



DRAFT

OFFICE V3.X/4.X PRODUCT PLAN

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From: Kathleen Schoenfelder, Dean Hachamovitch, Richard Harrington, Fiona Kelly, Dave Malcolm, Marlee Anderson, Bridget Bakken, Philippe Goetschel
cc: Chris Graham, Hank Vigil, Chase Franklin
Re: Microsoft Office Product Plan v 0.1
Date: 17-May-93

The Microsoft Office has grown significantly in importance in the past year. With the advent of increased suite sales, the next releases of Microsoft Office represent significant opportunities to deliver superior integration and additional functionality. The rough draft that follows represents preliminary product plans for the next three releases. We welcome your input and feedback. kcs

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SUMMARY
Office has become the predominant way in which Microsoft captures share on the Windows and Macintosh desktop. During FY 94, the number of releases of Microsoft Office will increase as well as the resources devoted to making it a product in its own right. On Windows, we will continue with upgrade versions (v3.5, v4.0 and v4.5) of the Office "Classic" (Word, Excel, PowerPoint and Mail) on floppy and CD ROM and we will introduce an Office "Database Edition" that includes Access. On the Macintosh, we will have two releases of Office (v3.5 and v4.5) for both floppy and CD ROM. The goal of these products will be to provide the set of basic business productivity applications for users and improve the synergy between the products so the value of using applications together increases. Over time, the

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definition of "Office" will broaden to encompass other services such as PIMs, telephony, fax, etc. Office will become Microsoft's delivery vehicle for a users' applications environment.

CURRENT SITUATION

Market Situation

As a product, the Office now accounts for 40% of Word and Excel's business and we expect it to increase to as much as 60% by the end of FY 93. FY 93 forecasted sales for Office for Windows (both full packaged product and Upgrades) are 525k units and \$180mm in revenues in the U.S. alone. Office is now available in 9 languages and is sold by 38 subsidiaries, over the last 12 months it has also become an increasingly important product for many subs. As in the US, Office represents a similar and in some cases a higher percentage of Word & Excel's business. For the first 6 months of FY'93 International sales of Office represented over 50% of Office worldwide revenues. As Office becomes the predominant way in which customers purchase Microsoft applications, we need to develop a broader view of Office and the opportunity it presents. This plan will address some of the most significant challenges and issues.

Competition

Microsoft Office has only one direct competitor, the Lotus Smart Suite. Smart Suite has had minimal initial success and has served to grow the market and awareness for Office significantly. Additional competition comes from traditional integrated products such as Claris Works. Ultimately, the major competitive threat to Microsoft Office is from individual applications and existing software standards, Lotus 1-2-3 and WordPerfect.

Lotus

The company has re-defined its strategic direction to focus on "Working Together"—a combination of product compatibility and groupware emphasis. Lotus Smart Suite is the only direct competitor to Microsoft Office. Since its introduction in April 1992, Smart Suite has been aggressively marketed through pricing promotions and awareness advertising/direct mail. However, it has not yet gained a significant share of the market except within corporate accounts that have a strong commitment to Lotus.

Threats:

- Lotus has begun to tie its sales of SmartSuite to the success of Notes, supporting a stronger workgroup story than MS Office.
- The SmartSuite applications could potentially support both a common macro language and parts of OLE 2.0 before The Microsoft Office does.
- A SmartSuite with a new and improved Lotus 1-2-3W 2.0 will help reposition SmartSuite as "best of breed."
- Lotus has announced their intension to have a Mac version of Smart Suite in CY 93.
- SmartSuite has defined "Working Together" between applications as SmartIcons, and will emphasize OLE support in future versions.

Share:

In CY 92, SmartSuite sales were \$40mm worldwide, approximately 12% of that of Office. Lotus 1-2-3W unit share has decreased from -37.67% in FY'92 to -29.75% for FY'93 YTD. Ami Pro share remains constant at -12% of the Windows wordprocessing units.

Smart Suite contents

Lotus Smart Suite contains Lotus 1-2-3, Ami Pro, Freelance Graphics, a cc:Mail client, and The Organizer (a recently acquired PIM that is being redesigned for group use).

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Borland

Borland has become an aggressive software marketer in the last few years, especially in direct marketing. They have recently announced their corporate identity as The Data Company. Their products directly compete with Microsoft in the area of data management. Most notably, the company's financial stability is directly dependent on its success in databases and spreadsheets. They are technically strong and are well-regarded both within the industry and by customers.

Threats:

- In January Borland announced a QPro/Pdcox bundle that offers users both products for \$199 SRP.
- A Borland QPro/Pdcox bundle combined with WP would threaten the success of our Office + Database. Borland did offer an informal bundle of QPro and WordPerfect at the reseller level, which was unsuccessful.

