - graphics/presentation
 - integrated productivity apps
 - network/connectivity
 - PIMs
 - project management
 - screen savers
 - spreadsheet

- utilities
 - word processing
2. General Win32 support in low-end and new market categories, to extend the usefulness of the Chicago platform, including 2-3 applications in the following areas:
- games
 - educational apps
 - multimedia content
 - innovative new categories

First Wave Time Frame

First Wave participants must commit, in a signed LOI, that they will pursue best efforts to ship their application within 90 days of the shipment of Chicago. There will be a requirement to deliver a *beta* version of their application to a “third party auditor” 60 days prior to the shipment of Chicago, and, prior to their application being included in the special “First Wave” On-Line Chicago Catalog, a document must be signed confirming that their shipment schedule will be within 90 days of Chicago’s shipment.

First Wave Feature Requirements

In order to qualify for the First Wave Program, an App must comply with the Chicago logo requirements. The following are those requirements.

Class I Requirements -- Mandatory for all applications getting the logo:

1. Win32
2. UI/Shell Support, following the UI Style Guideline Version 4.0
 - Register 16x16 and 32x32 pixel icons for each file type and your application
 - Use the Chicago look, as described in the UI Style Guideline v. 4.0, recommending using system-supplied Common Dialog’s and Controls
 - Get and use colors and metrics from the system in dialogs & controls.
 - Use right mouse button for context menus (and don’t use right mouse button for anything else)
 - Follow Chicago application setup guidelines to make your app properly visible in the shell. At a minimum, use the registry, do not add information to win.ini or system.ini.
3. Test successfully on Windows NT “Daytona”, and, if application uses Chicago-only APIs, then the Chicago-only functionality must degrade gracefully on Windows NT/Daytona.
4. Plug and Play message awareness.

Class II Requirements -- *Additional* requirements for all applications that work with files (an “application that works with files” is one that supports standard file open & close capabilities for documents):

5. OLE 2.0.
 - OLE 2.0 Container or Object support
 - OLE 2.0 Drag and Drop support
 - OLE 2.0 Compound File support with “document summary information” included
 - OLE 2.0 Automation support
6. *Additional* UI/Shell Support requirements, following the UI Style Guideline Version 4.0

- Recommending using Chicago Common Dialog's or supporting equivalent functionality
- Support long file names in your application, and use long file names for displaying all document and data file names in the shell, in title bars, in dialogs and controls, and with icons, and hide the .3 extension names in your application
- Support UNC path names

7. Simple mail enable (include Send command in File Menu)

The specific definitions to Class I and Class II requirements are found in "Logo Requirements Specification", authored by Denise Shephard.

Incentives - Technical and Information Programs

The key component of value to the *First Wave* participant is the product-related assistance that we will provide. This program is designed for a full-court press on behalf of the *First Wave* participants to give them the best possible chance to get quality, Chicago-exploitive applications to market within 90 days of the shipment of Chicago, and therefore be in a great position to take advantage of the immense wave of application upgrades that will take place on the coattails of the huge upgrade cycle of Windows 3.1 users to Chicago.

In order for us to give focused, high-quality attention to each participant, we will be limiting the total number of participants to 40 product teams. We have determined this limit to be 30 product teams, determined by the number of porting lab offices available over a 2-week period. In that not all participants will attend all labs, that capacity can probably be reasonably extended to a maximum of 40 participants.

These programs include the following:

Special Envoy

Each *First Wave* participant will be assigned a special technical envoy. The special envoy is a DRG Technical Evangelist that will stay in close contact through product shipment for the *First Wave* participant. The main goal of the special envoy will be to do whatever is necessary at Microsoft to help the *First Wave* participant ship their product within 90 days of Chicago's shipment.

The special envoy will:

- Deliver one-on-one ISV meetings both on-site and at Microsoft to drive app design
- Provide special technical assistance to *First Wave* participant developers
- Keep in close contact with *First Wave* participants development cycle making sure any road blocks are cleared

First Wave Hell Weeks

The porting lab will be made available to all *First Wave* participants for preparation for key events (such as Windows World and Chicago launch) and for special areas technology focus (such as OLE2 and UI). There will be special *First Wave Hell Weeks* that will have full technical support available. Support will come from the Porting Lab staff, Developer Support, and the Chicago development team. In addition, *First Wave* participants will have priority in scheduling lab time *at any time*.

