

Agenda

IPTD Division Meeting

Brad Silverberg
Senior Vice President
Internet Platforms And Tools Division
Microsoft Corporation

- ◆ Brad Silverberg - Division overview
- ◆ John Ludwig
- ◆ Bob Muglia
- ◆ Executive questions and answers
- ◆ Trade show and reception!



IPTD Trade Show

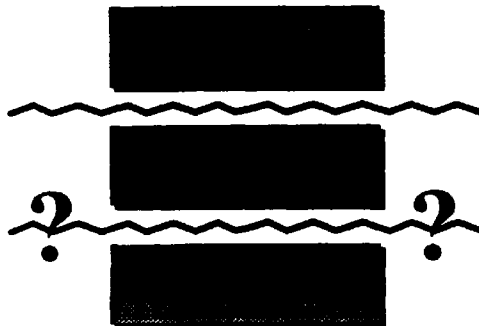
- | | |
|--------------------------------------|--------------------------|
| ◆ Microsoft® Access | ◆ Internet Studio |
| ◆ Da Vinci | ◆ MMTools - Dali, Hammer |
| ◆ Developer Office | ◆ MSDN, Dev Training |
| ◆ DRG, Interactive Media Evangelism | ◆ "Nashville" |
| ◆ Electronic Commerce Services | ◆ Softimage |
| ◆ Forms3 | ◆ Talisman |
| ◆ Internet Explorer Distribution Kit | ◆ Visual FoxPro™ |
| ◆ Internet Services Business Unit | ◆ Visual Languages |
- 16 booths!**

Trade Show Contest!

- ◆ Vote for *best of* awards and trophies!
 - > Best of show
 - > Best demo
 - > Most creative
 - > Most informative
 - > Best "didn't know you existed"
 - > Most like high school



Three Computing Eras



The Internet Battle

This is not about *browsers*

Our competitors are trying to create an alternative *platform* to Windows®

They are smart, aggressive, and have a *big lead*. This is not Novell or IBM we are competing with



IPTD Division Meeting - Brad Silverberg

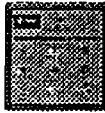


Microsoft®

MS6 6005550

The Internet Battle

- ◆ (Netscape) Marc Andressen
"Reduce Windows to be a not-entirely-debugged set of device drivers"
- ◆ (Netscape) Netscape™ is the Internet OS
- ◆ (Sun) Java is the platform; Java OS will replace Windows
- ◆ (Microsoft) Let's obsolete Windows with Windows + ActiveX™

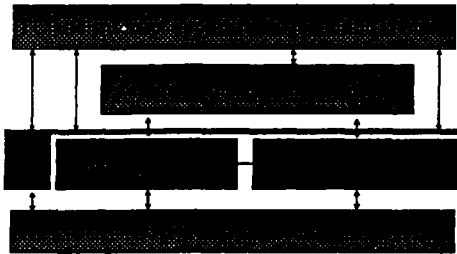


The World Has Changed

- ◆ The Internet is real
- ◆ The Internet is changing all the rules
- ◆ The world's not waiting for us anymore
- ◆ Customers have alternatives; we are *behind*
- ◆ Tidal wave; get out in front or get crushed
- ◆ Internet time!



The "Active Wave": ActiveX™



ActiveX

- ◆ The coolest, most compelling content and applications are enabled by ActiveX. Rich, active, and exciting
- ◆ Static → *Active*
- ◆ The best of the PC with the best of the Internet
- ◆ Component architecture
 - > Internet applications are more than just browser applications
 - > All applications, not just Internet applications, benefit



ActiveX Themes

- ◆ Embrace and extend
- ◆ Open, extensible platform
- ◆ Cross-platform
- ◆ Leverage existing investment; use familiar tools
- ◆ Language-neutral
- ◆ Partnerships



ActiveMovie™ Demo

The Internet Food Chain

- ◆ Distribution is necessary but not sufficient
- ◆ *Content providers are the key*
- ◆ Tools and evangelism are the keys to winning content providers
- ◆ Infrastructure wins drive adoption of Microsoft-sponsored standards
- ◆ Partnerships are also key - cooperation. Also, winning the influentials



IPTD Mission

- ◆ Deliver a rich, extensible, open platform for developing, running, and managing the best Internet and multimedia applications, content, and services
- ◆ Embrace and extend Internet standards; and work in an open, cross-platform way
- ◆ Own overall strategy, development and marketing responsibility for Microsoft Internet platform

What's Important In FY '97?

- ◆ Gain mind share
- ◆ Gain browser share
- ◆ Get back-end and infrastructure wins
- ◆ Drive adoption of Microsoft technologies such as Internet Explorer, ActiveX, security, etc. as Internet standards
- ◆ Deliver the best tools for developing and managing applications and content

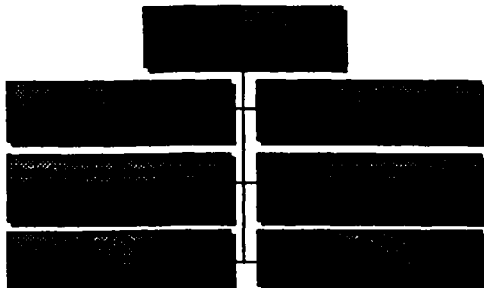


IPTD Values

- ◆ Build great products
- ◆ "Internet time"
- ◆ Efficient, focused
- ◆ Teamwork
- ◆ Opportunities for people
- ◆ "Get it done" attitude
- ◆ Meritocracy, fairness



IPTD Organization



Client Priorities (JohnLu)

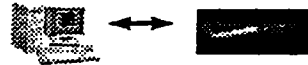
- ◆ Deliver ActiveX technology
- ◆ Internet Explorer 3.0 - Q2 '96
ActiveX architecture, frames, Java, scripting, multimedia
- ◆ "Nashville" - Q3 '96. Integrated Internet Explorer with Explorer (webview), conferencing, phone, active themes
- ◆ Cross platform Internet Explorer
- ◆ Forms3

Tools Priorities (BobMu)

- ◆ Reposition developer priority from Win32[®] to ActiveX
- ◆ ActiveX support in complete tool family
- ◆ "Jakarta" - Q3 '96
- ◆ Internet Studio - Q4 '96
- ◆ Developer Office
- ◆ Site and content management tools
- ◆ Denali - Active Server Framework

Commerce And Security Priorities (HankV)

- ◆ Internet security platform: authentication, public key infrastructure, secure messaging, SmartCards
 - > Now through Q1 '97
- ◆ Internet commerce platform: clients, server applications, and protocols to enable electronic commerce on the Internet
 - > "Merchant Server" 1.0 - Q1 '97



Internet Services BU (Abay)

- ◆ Deliver Internet Services Platform ("Normandy") to MSN[™] and other internal customers (Q3 '96)
 - > Mail, chat, news; personalization, server objects, catalog server, DA, white pages, membership, signup, etc.
- ◆ Deliver "Normandy" components to strategic external customers (Q4 '96)
- ◆ Ship services as part of Microsoft.com

Accomplishments First 100 Days

- ◆ ActiveX strategy
- ◆ Internet PDC
- ◆ 500 ISP partners, including AOL, CompuServe[®] deals
- ◆ Sun deal
- ◆ Internet Explorer 3.0 Alpha, Internet Explorer 2.0 for Mac and Windows 3.1
- ◆ Inflection point in perception

Next 100 Days

Deliver!



Questions And Answers