Share:

QPro has ~15.46% of the Windows spreadsheet market according to SPA data, though Borland officials claim 20%.

WordPerfect

It is anticipated that WordPerfect will go public this spring with initial reported sales of \$600mm. Although the majority of their revenue is generated by their dominance in word processing, they also have several other products including an integrated software package (WordPerfect Works), a presentations program (PresentationPerfect) and workgroup applications (WordPerfect Office). WP Office combines email, scheduling and calendaring all in the same user/message database, and will be available for DOS, Windows and Mac.

Share:

WordPerfect for Windows market share has increased from 25% in CY'91 to 33% in CY '92. The company has gained a loyal following through their personal approach and focus on customer satisfaction and represents the most significant threat to Microsoft in the upgrade market.

Claris

Claris is the most significant competitor to Microsoft on the Macintosh platform. Their sales of Claris Works have dominated Microsoft Works and with the increased market focus on lower-end machines, is beginning to threaten traditional Office sales. Claris Works v2.0 for the Mac was recently released and is anticipated to be an even stronger product with seamless integration between its components. Claris may also this product to the Windows environment. Claris also offers a full line of applications for the Macintosh, although they have not yet marketed a bundle.

Competitive Product Releases

During Q1 and Q2 of FY 94, there will be a number of new releases both by Microsoft and our competitors. It is likely that Lotus will ship products that support OLE 2.0 prior to the release of Microsoft applications, they will increase the integration with Notes for improved workgroup computing, and the company is already touting its unified programming language, LotusScript. All three of these advances will become major battlegrounds by summer 1993 and threaten to diminish Microsoft's leadership in application integration.

Product	Q1 FY 94	Q2 FY 94	Q3 FY 94	Q4 FY 94
WordPerfect	DOS v6.0	W v6.0		
Lotus 1-2-3	v2.0 - July			
Ami Pro		v4.0		
Notes	v3.0			

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Quattro Pro
Claris

OFFICE PRODUCT STRATEGY

Office Product Objectives

- 1) To increase the number of Microsoft applications per desktop and lock out competitors from gaining a foothold in various categories
- 2) To increase the perceived value of Microsoft applications by providing enhanced integration
- 3) To provide an opportunistic environment to introduce new software add ons or capabilities to the desktop

Key Product Release Goals

Microsoft Office is the desktop solution for making it easier to use applications together. Versions 3.5 thru 4.5 will continue to focus on making it even easier to use applications together in three key ways (see Appendix II for complete list of feature ideas):

- **Unified Environment:** The applications will share more resources and become a unified environment on the desktop.
- **Synergy:** The synergy between the applications will increase, both in terms of applications similarity as well as making cross-applications tasks easier.
- **Expanded Office:** The product will begin to deliver on a broader definition of an "Office environment", delivering enhancements that exploit other technology advances.

Office v3.5

Focus on Unified Environment:

The most important goal of the v3.5 release is to make Office not just a product bundle, but an integrated working environment for the user. During this time, Microsoft will begin to promote our applications synergy, but will not be able to demonstrate the benefits until the release of Excel 5.0. In the interim, we will begin to create a unified desktop model by improving Office setup experience and resulting workspace. This will also result in bringing common resources to the forefront (spelling, fonts, clipart) and will help the user to better utilize these functions and recognize the benefits of a single applications environment.

Synergy with Access:

The second goal is to enhance the integration between Access and the other products in the Office. The most marketable "feature enhancement" in v3.5 will be the addition of another Office SKU that includes Access. However, until the v2.0 release of Access, the product will look and feel distinct from the other apps. By providing cue cards for cross-app functions we can circumvent existing integration deficiencies, so that Access becomes a more natural partner with the other applications in the Office. Due to the limited timeframe, Access cannot be integrated into the Office setup program for the 3.5 release but the unified setup should be revised in some way to call the Access setup in order to promote the Access integration into the Office.

Product Content

Win Office Classic: Word 6.0, Excel 4.0, PowerPoint 3.0 and Mail 3.2.

Win Office Database Edition: Word 6.0, Excel 4.0, PowerPoint 3.0, Mail 3.2 and Access 1.1.

Mac Office: Word 5.1, Excel 5.0, PowerPoint 3.0, and Mail 3.2 (no integrated features).