- **Event Driven**
 - April 25-29: Windows World Prep Week
 - October 3-7: Comdex Prep Week

December 5-9: Final Touches Week

- **Technology Driven (as needed)**

General Porting:

March 14-18: Win16 to Win32 porting issues - Chicago and NT

April 12-16: Win32 Cross Platform - Building great 32-bit apps that for both Chicago and NT

April 18-22: Internationalizing your applications

June 13-17: General Chicago issues

July 18-22: General Chicago issues

Aug 22-26: General Chicago issues

Sept 12-16: General Chicago issues

Specific focus:

April 4-8: Chicago Exploitive Apps - Chicago User Interface Design Week

June 27-Jul 1: Group 1 OLE 2.0 Difficult Issues Week

Jul 4-8: Group 2 OLE 2.0 Difficult Issues Week

Aug 1-5: Group 1 OLE 2.0 Interop Week

Aug 8-12: Group 2 OLE 2.0 Interop Week

Maximum Access to Builds

First Wave participants will have access to internal self host builds between RC1 & Chicago Ship. These special builds will be provided via ISDN. This will allow *First Wave* participants to get past blocking problems as fast as possible and also help us verify bug fixes in the product.

We will most likely extend this special feature to our a few of our key 2nd tier ISVs as well. This will mean approximately 100 ISVs will have access to the special builds.

These interim builds will be supported via private Compuserve forum and will have a dedicated Developer Support Engineer available to make sure quick turnaround is achieved on all issues.

Inside Track to Information

First Wave participants will be provided with more specific Chicago schedule and feature information so that they may adjust their product cycles accordingly. We will likely require a special NDA to be defined by the Chicago Group to ensure that this information is protected.

100 Beta Sites Guaranteed

At M7, each *First Wave* participant will be able to submit a list of 100 names to be used in their beta test cycle. We will hire a temp to cross check each ISV's list of 100 names against our own Chicago beta list. Any name from the list that falls outside of the cross section will be sent the beta unless they are on the "no beta" list. The finalized list will be returned to the *First Wave* participant. The *First Wave* participant will be responsible for getting returning a mutual NDA that is countersigned by the beta participant and the *First Wave* participant. (this is really silly, but CraigE said that they have to do it. I have a copy of the special NDA)

Incentives - Co-Marketing Programs

The co-marketing programs for *First Wave* are designed to give premium exposure to *First Wave* applications, as an incentive to participate in the program. There are 3 such programs:

Chicago On-Line Catalog

This is the “centerpiece” to the program. It is an electronic catalog that is included on [at least] every CD-SKU copy of Chicago (which is estimated to be approximately 30% - 50% of the total volume of Chicago), with catalog-type product, pricing and availability information about each qualifying product. In addition, Chicago product management will work with program management and OEM sales to include this Catalog application in the OEM Adaptation Kit to be included in what is pre-installed on “Ready-to-Run” PCs. All *FirstWave* products qualify, once the schedule information has been validated prior to the release of this catalog on disc.

Catalog Design Goals

A full specification needs to be developed, but design goals of such a catalog include:

- Rich text capabilities, for impactful text treatments
- Ability to embed graphic elements, specifically bitmaps of screen shots and/or packaging
- Index searching capabilities, or full-text searching capabilities
- Ability to highlight *First Wave* program participants over other companies’ products

Schedule Validation/Registration and Catalog Administration

A key factor of success for this catalog from a product marketing standpoint is to have a useful guide to new purchasers of Chicago on what applications will be available for purchase within a defined, short period of time. Therefore, we need to “vapor-proof” the catalog as much as possible. The following steps will, therefore, be required prior to a product’s being admitted to the final release of the catalog:

1. a full-function beta must be “registered” within 60 days prior to the shipment of Chicago
2. a final release form must be signed by an officer of the company 30 days before the shipment of Chicago stating that the product will indeed ship within 90 days after the shipment of Chicago

Because of the sensitivity of releasing company-confidential information to Microsoft (or anyone outside their company), we must design the system so that ISVs are satisfied with the maintenance of confidentiality concerning product features. This almost certainly means that we need to employ an outside, trustworthy agent in the process, possibly a catalog vendor or testing lab facility to validate to Microsoft that the beta product has been “registered” with that outside agent. That way Microsoft has no access to the ISVs’ product betas and confidentiality is maintained.

Launch Program

At the time of Chicago Launch, there will be a significant role for *First Wave* participants. At minimum, there will be a high-exposure 3rd-party booth setting with press exposure, and *First Wave* participants will get priority treatment in the launch programs that are planned. At this early date, however, the details of this opportunity are not known.

