

PX0248

---

**From:** Brad Struss  
**To:** Christopher Lye; Dan Fay; Darby Williams; Dave Berry; David Williams (POSD); Deborah Epstein-Cellis; Denise Shephard; Dhiren Fonseca; Donna Scott; Doug Henrich; Jerry Drain; James Plamondon; James Kramer (DRG); Ken Fowles; Marshall Goldberg; Mark Brown; Peter Plamondon; Robert Hess; Sara Williams; Scott Henson; Stan Murawski; Tammy Steele; Tim McCaffrey  
**Subject:** Draft: FirstWave Plan for H1 95  
**Date:** Thursday, December 15, 1994 4:05PM

Attached below is a draft plan for FirstWave program for the first half of 1995. Please either send comments via email or use revision marks in the doc itself. Especially looking for feedback on:

- Proposed porting lab topics (needed to finalize support)
- MS Developer/Tester SWAT proposal
- PR Activities

<<File Attachment: FWH195.DOC>>

thanks,  
Brad

HIGHLY  
CONFIDENTIAL

MSC 00726218

MX 7155000  
CONFIDENTIAL

DRAFT - Microsoft Confidential

# First Wave

**1st Half 1995 Plan**

**12/15/94 Draft**

## Background/Program Concept

The "First Wave Program" is a tool for the Developer Relations Group to get a critical mass of *key* Windows 95 applications (see Appendix A for list of enrolled applications) to commit to:

- ship within 90 days of Windows 95's shipment
- support the key features necessary to make Windows 95 successful (Logo requirements)

First Wave participants have committed, in a signed LOA (Appendix B), that they will pursue their best efforts to ship their application within 90 days of the shipment of Windows 95. In return Microsoft has committed to provide a number of technical and marketing benefits to these ISVs. This document outlines the work to be completed on the First Wave program through the end of calendar H1 1995.

## Incentives: Technical and Information Programs

### *First Wave* Porting Lab Weeks

The porting lab is available to all *First Wave* participants. In 1994 a half dozen successful labs have been held. We will continue to hold a number of labs in the first half of 1995. Support will come from the Porting Lab staff, Developer Support, and the Windows 95 development team. The goal of the porting weeks is to keep *First Wave* participants focused and on track in their development cycles.

- **Scheduled Weeks**
  - January 16 - Windows 95 UI Issues - **Owner:** Gerald
  - March 6: OLE controls/interop (proposed) - **Owner:** tbd
  - April 4: Bug Fix/Windows World Prep (proposed) - **Owner:** tbd
  - May 15: Bug Fix/OLE interop (proposed) - **Owner:** tbd

### Technical Conferences

Seminars provide in-depth technical information on topics that affect a large number of ISVs. *First Wave* participants receive early warnings on invites so they can be assured of having space to participate.

Conferences scheduled:

- January 20: Help Authoring Conference  
**Owner:** Scotthe/Gerald

MSC 00726219

HIGHLY  
CONFIDENTIAL

MX 7155001  
CONFIDENTIAL

## Access to Interim Builds

*First Wave* participants have access to internal self host builds of US & International versions. These special builds are posted to the ISDN server \\auklet\drg. This has allowed *First Wave* participants to get past blocking problems as fast as possible and also help us verify bug fixes in the product.

Owner: Dhirenf/Debe (US) and Kenf (international)

These interim builds are supported via private Compuserve forum (WinPre) with priority developer support to ensure quick turnaround is achieved on all issues.

## Monthly Technical Updates

As we have since the beginning of the program, *First Wave* participants will continue to get once a month emails with updated Windows 95 schedule, marketing, and feature information so that a consistent level of information reaches each account

Owner: Scotthe

## 100 Windows 95 Beta Sites

Fulfilling part of the original *First Wave* agreement, we've offered each *First Wave* participant the opportunity to either purchase or submit names for up to 100 reserved copies of the Windows 95 Preview Program for their beta customers. Nine ISVs chose to submit list of beta site names, fourteen are purchasing kits directly, and the others felt that enough of their customers would be on the beta in that timeframe so they didn't need to arrange for kits.