Feature Priorities

Integrated Setup

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- Easy, clean experience with no hard or redundant questions.
- Smarter about upgrading and installing spellers and dictionaries so that only one speller is necessary and the user's custom dictionaries are preserved or merged into one file.
- Obvious and discoverable uninstall that works.
- Small components (spelling, OLE servers, templates) that allow the user to trade-off functionality and disk space appropriately.
- Streamlined resulting directory structure simplifies user's file management (the code is separated from the readme's and the sample files and the things the user cares about).

Shared Resources

- *ClipArt Browser*: This OLE server allows the user to group and categorize existing clipart on the disk and to see a thumbnail of more than one graphics file at a time. Note that this is not clipart file management; all the graphics files found on the disk are catalogued, and if the files are renamed, moved, or added to, the user has to manually find them (Browse...) for the clipart server. The UI is InsertObject/ClipArt Gallery object. We could also add a menu item for it in Excel and in Word. No Mac version is planned. (See Appendix V for screen shot.)
- *Font Packs/Font Assistant*: We can take fonts from either of the FontPacks; there will already be 40+ fonts shipping in the Office between PowerPoint's and Word's WordArt 2 fonts. We are working on getting a subset of the Font Assistant utility that will allow users to better preview their fonts (see Appendix V for screen shot of the idea.)

Integrated Workspace

- *The Office Launcher*: The purpose of this simple shell is to give the user an interface optimized for his most common Office tasks. This shell collects the value-added components otherwise scattered through the UI (Without this, the value-adds will be hidden in the already feature-rich apps' menus.) (See Appendix V for a screen shot.)

Documentation Priorities:

- Document changes to unified setup
- Augment existing Working Together section with info on Access and OLE 2.0

Office v4.0

Focus on Synergy:

By the release of Office v4.0 with Excel 5.0, Microsoft will be able to deliver on many of the promises of application synergy. For this release, it will be critical that Office emphasize existing product similarities as well as develop extended integrated features. The release of Office in October will also give us adequate time to develop product functions such as cross-app workbooks, wizards and cue cards. During this product cycle, we will capture a large number of new users through cross-selling and upgrading, making it also important to focus on the initial product experience and enhancing the learning of cross-app functions.

Product additions:

Win Office Classic: Word 6.0, Excel 5.0, PowerPoint 3.0, and Mail 3.2.

Win Office Database Edition: Word 6.0, Excel 5.0, PowerPoint 3.0, Mail 3.2, and Access 2.0.

Mac Office: This release version doesn't exist for Mac Office.

Feature Priorities:

Synergy

- OLE templates (pre-wrapped compound documents)
- Compound document construction Wizard: builds the most common compound documents for the user.
- Cross-app workbook (allows the user to mix document types into one handy package)
- Cue Cards for top five interoperability scenarios
- Extend previous OLE 2 value-adds to include Ppt 4

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Documentation Priorities:

- Document additional cross-app functionality
- Office-specific documentation: cross-app online doc, CBT, manual
- Provide docs for OLE 2.0 and VB for Apps
- Reduce Office documentation/COGS

Office v4.5

Expanding Office:

By the release of Office v4.5 in 1/94, Microsoft Office will have set the standard in application synergy. It will then become important to extend the concept of the Office environment to include everyday tasks as well as support of developing technologies such as telephony.

Product Content

Win Office Classic: Word 6.0, Excel 5.0, PowerPoint 4.0 and Mail 3.2

Win Office Database Edition: Word 6.0, Excel 5.0, PowerPoint 4.0, Mail 3.2 and Access 2.0.

Mac Office: Word 6.0, Excel 5.0, PowerPoint 4.0, and Mail 3.2 (no integrated features).

Feature Priorities (see appendix II for complete list):

Expand Office Environment

- "Post-it" screen saver
- Add fax/telephony services from ATBD (verify with Windows group) to allow email and document transfer between machines that aren't networked as well as fax send/receive services.

Synergy

- Tactical templates: Tax Templates for Excel
- Automation: VBA Cue Card

Chicago Office v5.0

- Doc Manager is ready
- PowerPC versions of the Mac apps.

Microsoft Office Content

Office contents

Office Classic

The Office includes Word, Excel, PowerPoint, a Mail workstation license and a unified setup (for Win Office only). This product will continue to be our base offering for most user segments.

To date we have only localised the Integrated Set Up for the French & German products. The release of Word 6 will make the localisation of the Integrated set up a more straightforward process.

Database Edition

The database edition of the Microsoft Office for Windows will include the above products plus Access. It is planned to release concurrently with T3 in July. We will explore adding a database edition to Mac Office with the release of FoxPro for the Mac. In order to accommodate demand for FoxPro, we will offer a license version of "Office plus Database" that will enable corporate accounts to choose the Microsoft database of their choice. This will be implemented on both the Mac and PC in Q4FY93.