Chicago Logo Program

The Logo is not *directly* tied in to the *First Wave* program, however, it is a parallel tool in getting apps to support that right things in Chicago. By design, the feature requirements for the *First Wave* program are identical to the feature requirements to get the Chicago Logo. Therefore, as participants, by signing up and complying with this program, they will be guaranteed the license to the Chicago logo.

Other Co-Marketing Opportunities

As the launch of Chicago draws closer, we will identify and communicate to *First Wave* participants additional co-marketing activities.

Rollout of *First Wave* Program

The strategy to rolling this out is to offer the “Top Tier” companies, listed in the target app section below, a 3-week window to consider signing up, after which we will go down the list in each key application category and invite the next tier of companies to participate where that category hasn’t yet been filled. The goal is to get the most popular of the key categories that are important to providing incentive for end users to upgrading to Chiacgo.

Draft First Wave LOI

Darby to complete based on agreement of the above program elements.

Budget

Rich to complete the budget assessment for the co-marketing programs.

List of Target First Wave Apps

<u>Tier</u>	<u>Category</u>	<u>Company</u>	<u>Product</u>	<u>DRG AM</u>
1st Tier	Accounting/Financial	Intuit	Quicken 3.0	darbyw
1st Tier	"	Microsoft	Money	
1st Tier	App Development / Languages	Borland Int'l	C++	craige
1st Tier	App Development / Languages	Digitalk	Smalltalk	lorinc
1st Tier	App Development / Languages	Powersoft	PowerBuilder	lorinc
1st Tier	App Development / Languages	Symantec	C++	craige
1st Tier	App Development / Languages	Microsoft	VC++	
1st Tier	Comm / 3270	Attachmate	Extra!	geraldd
1st Tier	Comm / 3270	Datastorm		geraldd
1st Tier	Comm / 3270	Wall Data	Rhumba	geraldd
1st Tier	Content Publishing	Comptons		rsegal
1st Tier	Content Publishing	Sony Publishing		rsegal
1st Tier	Databases	Borland Int'l	Paradox	darbyw
1st Tier	Databases	Claris Corp	FileMaker Pro	jamespl
1st Tier	Databases	Lotus	Approach 2.1	adamwa
1st Tier	Databases	Symantec Corp	Q&A 4.0	darbyw
1st Tier	Databases	Microsoft	Access	
1st Tier	Desktop Publishing	Aldus Corp	PageMaker 5.0	alexjo
1st Tier	Desktop Publishing	Quark	Express	alexjo
1st Tier	Desktop Publishing	Microsoft	Publisher	alexjo??
1st Tier	E-Mail / On-Line	America Online		rsegal
1st Tier	E-Mail / On-Line	CompuServe		rsegal
1st Tier	E-Mail / On-Line	Lotus	cc:mail	adamwa
1st Tier	E-Mail / On-Line	Prodigy		rsegal
1st Tier	E-Mail / On-Line	Word Perfect	WordPerfect 4.0	bradstr
1st Tier	Games \ Education	Broderbund	many titles	rsegal
1st Tier	Games \ Education	Electronic Arts	many titles	rsegal
1st Tier	Games \ Education	Microsoft, Corp	many titles	rsegal
1st Tier	Games \ Education	Davidson & Associates	Reader Rabbit, Math Blaster	rsegal
1st Tier	Graphics / Photo Tools	Adobe Systems, Inc	Photoshop 2.5	darbyw
1st Tier	Graphics / Photo Tools	Micrografx, Inc	Picture Publisher 4.0	scotthe/ bradstr
1st Tier	Illustration / CAD	Corel Corp	CorelDRAW 4.0	scotthe
1st Tier	Illustration / CAD	Micrografx, Inc	ABC FlowCharter 2.0	scotthe/ bradstr
1st Tier	Integrated / Works	Claris	Works	jamespl
1st Tier	Integrated / Works	Lotus	LotusWorks	adamwa
1st Tier	Integrated / Works	Spinnaker Software	WindoWorks	scotthe
1st Tier	Integrated / Works	WordPerfect		bradstr
1st Tier	Network/Connectivity	Banyan		dbeaver
1st Tier	Network/Connectivity	Novell		dbeaver
1st Tier	Network/Connectivity	SunSelect		dbeaver
1st Tier	PIMs	Arabesque Software	ECCO	?????
1st Tier	PIMs	Polaris	Packrat	scotthe
1st Tier	PIMs	Symantec, Inc	ACT! 1.1	darbyw
1st Tier	Presentation	Aldus	Persuasion	alexjo