Owner: Chrislye

## Windows 95 Developer/Test SWAT

To really ensure delivery of Windows 95 applications, there are two additional related things we'd like to do immediately after Windows 95 has RTM'd (since no developer/tester cycles can be freed before then):

1. Proactive MS developer/tester visits. For a few of the top ISVs who we are concerned about making the dates, we can send a developer and/or tester on sight for a couple of days to troubleshoot as problems come up. This would allow us to get a good feel for how far along the ISVs really was and accelerate them through any issues they bump into. If issues outside of the MS persons area of expertise came up, they could call into other people on the Windows 95 team.
2. Reactionary MS developer/testers visits. During the 1-2 months before an ISV ships they often run into showstopper issues that if not dealt with quickly can cause their product release dates to slip. We should setup a number of Windows 95 developer/testers who would be prepared to fly out to an ISV site if a critical issue was being encountered. An approving team consisting of someone from PSS, DRG, and POSD would evaluate requests/issues to determine if onsite help would significantly speed up the resolution of the problem.

Both of these ideas are based upon very positive feedback we received from the Aldus Pagemaker development staff on a similar program Apple ran right around the release of the PowerMac.

From a Windows 95 developer/tester point of view, the benefits are:

- Allows them to get feedback on Windows 95 firsthand, providing insight into items that could be added/changed in Windows 96 & beyond releases
- Serves as a reward for shipping product by allowing them to travel and see how ISVs are putting the OS to work

HIGHLY  
CONFIDENTIAL

MSC 00726220

In addition to having Windows 95 developers & testers involved, it may also make sense to include people from the VC++ team, if it appears that issues will be tools related.

**Owner:** Once we are happy with proposal wording, CameronM will follow-up on earlier discussion he had with Bradsi about possibly doing this.

## Special Envoy

Each *First Wave* participant has been assigned a special envoy. The special envoy is a DRG Technical Evangelist contact that the *First Wave* participant can keep in close contact with throughout the Windows 95 beta cycle. The main goal of the special envoy will be to keep the *First Wave* participant on track to ship within 60-90 days of Windows 95 shipping.

The special envoy will:

- Deliver one-on-one ISV meetings both on-site and at Microsoft to drive app design/development. We have held two of these so far (July & September). We should visit FirstWave ISVs at least twice more. Once around M8 shipment and once around final Windows 95 RTM.
- Keep in close contact with *First Wave* participants development cycle making sure any road blocks are cleared
- Report account status in database & trip reports

## 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. Since the marketing side of *First Wave* program benefits come later in the cycle, these programs will require the most work to define in the short term

### Windows World Atlanta

The Interface Group will be producing the MS third-party booth at WinWorld Atlanta (April 24-27) again this year. The main focus will be on ISVs showing their 32-bit products for Windows 95. *FirstWave* ISVs will be on the initial invite list for participation.

**Owner:** Ellentu

### Windows 95 On-Line Catalog

This is an electronic catalog that is included on every CD-SKU copy of Windows 95, with catalog-type product, pricing and availability information about each qualifying product. This should also distributed to salesforce and in promotions. All *FirstWave* products qualify, once we can confirm they will ship within required 90 day window.

#### *Schedule Validation/Registration and Catalog Administration*

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 Windows 95
2. a final release form must be signed by an officer of the company 30 days before the shipment of Windows 95 stating that the product will indeed ship within 90 days after the shipment of Windows 95

MSC 00726221

We have most recently conveyed to ISV that this translates into:

- December 15, 1994 Material must be at Microsoft
- January 15, 1995 Verification of Product Beta to Microsoft

We need to re-evaluate these dates given the change in Windows 95 ships dates. We also need to change the general rules above to reflect the fact that many ISVs (including MS products) beta cycles are short enough to allow them to go to beta after Windows 95 RTMs and still make the 90 day ship window.

