

From: Susan Norberg (Butcher)
Sent: Tuesday, January 06, 1998 5:46 PM
To: Darryl Saunders
Cc: Jeff Dossett
Subject: FW: Cam requested changes to JeffR slides

Importance: High

Message Flag: Follow up
Flag Status: Flagged

also note the # of subscribers on the notes section are erroneous. /susan

—Original Message—

From: Susan Norberg
Sent: Monday, June 23, 1997 5:48 PM
To: Bill Benack; Susan Rucker
Cc: Mark Sorenson; Cameron Myhrvold
Subject: Cam requested changes to JeffR slides
Importance: High

Slide 1 - ISP IE %'s are ok.....but back-up and supporting verbiage has been modified.

- a) Cam would like the line to be re-titled from "Internet Explorer (Delivered by ISP/OLS) Share" to "ISP Browser Distribution Data"
- b) Cam would position the % with the following.....

ISP IE Distribution Data – defined as % of IE units distributed (2 components)

1. Top ISP's

- Of the top 15 ISP's in North America, all but 1 are on the Referral Server/OLS and 100% ship IE as their preferred browser. The exception is #12 Erols.
- Over the past 3 fiscal quarters, these top ISP's have shipped IE 65% of the time
 - 14.2M copies of IE distributed over last 3 fiscal quarters
- Goal for FY98 is for top ISP's to ship IE 80% of the time, but we expect flat # of copies distributed as most are toning down the number of speculative browser shipments.
- Top ISP's not shipping IE
 1. Erols - 200K subscribers
 - RBOCS
 2. PacBell, (50K)
 3. BellSouth (20K users)
 4. Bell Atlantic/Nynex (30K users)
 - Other
 5. Ameritech (20K users)
 6. InfiNet (80K users)
 7. Pacific Telesis Group (15M users)

2. BroadReach ISP's

- 5448 ISP's in ICU Database for North America (1578 interviewed)
 - 94% Signed IE license agreements
 - 91% Shipping IE as Primary Browser
 - 80% Shipping IE 75% or more of the time

MS98 0112860
CONFIDENTIAL



c) Back-up detail on Top ISP list has been updated since the last version

Slide 4 - Realigned Headcount Buckets;

- a) Move 5 heads from Mark Sorenson's team to Marketing (out of Overhead)
- b) Move 5 heads for New Strategic Biz Development Mgrs to ISP Depth (from ICU AM)
- c) Note Cameron's head (VP) is still in overhead, but perhaps should be moved to Mgmt.

ICU FY98 Budget

Job SubFunction	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Avg
B-ICU ICP Account Management Total	4	4	4	4	4	4	4	4	4	4	4	4	4
B-ICU ISP Depth Total	28	28	28	28	28	28	28	28	28	28	28	28	28
B-ICU Marketing / ISP Breadth Total	14	14	14	14	14	14	14	14	14	14	14	14	14
B-ICU Overhead Total	6	6	6	6	6	6	6	6	6	6	6	6	6
B-SE Internet Total	27	27	27	27	27	27	27	27	27	27	27	27	27
ICU Domestic Sales Total	79	79	79	79	79	79	79	79	79	79	79	79	79

Slide 8 - Please REMOVE ICU Revenue entirely.

- a) Cameron believes showing ICU revenue is misleading in that ICU's contribution is more about share (IE & NT) and design wins.
He and Jeff have spoken about this many times and Jeff and he are in agreement that ICU is non-revenue.
- b) However, should Jeff insist on keeping this in the slide deck, it is important to understand that the \$5M (\$4,558K) in FY97 and \$10M in FY98 is just MCIS. This was also objectionable to Cameron since ICU's revenue impact is more than just MCIS, like NTS, IIS, Proxy, Site Server, SQL, Exchange, and other BackOffice components. Examples include; Compaq (\$32M deal), BT/MCI (\$8M deal), Reed (\$34M deal) - all of which include BackOffice components and in some cases Office.

Cameron's input Resource Allocation Chart : Cam had questions about how these %'s were calculated which I was not able to provide insight on and then gave his input:

	People	Marketing	SE's	PSS	MCS
ISP's Depth	4%	1%	4%	0%	2%
ISP's Breadth	1%	1%	1%	0%	0%
ICP's	2%	0%	0%	0%	1%

Slide 9 - Mark Sorenson will be sending an update to this slide for both Depth & Breadth.

TOP 40 ISP (ACCESS SERVICES) IN NORTH AMERICA
Jan. 11, 1997 @ 11:01 AM

Rank	ISP Name	City	State	Country	Access Type	Access Type Code	Access Type Description	Access Type Value	Access Type Code	Access Type Description	Access Type Value	Access Type Code	Access Type Description	Access Type Value	Access Type Code	Access Type Description	Access Type Value	Access Type Code	Access Type Description	Access Type Value	Access Type Code	Access Type Description	Access Type Value
1	WorldNet	Washington	DC	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
2	Compuserve	Ann Arbor	MI	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
3	Prodigy	Chicago	IL	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
4	AOL	San Francisco	CA	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
5	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
6	EarthLink	Chicago	IL	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
7	NetScout	San Diego	CA	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
8	Northwest	Seattle	WA	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
9	Internet	San Francisco	CA	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
10	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
11	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
12	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
13	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
14	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
15	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
16	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
17	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
18	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
19	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000
20	Comcast	Denver	CO	USA	Net Access	101	Net Access	1,280,000	102	Net Access	1,280,000	103	Net Access	1,280,000	104	Net Access	1,280,000	105	Net Access	1,280,000	106	Net Access	1,280,000