1st Tier	Presentation	Lotus	Freelance 2.0	adamwa
1st Tier	Presentation	Software Publishing	Harvard Graphics	darbyw
1st Tier	Presentation	Software Publishing	Harvard Graphics	darbyw
1st Tier	Project Management	Computer Associates		marshalg
1st Tier	Project Management	Symantec	Timeline	darbyw
1st Tier	Project Management	Microsoft	Project	darbyw
1st Tier	Screen Savers	Berkeley		darbyw
1st Tier	Screen Savers	Delrina		timmcc
1st Tier	Spreadsheets	Borland Int'l	Quattro Pro 5.0	darbyw
1st Tier	Spreadsheets	Lotus	1-2-3 Release 4	adamwa
1st Tier	Spreadsheets	Microsoft	Excel	???
1st Tier	Suite	Borland/ Wordperfect	Borland Office	darbyw
1st Tier	Suite	Lotus Corp	SmartSuite	adamwa
1st Tier	Suite	Microsoft	Office	???
1st Tier	Systems Management	Brightworks		daveber
1st Tier	Systems Management	Fyre		daveber
1st Tier	Systems Management	Saber		daveber
1st Tier	Utilities	Central Point Software		gerald
1st Tier	Utilities	Microcomm	Remote Control	toddn
1st Tier	Utilities	Symantec/Norton		gerald
1st Tier	Word Processors	Lotus	AmiPro	adamwa
1st Tier	Word Processors	Word Perfect Corp	Word Perfect 6.0	bradstr
1st Tier	Word Processors	Microsoft	Wor	???
1st Tier	Workgroup	Lotus	Notes Client	adamwa
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2nd Tier	Accounting / Financial	Meca Software	TaxCut	scotthe
2nd Tier	App Development / Languages	Blue Sky Software Corp	RoboHELP 2.0	lorinc
2nd Tier	Comm / 3270	DCA	IRMA Workstation	gerald
2nd Tier	Comm / 3270	Eicon		gerald
2nd Tier	Comm / 3270	FutureSoft	Dynacomm Elite	gerald
2nd Tier	Comm / 3270	NetSoft		gerald
2nd Tier	Comm / 3270	Hilgraeve, Inc.	HyperACCESS 1	toddn
2nd Tier	Comm / 3270	Traveling Software	CommWorks	scotthe
2nd Tier	Content Publishing	Grolier Electronic Publishing	New Grolier MM Encyclopedia	rsegal
2nd Tier	Databases	Gupta	4gl/client db products	mbrown
2nd Tier	Databases	Sybase	Momentum product line	mbrown
2nd Tier	Desktop Publishing	Frame Technology Corp	FrameMaker 4.0	darbyw
2nd Tier	EIS	Cognos		tammyst
2nd Tier	EIS	Information Resources		gerald
2nd Tier	EIS	Pilot Software	Lightship	gerald
2nd Tier	EIS	Comshare		gerald
2nd Tier	EIS	SAS Institute	SAS System	tammyst
2nd Tier	Graphics / Photo Tools	Altamira	Composer	darbyw
2nd Tier	Graphics / Photo Tools	Inset Systems	HiJaak Pro	scotthe
2nd Tier	Graphics / Photo Tools	U-Lead Systems	ImagePals 1.2	scotthe
2nd Tier	Illustration / CAD	Autodesk, Inc	AutoCAD 12	darbyw
2nd Tier	Illustration / CAD	Deneba Software	Canvas Windows	scotthe
2nd tier	Illustration / CAD	Shapeware Corp	Visio 2.0	timmcc
2nd Tier	Illustration / CAD	Virtus Corp	WalkThrough	toddn