Because of the sensitivity of releasing company-confidential information to Microsoft 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.

We also need to make a final decision on if non-FirstWave ISVs would be allowed to participate if they meet the requirements. This was the initial plan and seems to make sense to do, especially for ISVs who inquire about early logo qualification.

Owner: Dhirenf/Debe

### Launch Participation

At the time of Windows 95 Launch, there will be a 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.

Given that the Windows 95 launch may actually be a joint launch with Office for Windows 95 and to aid in ISV planning, details of this need to be worked out and agreed to by POSD management ASAP.

Owner: Dhirenf/Debe

### Windows 95 Logo Program

The Logo has been rolled out to the general developer community. *First Wave* participants, by signing up and complying with this program, are guaranteeing that they will meet the technical requirements to license the Windows 95 logo.

A number of logo related marketing opportunities have been discussed:

- Logo "Bus" Ads - This would be a Microsoft ad promoting Windows 95 & Logo, followed by 3rd party ads for their Windows 95 products.
- Ads showcasing logos of 3rd parties who've been licensed to use the logo.

Since these opportunities will be very interesting to *First Wave* participants, so we need to finalize details on these.

Owner: Debe

### BradC Marketing Meetings

During the 2nd half of 1994 two *FirstWave* marketing meetings occurred where bradc presented the latest on Windows 95 marketing plans & activities to the senior marketing people from *FirstWave* companies.

MSC 00726222

Feedback was very positive on both of these. We need to hold at least one more of these once we have a good feel for our launch plans. Ideally we'd hold this in SF area and at an industry event (something like Win World) or on the east coast.

Owner: Dhiren/Debe

### **Press/Analyst PR**

To date, most ISV PR have been reacting to press inquiries. Up to and through launch, we need to focus on more proactive ISV PR and to strongly demonstrate ISV momentum. Things we should do include:

- Microsoft release announcing first 50/100/x "Designed for Windows 95" applications
- Strongly encourage ISV press releases for both when they go into beta and when they ship final. We should provide them MS quotes when they ship final
- Analyst/Press Tour. We should do at least one and potentially two ISV focused tours. The goals would be to (1) fully educate press on the benefits of the logo and (2) showcase key app support by demoing FirstWave, MM, and educational ISV support for Windows 95. Best timeframes for these visits would be just after M8/WPP release and at launch (or launch +60/90 days).

### **"SWAG"**

We should come up with a really cool FirstWave & Windows 95 T-shirt to give to the key technical & marketing contacts at each ISV as they ship their products.

Owner: tbd

### **Other Co-Marketing Opportunities?**

As the launch of Windows 95 draws closer, we need to brainstorm any additional marketing opportunities. Getting ISV products involved in press/analyst tours or MS roadshows is one idea.

