

# **IPTD Division Meeting**

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

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# Agenda

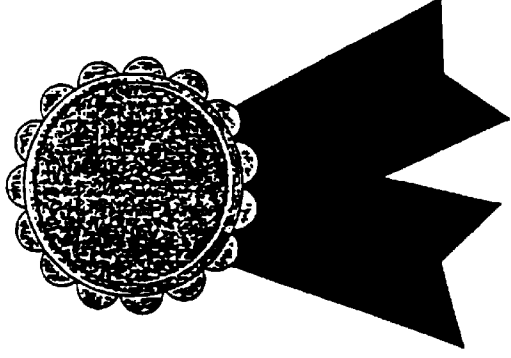
- ◆ **Brad Silverberg -  
Division overview**
- ◆ **John Ludwig**
- ◆ **Bob Muglia**
- ◆ **Executive questions  
and answers**
- ◆ **Trade show and reception!**

# **IPTD Trade Show**

- ◆ **Microsoft® Access**
  - ◆ **DaVinci**
  - ◆ **Developer Office**
  - ◆ **DRG, Interactive Media Evangelism**
  - ◆ **Electronic Commerce Services**
  - ◆ **Forms3**
  - ◆ **Internet Explorer Distribution Kit**
  - ◆ **Internet Services Business Unit**
  - ◆ **Internet Studio**
  - ◆ **MMTools - Dali, Hammer**
  - ◆ **MSDN, Dev Training**
  - ◆ **“Nashville”**
  - ◆ **Softimage**
  - ◆ **Talisman**
  - ◆ **Visual FoxPro™**
  - ◆ **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

**Mainframe/mini  
Business computing**

**PC - Microprocessor  
CUI then GUI**

**Internet  
Worldwide connectivity**

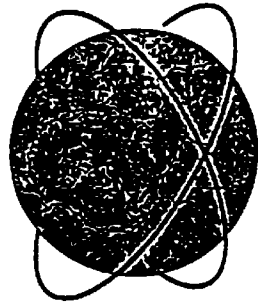
# The Internet Battle

**This is not about *browsers***

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

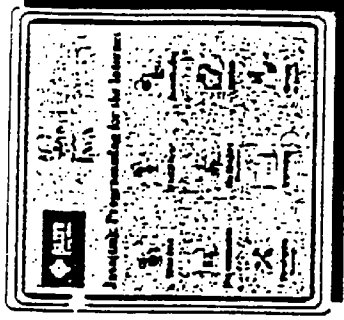
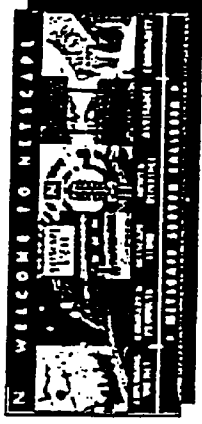
**They are smart, aggressive, and have a *big lead*. This is not Novell or IBM we are competing with**

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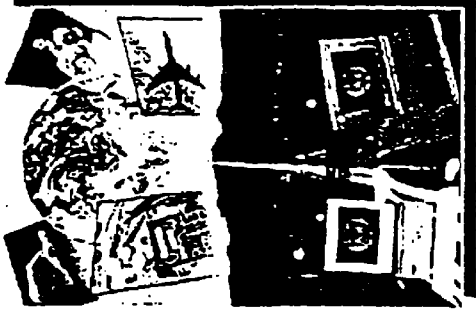
# The Internet Battle

