

From: Alec Saunders
Sent: Saturday, February 04, 1995 12:04 PM
To: bens, blaker, bradc, mikecon
Cc: bobfou, ericst, johnlu
Subject: RE: Frosting and Ohare

I need this info much sooner than 3/15. Ben Ali Baba content is due 2/15. Packaging starts 3/1. Most of our channel collateral is currently being developed.

I think we need to

(a) commit to Ohare in the frosting box, period. The extensions and clients in themselves are compelling, even without 1-button sign-up. We shouldn't just give your stuff away -- it's better than the free stuff, and it's the only 100% integrated into Windows 95 internet clients out there.

(b) work to understand the MSN schedule, and commit to them that we will use MSN as soon as it is ready. This means that if they are not ready when we ship, we need to have a strategy for getting folks onto the net. This could be a setup wizard to simply help configure TCP/IP and broad evangelism of this wizard to ISPs without a commitment to ship individual ISP components in the box, or it could be a full-blown arrangement with an ISP.

I think we can have our cake and eat it too. We should be able to make a strong commitment to MSN, AND meet customer needs with alternate internet service providers until MSN is available. Let's not lose track of the fact that we win whenever a customer uses Windows to access the internet, whether they use MSN or not.

From: Ben Sivka
To: Alec Saunders, Blake Irving, Brad Chase, Mike Conte
Cc: Ben Sivka, Bob Foulon, Eric Straub, John Ludwig
Subject: RE: Frosting and Ohare
Date: Friday, February 03, 1995 10:58 PM

I met with abay, aaronco, dbayer of the MSN over IP ("Rome") group yesterday, and they are (as might be expected) pretty upset about the idea that we would support one-button sign-up with someone other than MSN over IP.

They're going to work hard over the next 4-6 weeks to educate me about their schedule and risks.

I told them that we're going to need to make a go/nogo decision about Ohare in frosting by mid-March, since we have to make packaging and positioning decisions by then for a 6/15 RTM.

My team is proceeding on the assumption that we will sign up an external ISP for one-button sign-up (I'm visiting Vint Cerf @MCI on 2/22), and that Ohare will be in the Frosting package. BUT, it is possible that either we won't find a suitable ISP, or that the Rome group will convince us that we should wait and just use them -- in either case, we would have to pull Ohare out of frosting. So, the key question for you marketing guys is: What is the latest date at which we can make the go/nogo decision on including Ohare in Frosting? I'm assuming 3/15/95 until I hear otherwise.



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Also, I don't think we're going to do a 'bounty' arrangement with any ISPs
-- brads and others are not fans of this.

Thanks!
--bens

From Blake Irving
To alect, bradc, mikecon
Cc bens, bobfour, encst, johnlu
Subject RE Frosting and Ohare
Date Friday, February 03, 1995 2:58PM

The numbers definitely point to a solid reason to put Ohare functionality in the frosting box. The \$57 MM is plenty of reason to do it without setting expectations for a \$120 MM increment.

As I understand our strategy (at least for Marvel) we were basing revenue stream from ISP's on gross transactions, and not one time bounty. Do ISPs expect to pay this \$, or do we risk and ISP crying "extortion!" I can hear it now, not only does Microsoft want to offer Marvel for free in the Windows 95 box and cannibalize my business, they want me to pay them \$40 for the folks that they don't reach. So I think the additional \$60MM won't happen.

Alec, you pointed out we need to sit down with the Marvel team to rationalize product strategies post haste. With Ohare in the Frosting box, this should be done immediately.

few of questions:

Can this be done without effecting current frosting schedule?

Does this change the positioning of the product? (if it's a lead feature as the research suggests, might want to think of broadening the target and position of the product)

To what extent does it affect the box? at least a disk and some minor doc

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