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Recuiting Developers for Office

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Office is the Foundation

- We have created tremendous value for Windows through the broad creation of Windows applications
- We could create the same value for Office, which today is unrealized
- Our application competitors are striving for this same potential
 - MS is in a platform war with Office just as we are with Windows
 - Lotus and Novell/WP are building competing application "platforms"

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Why Care About Developers?

- Differentiate Office based on its programmability and customizability
- Build value and dependence upon unique Office-based applications
- Make Office choice "strategic" by making it a platform decision
- Leverage SP/developers to sell Office through customer business solutions

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What We Gain

- More Office revenue
- Protect, and even build Office share
- Prevent price erosion
- Beat Lotus and Novell/WP (which are attempting "platform" sell)

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Elements of Success

- **DAD: Continued success in Office marketing to end-users - building Office value and “mystique”**
- **DRG: Increase focus on recruiting and care & feeding of top Office ISVs**
- **DD: Build broad-based developer information and evangelism programs**
- **DD tools mktg: successful tool mktg in conjunction with Office messages**

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How Do We Get Developers?

- **Increased individual focus on top Office developers**
- **Supply timely, accurate, easy sources for essential technical information**
- **Build infrastructure and programs for broad support and mass appeal**
- **Recruit, recruit, recruit (developers)**
- **Market the solutions to “demanders” (consumers of Office-based sol’ns)**

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FY'95 Office Developer Goals DRAFT 7/22/94

High Level Objectives

- Triple number of developers creating Office-based solutions in FY'95
- 20+ demonstratable Office '95 solutions from 3rd parties at launch
- Office Solutions conference for 2,000+
- Developer program for Office with 20,000 members WW
- Developer co-marketing program (3rd party booths, promo eval CD, etc.)
- Comprehensive developer information

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FY'95 Office Developer Goals DRAFT 7/22/94

"Top Office Developer" Objectives

- Recruit influential Office developers
 - Individual account mgmt. by Office "evangelists"
- Better care and feeding of top developers
 - "SDR" (System Design Review) for Office developers on application & programmability plans
 - "Open-process" design previews for selected Office and application technology
 - "Competitive conversion lab" for Office developers
- "FirstWave" program for Office'95
 - 20+ demonstratable Office '95 solutions from 3rd parties at launch
- Office developer co-marketing program
 - Tradeshow booths, Office sol'ns catalogs, promo evaluation CD for Office apps

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FY'95 Office Developer Goals DRAFT 7/22/94

"Information" Objectives

Dramatically increase quality, quantity and availability of technical information for building Office sol'ns

- **Improve content and usability of ODK**
- **Create "MSDN for Office Solutions"**
- **Create "MSJ for Office" tech magazine**
- **Hold 2,000+ developer conference**
- **Build Office developer courseware**
 - VBA, Excel, OLE, Access, ...
- **Create CIS and Internet forums**

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"Office Developer Program" Objectives

- **Create developer program for Office:**
 - Newsletter/Developer Bulletin for Office Sol'ns
 - CD-based subscription for programming information and Office development kit
 - Internet & CIS Office developer forums
 - Annual Office Sol'ns Developer Conference
- **"Office Solutions" certification program (leveraging developer courseware developed in DD)**
- **Launch and get 20,000+ members WW in FY'95**

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FY'95 Office Developer Goals

Additional Activities

- Conduct market research to understand Office developer and sol'ns "profile"
- Measure impact of developer activity on Office sales and design solid metrics
- Create/exploit synergy with BackOffice through Office-based client/server soln's
- Create/exploit synergy with Chicago
- Evangelize non-competitive top "systems ISVs" on Office integration

