

**Erik Stevenson (LCA)**

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**From:** Catherine Merten (Internet) (Waggener Edstrom)  
[cmerten@wagged.msbp.com]  
**Sent:** Monday, April 14, 1997 4:55 PM  
**To:** Jim Allchin (Exchange)  
**Subject:** RE: thoughts on the Next Generation of W

god, you are so good at what you do! thanks for sending to me.

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**From:** "Jim Allchin (Exchange)"  
**To:** "cmerten@wewa.wagged.infonet."  
**Subject:** FW: thoughts on the Next Generation of W  
**Date:** Friday, April 11, 1997 11:16AM

work related....

just fyi...

your jamie

> -----  
> **From:** Jim Allchin (Exchange)  
> **Sent:** Wednesday, April 09, 1997 6:59 PM  
> **To:** Paul Maritz; Bill Gates; Mike Conte; Kavi Singh; Tod Nielsen;  
> Rich Tong; Jonathan Roberts; Mike Nash  
> **Subject:** thoughts on the Next Generation of Windows (long)  
>  
> This is not thought thru, but I wanted to share some of my thoughts on  
> this with you...  
>  
> It is obvious we have an OS battle on our hands: Java vs. Windows.  
> I think SUN has successfully hidden this behind pixie dust and we have  
> confused things with "we like Java the language, but not Java the  
> platform". But, SUN knows exactly what they are doing.  
>  
> The two key platforms against us are "the browser" and "java". We  
> have had a strategy to add more and more things to IE to compete  
> directly with netscape, and so far that has meant taking certain  
> levels of innovation away from Windows. While some people believe  
> we could win against Netscape using this approach, I certainly know  
> that to win against SUN will take a full out OS attack. I  
> personally believe this is ALSO the winning strategy against Netscape.  
> We must use Windows.  
>  
> So what's wrong with Windows? From a perception level it's just not  
> cool any more. Why?  
>  
> 1. Windows is viewed as old. We have moved certain cool  
> functionality out of windows (IE 4 is moving many things cross  
> platform). We basically hardly used the word Windows when we  
> discuss IE. We also help Java the OS platform out by endorsing and  
> improving it.  
>  
> 2. Windows is viewed as complex. Corporations have had it with the



- > cost of operation.
- >
- > 3. Developers wonder if they can make money on Windows -- they think they can with Java.
- >
- > 4. Windows is not viewed as being "everywhere". In this regard I don't mean cross platform as much as I do cross hardware environments. Having the winCE, the NetPC, and the WinTerm (and now WebTV) are key additions to the family that we have needed to be able to say "Windows is truly ubiquitous". If you write Windows applications, they will be everywhere there is a volume environment.
- >
- > In our messages we must address developers, corporates, and end-users.
- >
- > I propose the following:
- >
- > 1. Create a long term vision for the future.
- > Keys here are Windows will be in every machine that is ever created (from TVs to new clustered Mainframes). Windows will be simpler for end-users (always available, always online, always being updated, etc.). Windows will be the most cost effective solution for businesses -- period. Windows is the platform for distributed computing. In addition, the vision must include clear statements on how hardware machines (PCs and other) will become much simpler.
- >
- > 2. Revitalize Windows for developers. For the developers we need a new win32. I do NOT want it to be limited to just some transaction or IIS capabilities. I also do NOT want it limited to the functionality of COM 3. We need a comprehensive single API SDK which encompasses all interfaces in the system. For example, I want the new color management APIs to be included, the new printing APIs, new OnNOW interfaces for telephone answering systems, etc. I want everything that we are doing with setup, and replication/caching to be included and on and on. And I want everything we have today (e.g., memory mapped files) to be included as well as DirectX 5, etc. And yes, of course, the new scripting and xacted component environment needs to be there also.
- >
- > I propose calling this Win-NG. (It stands for Next Generation. This is the way that the internet community talks about new protocols coming -- aka IPNG.) I think it has a cool ring to it. I wanted to do this before, but people were afraid of the name. It is worth rethinking.
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- > We should up level Windows to be a distributed applications platform (with code downloading, xactions, etc.) just like Java, but also capable of being the best game platform, etc. I want to say Windows just became distributed and smart. A key part of my thinking is not to limit us to just more advanced business applications, etc. I want to say Windows has new functionality for every one. And because many new systems will be networked we have make distributed computing facilities for developers integral to the system (directory, iis, etc.)
- >
- > 3. We need a few magic ingredients for Windows. By this I mean technology pieces that we can say the "Windows NG" or "NG Windows" has several significant technology advances. I would like these ingredients to cover both consumer and business uses.
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- > One of this is clear the replicated file system. It must be simple.

- > I wondered if there was some way to leverage the briefcase concept,
- > but I don't think so. I think not because we want the storage
- > concept to subsume all space. Thus, it isn't a briefcase -- it is
- > omnipresent in all of the storage. Some possibilities include:
- > "smart storage", "advanced storage", "intelligent space", "intelligent
- > storage", "intelligent network storage", "smart filing", "smart file
- > cabinet", "intelligent filing", "automated filing", etc.. I think
- > we can include the encrypted file system support, property and content
- > indexing, quotas, etc. all into this new improved storage message.
- > I still don't like any of these names because they are still too
- > techie, but they are a start.
- >
- > Other ideas might include the work being done to simplify networking.
- > This "ingredient" might be "easy networking", "intelligent network
- > support", "automated network support", etc.
- >
- > Another "ingredient" might be the improvements to multimedia we are
- > doing. We have name for this, but we have TOO many names for it.
- > We should figure out if we want to continue to expand the "direct"
- > name or move to something bigger. Certainly with the new color
- > support, 3D sound, and things like the BPC work that we are doing we
- > should be able to say we include something like "AV 2000 support",
- > etc.
- >
- > Another "ingredient" includes all the new hardware support. We need
- > to wrap all this up in nontechnical terms. The best term we have is
- > "OnNOW" which I think we should continue to use. There may be an
- > overall term for all the improvements as well though.
- >
- > Another "ingredient" includes some IE 4 features (e.g., channels).
- > This one is easy if we keep key elements ONLY on Windows.
- >
- > Above all of this we need to have a catch phrase we attach to this new
- > version of Windows which implies it is easier to use in my view.
- > Possibilities include "Windows NT 5.0 (yuck...or whatever) -- the
- > easy Windows". Maybe this isn't the right way to approach this,
- > but we want to get a second chance for being seen as making Windows
- > "easy".
- >
- > 4. We need an architecture diagram. I would call this the Windows
- > Next Generation Architecture. One of the reasons that Active X
- > client, Active X Server, Active X desktop, etc. failed is that we were
- > unable to clearly specify what these are technically and we confused
- > people about what was a product vs. what was a feature or a concept.
- > I think by having Windows encompass all the services we have a much
- > simpler job in articulating this in a non fluffy way.
- >
- > 5. Paul suggested that we also drive NT 5 as a consumer system as
- > well. NT 5 will be as consumer friendly as Memphis. Paul just
- > wanted to pretend NTC was NT 5. The question is what else could we
- > do that would cement Windows as a new consumer phenomenon. Paul's
- > idea is to use a IE 4 channel and do a Windows Club approach so
- > consumers see Windows as an online experience that provides "good
- > stuff". What that "good stuff" is is yet to be figured out.
- >
- > anyway....food for thought...
- > jim
- >
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