- ◆ (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™



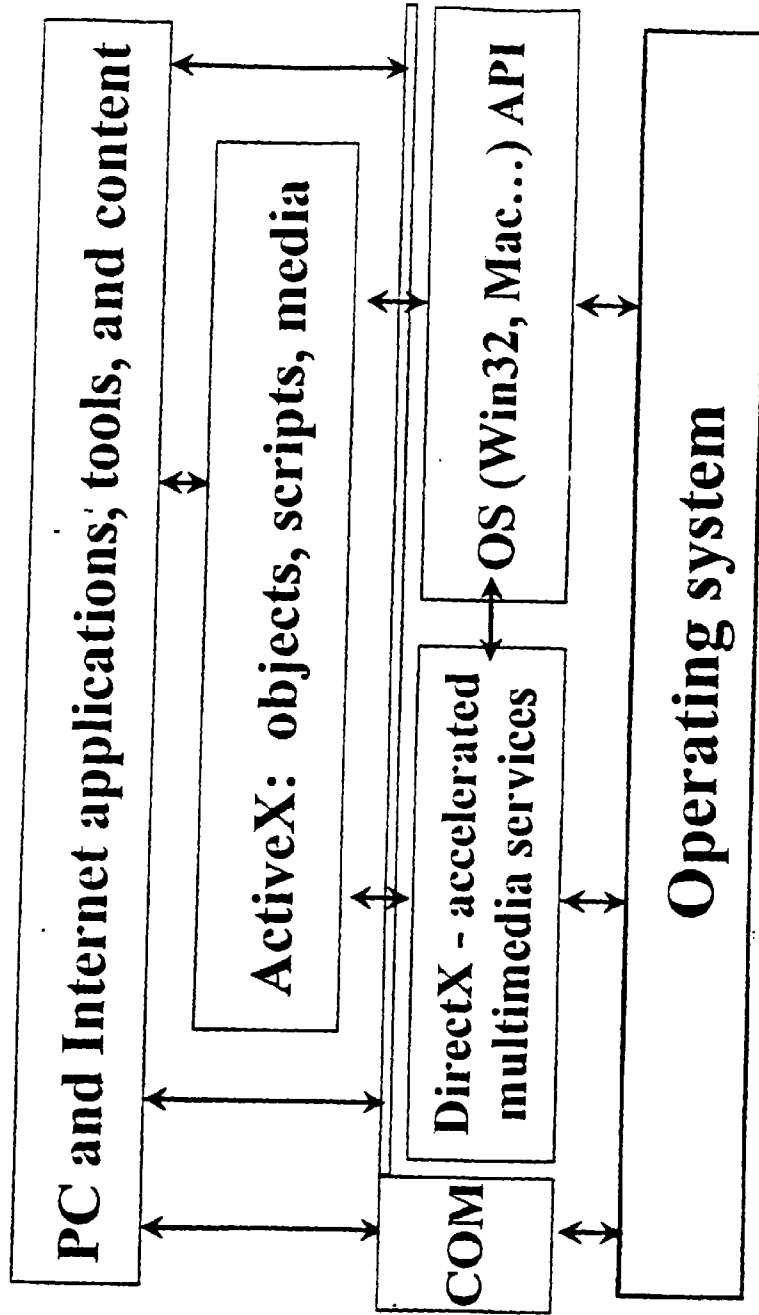
# The World Has Changed

- ◆ 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

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# ActiveX Themes

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



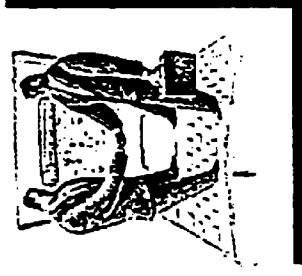
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# ActiveMovie™ Demo

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# 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 - competition. 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**

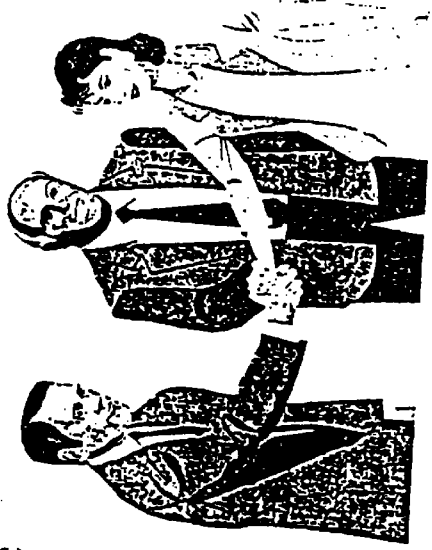
# What's Important In FY '97?