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Division of Labor

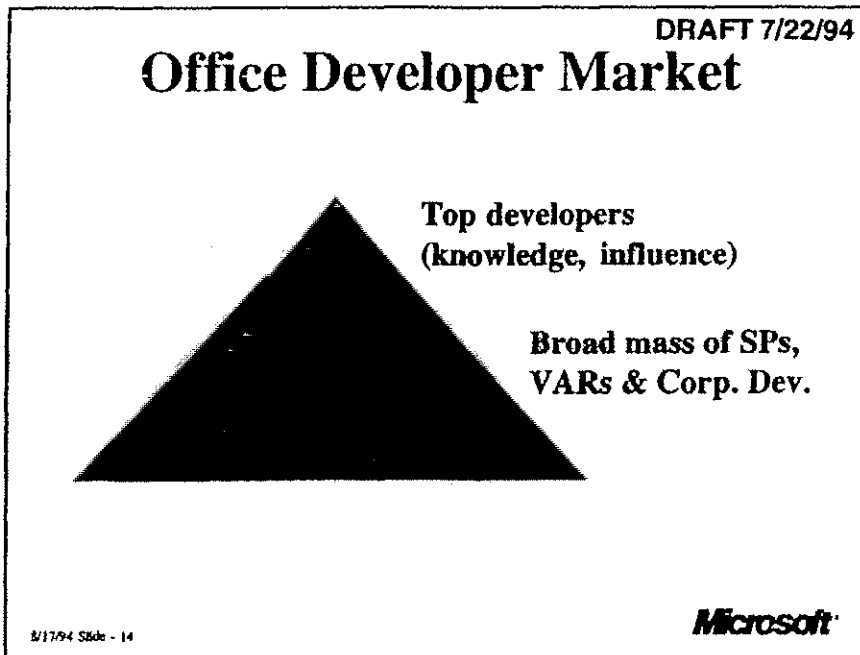
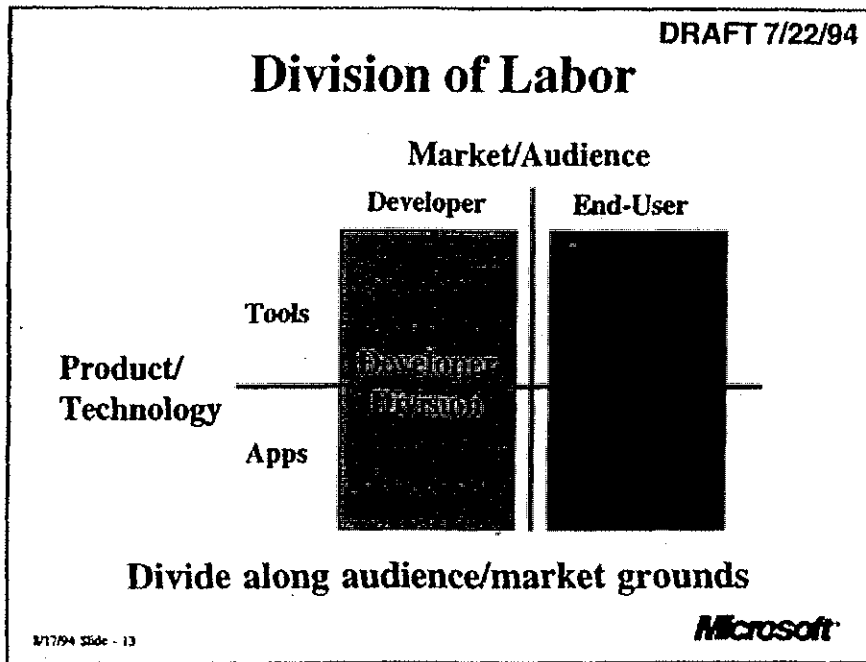
- **Developer Division concentrates exclusively on recruiting developers**
 - Own marketing and message to developers
 - Builds and executes programs for recruiting, educating, evangelizing developers
- **DAD owns marketing and messages for Office and "Office Sol'ns/Apps"**
 - Own marketing & branding for end-users
 - Own marketing & branding for "solution demanders" (corporate, MIS, press, etc.)

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How Will We Organize

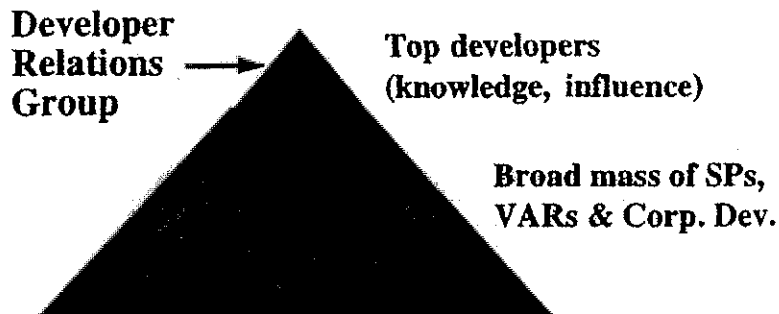
- DRG manages key influential ISVs
 - Top Office Developer account management
 - "Firstwave" program for Office '95
 - Evangelize complementary "DRG" ISVs
- SP/MIS group in DD does "mass-marketing" for Office developers
- "Specialty" DD groups execute plan:
 - MSJ/Ericm for Office developer magazine
 - MSDN for CD-based programming information and developer program
 - Events group for developer's conference
 - MES for courseware and certification

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Developer Division



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Proposed Resources

- DRG - 4 evangelists to address top Office ISVs and technical liaison
- DD marketing - 4 HC
 - 2 product champions (VBA/Excel, Word/Project)
 - 2 product managers for developer program, Office developer research
- Marketing spend from DD budget
 - Exceptional items to be agreed with DAD
- Marketing resources/spend from DAD (for "sol'n demanders") to be discussed

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What If We Don't Do This?

- We will not realize the potential for Office
- We will still "step-on-eachother" since our audience for VB and MS/DEV is the same audience
 - We will sell tools to "Office developers"
 - Customers may still be confused

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What will Competitors Do?

■ Lotus:

- Recruiting "Business Partners" for Notes
- Lotus ViP is "VB for Notes"

■ Novell/WP

- PerfectFit Technology and WP "SDKs" & WP "Windows Open API"
- Including Novell Visual App Builder in PerfectOffice
- Stated strategy of making apps network aware
- Broad Developer Program (booth at WinWorld)
- Exploit Novell developer/VAR programs
- Advertising in developer magazines "Dr Dobb's Journal"

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