2nd Tier	Math/Science	Mathsoft	MathCAD	tammyst
2nd Tier	Math/Science	Wolfram	Mathmatica	tammyst
2nd Tier	Network/Connectivity	Artisoft		dbeaver
2nd Tier	Network/Connectivity	DEC		dbeaver
2nd Tier	Network/Connectivity	FTP Software		dbeaver
2nd Tier	Network/Connectivity	Shiva	Net Modem	dbeaver
2nd Tier	PIMs	Franklin Quest	Ascend	scotthe/ roberth
2nd Tier	PIMs	Spinnaker Software	Calendar Creator	scotthe
2nd Tier	Spreadsheets	Lotus	Improv 2.1	adamwa
2nd Tier	Utilities	Adobe Systems, Inc	Acrobat	darbyw
2nd Tier	Utilities	Envrlopr Manager Software	DAZzle Plus	toddn
2nd Tier	Utilities	Farallon	Replica	toddn
2nd Tier	Utilities	Farallon	Remote Control	toddn
2nd Tier	Utilities	Folio Corp	Folio VIEWS 3.0	toddn
2nd Tier	Utilities	Helix Software	NetRoom 3.0	toddn
2nd Tier	Utilities	Ocean Isle	Remote Control	toddn
2nd Tier	Utilities	The Periscope Co. Inc	WinScope 1.01	toddn
tdb	Accounting / Financial	Great Plains		scotthe
tdb	Accounting / Financial	Macola		scotthe
tdb	Accounting / Financial	Peachtree Software		scotthe
tdb	Accounting / Financial	Platnium		scotthe
New	Alternative Desktops	Plannet Crafters, Inc	Plug-In for Program Manager	toddn
New	Application Development	Sybase	Gain Momentum	tdb
New	Application Development	ILOG, Inc	ILOG Views	tdb
New	Application Development	Neuron Data	Open Interface	tdb
New	Application Development	Sapiens USA, Inc	SAPIENS Ideo	tdb
New	Application Development	Amber Software Europe	CS++	tdb
New	Application Development	TSI International	Mercator	tdb
New	Application Development	Prodea	Prodea Synergy	tdb
New	Application Development	Business Objects, Inc	BusinessObjects	tdb
New	Comm / 3270	Word Perfect	Telephone Server	tdb
New	Comm / 3270	WildSoft, Inc	WildSoft	tdb
New	Comm / 3270	Traveling Software	LapLink Wireless with AirShare	tdb
New	Comm / 3270	ATT/Campbell Services	OnTime for Windows	tdb
tdb	Databases	Oracle	4gl products	darbyw
tdb	Databases	PageAhead Software	InfoPublisher 2.0	toddn
New	Desktop Faxing	Eclipse Systems, Inc	Eclipse Fax OCR 1.21	timmcc
New	Desktop Faxing	SoftNet, Inc	FaxWorks Pro 3.0	timmcc
New	E-Mail / On-Line	Computer Mail Services, Inc	MailPlus	toddn
New	E-Mail / On-Line	Connect Software	E-Mail Connection 1.0	toddn
New	E-Mail / On-Line	Ziff-Davis	Interchange	toddn
New	E-Mail / On-Line	PED Software Corp	journalist 1.1	toddn
New	E-Mail / On-Line	Dow Jones & Co.	DowVision on the Internet	tdb

New	Graphics / Photo Tools	Laurel Systems	Global3D	tbd
New	Graphics / Photo Tools	Socha Computing, Inc	Imaginaria 1.0	tbd
New	Graphics / Photo Tools	HSC Software	Kai's Power Tools	tbd
New	Graphics / Photo Tools	Ares Software Corp	FontChameleon	tbd
New	Graphics / Photo Tools	Three D Graphics	PixelLoom	tbd
New	Graphics / Photo Tools	Truevision, Inc	Targa 2000	tbd
New	Graphics / Photo Tools	ElseWare Corp	Font Works	tbd
tbd	Graphics / Photo Tools	Pantone, Inc	ColorUP 1.0	alexjo
New	Illustration / CAD	Visioneer	PaperMax, MaxMate	tbd
New	Illustration / CAD	Crandall Group	RichImage	tbd
New	Info Management	Documentum, Inc	Documentum Doc Mgmt	tbd
New	Info Management	Show Business Software	Show Business	tbd
New	Info Management	CrossTies Software, Corp		tbd
New	Info Management	Group 1 Software	AccuMail Windows	tbd
New	Info Management	Polaris Software	Advantage 1.0	tbd
New	Info Management	Winformation Software, Inc	Appeal	tbd
New	Info Management	Jensen-Jones	Commense 2.1	tbd
New	Management	Avantos Performance Systems, Inc	ManagePro 2.0	toddn
New	Multimedia	Putman New Media	The Cartoon History of the Universe	tbd
New	Multimedia	Knowledge Adventure, Inc	3-D Dinosaur Adventure	tbd
New	Multimedia	VideoLogic, Ltd	928Movie, Power VR	tbd
New	Multimedia	Lotus Developement Corp	Lotus ScreenCam	tbd
New	Utilities	Cognitronix	Searcher Pro 2.0	toddn
tbd	Utilities	America Online	Rummage 2.1	chrislye
tbd	Utilities	MicroHelp, Inc	Uninstaller 1.0	toddn