

**From:** Brad Chase  
**Sent:** Monday, April 21, 1997 1 52 PM  
**To:** Jeff Raikes, Paul Maritz  
**Cc:** Steve Schiro, Jonathan Roberts, Rich Tong, Jon Reingold, Robert Bennett, Yusuf Mehdi, Brad Chase  
**Subject:** WWSMM IEU session

I wanted to give the two of you an update on what we are planning for the IEU session at the WWSMM. Hopefully this can substitute for Thursday's meeting. Jeff, since by then we will be far down the track, Steve, we will need some time with you on Thursday to get your input, figure out what role you are comfortable with and participate in rehearsal.

**Objective:**

Get people totally pumped up about how cool our products are so that we secure the recommendation of the influential user. The focus is on our desktop products and the threat competitors are making on the desktop to impact our platform, mail/collaboration, and personal productivity efforts.

The demos are focused on IE 4 and Memphis since they are the coolest and newest things to show.

**The key takeaways**

- The products are cool
- IE share is critical. Without it, we lose the desktop, which translates to Windows and Office revenue over time.
- We made good progress this year, but are still in danger now more than ever. Everyone must keep a high focus on IE now and through the next year. By focusing on IE today, we not only secure the desktop and secure future Windows sales, but also gain a user base that we can upgrade to Outlook then Office.
- Memphis is a key weapon in the IE share battle and in keeping Windows momentum.
- Mail share is potentially an even bigger issue - Netscape is saying that users can live in mail and not use Word anymore.
- Office 97 migration - strategic and revenue imperative.

**Outline of presentation**

This will be tweaked obviously once we get the demos done and see how it works.

Opening video (2-3 min) - shots from Independence Day 4 - shadows falling over NYC, Washington DC, Iraq. Cut to alien mothership approaching Earth, with NSCP logo. Cut to shots of alien ships destroying LA, White House, etc. Cut to people running through the streets - mass confusion. Video ends just before the President addresses the troops.

Brad and Steve enter, in full fighter pilot attire. Triumphant music plays in background.

Slide outline

The Enemy

(graphic from ID4 - alien, wearing NSCP t-shirt?)

The Targets

Windows  
Outlook/Exchange  
Office

Their Weapons

Communicator  
- Navigator  
- Messenger, Collabra  
- Composer  
NC - Java OS  
Notes/Smartsuite  
Corel Office



Communicator demo

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How We Fight Back

Our Weapons

IE 4 0

Memphis

Outlook/Outlook Express

Office

Killer demo of IE 4 (active desktop, channels), Memphis (broadcast services, DVD, Internet Updates), Outlook Express, Office?

The Target

Lets end fy98 ahead of Netscape - 51% share

Should we put Mail and Office Goals here?

Closing video Earth forces mount attack - scene of international cities receiving morse code instructions Battle scenes, destruction of ships around the world. End on "IE4" logo

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