MSC 00726223

## Appendix A - FirstWave Product Listing

Adobe Systems, Inc.	PageMaker for Win32 (Windows 95 FirstWave)
Adobe Systems, Inc.	PhotoStyler for Win32 (Windows 95 FirstWave)
Adobe Systems, Inc.	Photoshop Windows 95 Edition
America OnLine Inc.	WAOL for Win32
Arabesque Software, Inc.	Ecco Professional for Win32 (Windows 95 FirstWave)
Attachmate Corp.	Extra for Windows (Chicago version)
Autodesk, Inc.	AutoCAD Rel. 13
Borland International	dBASE, Chicago
Borland International	Borland C++
Borland International	Paradox, Windows 95 Edition
Claris Corp.	ClarisWorks for Win95
CompuServe, Inc.	WinCIM for Win32
Computer Associates International, Inc.	CA-SuperProject for Win32
Computer Associates International, Inc.	CA-Realizer
Corel Corp.	CorelDraw! for Win32 (Windows 95 FirstWave)
DataStorm Technologies, Inc.	ProComm for Win32
DCA (Digital Communications Associates, Inc.)	IRMA product for Chicago (Binford)
Delrina Technology, Inc.	WinFax Pro, (Windows 95)
Legend Corp.	Paradigm
Lotus Development Corporation	Ami Pro, Win32 Edition
Lotus Development Corporation	Approach, Win32 Edition
Lotus Development Corporation	Lotus 1-2-3, Win32 Edition
Lotus Development Corporation	Lotus Freelance Graphics for Win32
Lotus Development Corporation	Lotus Notes Client, Win32 Edition
Lotus Development Corporation	Lotus Organizer - Win32
Lotus Development Corporation	Lotus cc:Mail, Win32 Edition
Lotus Development Corporation	LotusWorks for Win32
Macromedia, Inc.	Director for Windows 95
Micro Focus, Inc.	ObjectCOBOL V3.2
Micrografx, Inc.	Designer for Win32 (Windows 95 FirstWave)
Micrografx, Inc.	Picture Publisher for Win32 (Windows 95 FirstWave)
Oracle Corp.	Oracle Forms
Oracle Corp.	Oracle Reports
Powersoft Corp.	PowerBuilder 4.1 for Windows 95
Prodigy Service Company	Prodigy for Windows
Saber Software Corporation	Batman (codename)
SAS Institute, Inc.	SAS System v.7.0, Win32 Edition
Shapeware Corporation	Visio, Win32 Edition
Softkey International	WindowWorks for Win32 (Windows 95 FirstWave)
Software Publishing Corporation	Harvard Graphics for Windows 95
SPSS Inc.	SPSS for Windows 95
Spyglass	Enhanced NCSA Mosaic
Stac Electronics	Stacker (for Windows 95)(code named Mongoose)
Symantec Corp.	ACT for Windows 95
Symantec Corp.	Norton Utilities for Windows 95
Symantec Corp.	Time Line
Symantec Corp.	Symantec C++ Professional
WordPerfect, The Novell Applications Group	WordPerfect for Windows 95

MSC 00726224



Appendix B - FirstWave Letter of Agreement

### Chicago First Wave Program Letter of Agreement

[Date]

Dear [Name of VP],

Thank you for your interest in the *Chicago First Wave Program*. We appreciate your reading this letter and its attachments, which describe the Program, its benefits, and its requirements. The contents of this letter, details of the Program, and information you learn about Chicago during the Program are to be treated as confidential information under the Non-disclosure Agreement in place between Microsoft and your company.

In brief, the Program provides you with product/technical assistance in implementing key new Chicago features in your application, and co-marketing assistance in promoting the resulting application. We see the benefit to your company as having a high-quality application that is delivered at the front end of a major application upgrade cycle, and the resulting benefit to Microsoft of having compelling applications that showcase the new features of Chicago.

#### Requirements to Participate

The requirements for the below-mentioned product to participate in this *First Wave Program* are:

1. To ship this product within 60-90 days of the shipment of Chicago, and
2. To support the features listed on Attachment A of this letter.

#### Benefits of Participation -- Technical Assistance

The technical assistance includes participation in four special implementation lab weeks in Redmond, covering OLE2, Chicago UI/Shell support, preparation for launch, and preparation for shipment. These labs are designed to focus Microsoft resources on giving you great support for developing and debugging your Chicago-exploitive product during those crucial weeks (see Attachment C, *Chicago First Wave Timeline*).

In addition, you will be assigned a special technical envoy from Microsoft's Developer Relations Group to assist in clearing roadblocks which might arise during the development of your product. This person will be assigned to you until your product successfully ships.

Plus, as a *First Wave* participant, you will have access to internal self host builds between RC1 and Chicago Ship, and possibly sooner. These special builds will be provided via an ISDN server. This should allow you to get past blocking problems quickly and help verify bug fixes in Chicago. Use of the Chicago builds will be governed by the beta agreement attached to this letter.

You will also be giving monthly status reports from the Chicago product team on where the Chicago development process stands.