- ◆ 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



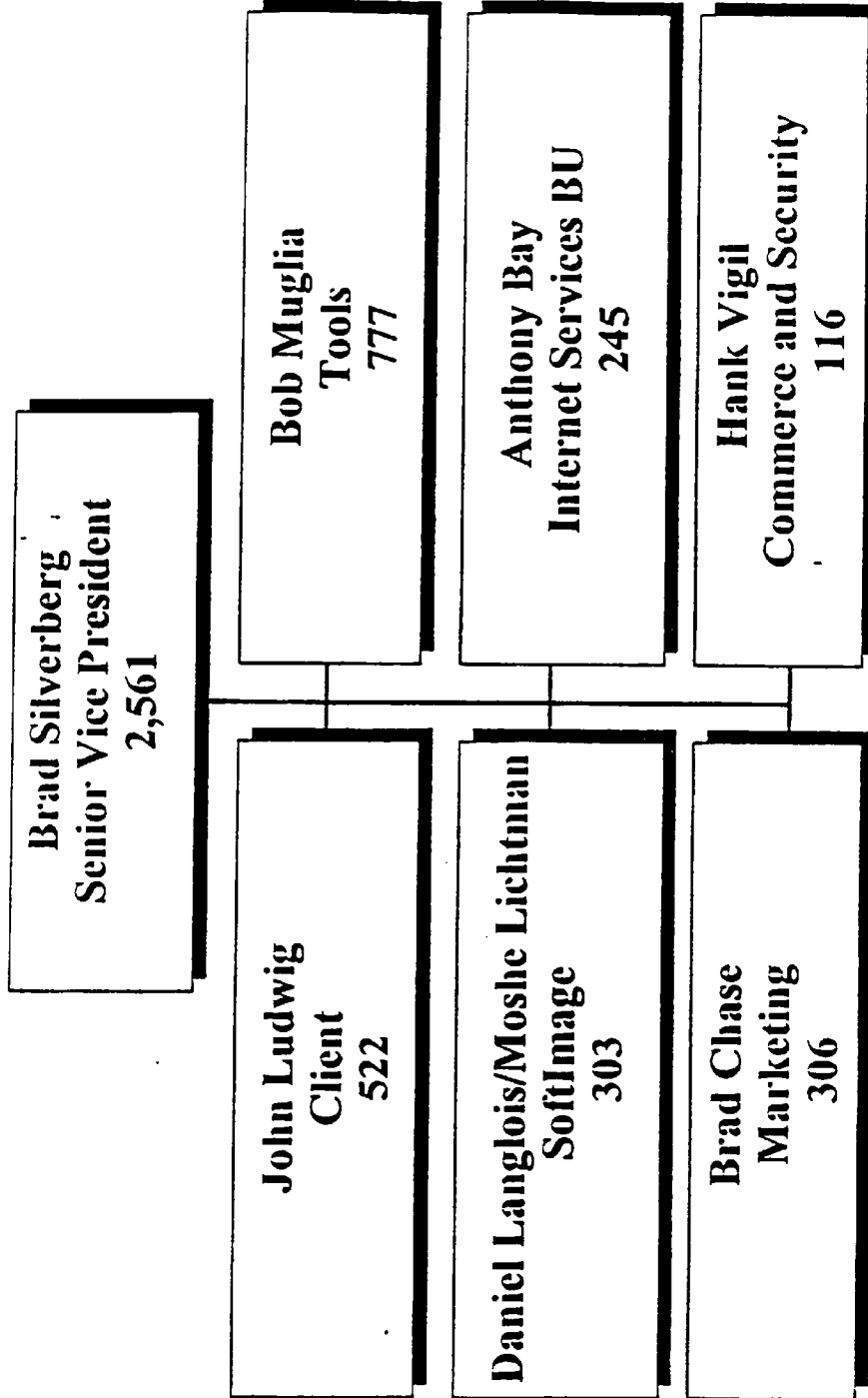
# ***IPTD Values***

- ◆ ***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**

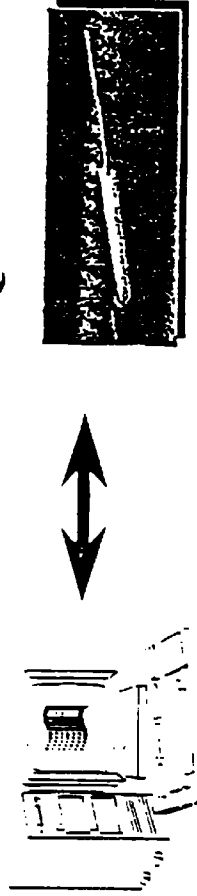
# **Tools Priorities (BobMu)**

- ◆ **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



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# **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!**



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# Questions And Answers

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Start