Lastly, at the M7 milestone, you will be able to submit a list of 100 names that you would have as beta test sites, and unless that site has been declared a "no beta" site by the Chicago team, Microsoft will make sure they are a Chicago beta site as well.

#### Benefits of Participation -- Co-marketing Assistance

As a *First Wave* participant, your Chicago-exploitive application will be able to be highlighted in a special electronic directory of Chicago-exploitive apps that will be included on the CD-ROM SKU of the Chicago retail product. (In order to actually be included in this catalog, you will be required to verify that your product is on schedule to ship within 90 days of the shipment of Chicago, by submitting your beta 60 days

MSC 00726225

7

HIGHLY  
CONFIDENTIAL

MX 7155007  
CONFIDENTIAL



prior to Chicago's shipment and by signing a letter 30 days before Chicago ships stating that your product is still on schedule for shipment within 90 days of Chicago's shipment.) In addition to being shipped with the CD-ROM SKU of Chicago, this electronic catalog will be used in a variety of other promotional programs.

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 (at a cost) 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.

By meeting the requirements of participation in the *First Wave* program, you will meet the technical requirements needed to license the Chicago logo (however, you must still execute a logo license agreement with Microsoft).

Lastly, as the launch of Chicago draws closer, we will identify and communicate to you additional co-marketing activities, as they arise. One such opportunity will likely be a Press Reviewers Workshop at the beginning of May, where, if you have a 32-bit demo version of the below-mentioned product with Long File Name support, by the end of April, then you will be given the opportunity to demonstrate your product at the Workshop.

By signing below, you are agreeing:

- to the terms and conditions of the *Chicago First Wave Program* outlined in this letter
- that you are an officer of your company (please have both the Vice President of Marketing and Vice President of Development sign this letter)
- that you will devote your best efforts to shipping the below-mentioned product that supports the features listed in Attachment A within 90 days of the shipment of Chicago. or March 15, 1995, whichever is later.

To reserve your place in the Chicago First Wave Program, please ensure that this signed document is in my hands no later than the end of the business day on Friday, April 15, 1994.

\_\_\_\_\_  
Doug Henrich  
Director, Developer Relations

QUALIFYING PRODUCT NAME: \_\_\_\_\_

AGREED TO BY:

VICE PRESIDENT OF DEVELOPMENT

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Date: \_\_\_\_\_

VICE PRESIDENT OF MARKETING

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Date: \_\_\_\_\_

g:\bobg\sysmark\firstwav.doc  
(03/30/94)

MSC 00726226

ATTACHMENT A  
*Application that uses Files\**

The following are requirements which your product must meet in order to participate in the *Chicago First Wave Program*:

1. It must be a Win32 application.
2. It must meet the following UI/Shell support requirements, in accordance with 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, and we highly recommend using system-supplied Common Dialog's and Controls
  - If Common Dialog's and Controls are not used, you must use colors and metrics from the system in dialogs and controls
  - It is recommended, but not required, that you 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, this means that you use the registry, do not add information to win.ini or system.ini, and that you provide complete uninstall capability with your application.
3. It must run successfully on Windows NT "Daytona", and, if it uses Chicago-only APIs, then the Chicago-only functionality must degrade gracefully on Windows NT/Daytona.
4. It must use Long File Names; i.e., your application must support long file names, 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 it must hide the .3 extension names in the application itself.
5. It must support UNC path names.
6. It must support the following OLE 2.0 functionality:
  - OLE 2.0 Container and/or Object support
  - OLE 2.0 Drag and Drop support
  - OLE 2.0 Compound File support with "document summary information" included (recommended but not required)
  - OLE 2.0 Automation support (recommended but not required)
7. It must support simple-mail-enable using CMC API; i.e., it must include a "send" or "send mail" command in the "File" menu.

\* *Application that uses files* is defined as an application that supports standard file open and close capabilities for documents

MSC 00726227