The 'extended edition' will ship in all languages that currently have a Office Classic product.

Product Release Schedule

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Microsoft Product Releases

Due to the importance of Office as a product SKU, it is becoming critical that we ship new versions simultaneously with release of the application's full packaged product. The Sim Ship effort within Microsoft will address these issues.

The releases below for Win Office represent release dates for both Office Classic and the Database Edition (v3.5, v4.0, v4.5).

Product	Q1 FY 94	Q2 FY 94	Q3 FY 94	Q4 FY 94
Win Word 6.0	6/07/93			
Mac Word 6.0			12/20/93	
Win Excel 5.0		9/27/93		
Mac Excel 5.0		10/20/93		
Access 2.0		10/20/93		
Win PowerPoint 4.0		11/20/93		
Mac PowerPoint 4.0			1/20/94	
Win Office v3.5	6/07/93			
Win Office v4.0		10/20/93		
Mac Office v3.5		10/20/93		
Win Office v4.5			1/20/94	
Mac Office v4.5			1/20/94	

International

As outlined above, the Office is moving from being a bundle to a product, and therefore will require the traditional resources associated with the development of a new product. Consideration needs to be given to how we can ship International versions of Office that have these additional features, in a timeframe that is acceptable to the subsidiaries. Many markets are facing the same challenges as the US, and are looking to Office to provide a key differentiator for them when marketing the line of products against the competition. However the competitive threat and the level of sophistication of the market does vary, so there needs to be a priority level given to each of the above features set against the different Tiers that the subs are divided into.

The additional Office SKU, including Access will be introduced in all countries that currently ship Office. A few may include the English version, where a localised version does not exist.

MICROSOFT OFFICE MARKETING

Business Objectives

- Retain 85% market share in the 'suite' category
- Grow to 60% of Win Excel's average runrate and 50% of Word's
- Expand distribution to 1900 Windows reseller sites and Macintosh resellers
- Increase awareness to 10% of computer users (in addition to Word, Excel and PPT awareness)
- Cross-sell/Upsell 300,000 users

Office Sales Forecast

- Windows Office sales project a 34% growth in FY 94.
- Sales of Win Office (Classic and Database Edition combined) will increase from 525k units to 703k. This represents a growth of 34%. During this time, it is the goal of Office to become 60% of Excel's new unit sales, up from 45% at close of FY 93.

Mac Office sales will increase 50%.

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We are targeting an aggressive 50% growth rate, which will bring Mac Office sales to 228k units.

Positioning

Customer Needs

- Products that are easy to learn, use and support.
- A solution that provides a complete set of functions.
- Best tools for the job.
- High value.
- Vendor dependability, service and longterm vision.
- Products that work together to support varied tasks.
- A solution that will continue to grow or can be modified to accomodate your needs.
- Products that will best allow you to access the data/information you have.
- Products that allow you to share information and support your workgroup process.
- Easy transition from what they use now.
- A safe choice that is a good long-term decision

Key Product Attributes

- *Easy:* Works the way you do/Focus on your task, not the tool
- *Leading:* Best selling/preferred/most popular
- *Product Synergy:* Total is greater than the sum of the parts
 - *Integrated:* Work together/Compatible
 - *Consistent:* Similar/Familiar
- *Solution:* Complete/Value/Extensible/Information tool
- *Safe:* longterm vision/stability/relationship

Key Messages

- 1) Development philosophy: the Microsoft line of applications makes the work you do easier
 - Customer-driven development process; usability testing, IV data, ABP
 - Product design innovation: direct manipulation, intelligent automation, common interface
 - Feature Results: Toolbars, one-step commands, Wizards, cue cards, etc.
 - Reduced learning, support costs
- 2) The products in Office were designed to work together
 - Easy to share text, data and graphics (OLE support, integrated product features)
 - Microsoft has a broad line of applications, shared technology and expertise (IDG Process)
 - The applications have a similar look, using the same commands, menu bars, dialog boxes, etc.
 - Cross-app features are built right in (import outline, mail merge, etc.)
 - Core set of functionality (IV data)
 - Modular, shared toolsets and extensions
- 3) No compromise on individual functionality/line consists of leading applications across categories (best products)
 - Word, Excel, PPT, Proj, Access' shipments and revenues on the Mac/Win platforms are highest
 - Word, Excel, PPT, Proj, Access' reviews and awards
 - Word, Excel, PPT, Proj, Access' customer-driven development (ABP, Usability, IV, etc.)
 - Office is the most popular desktop solution (Reseller hot lists, etc.)
- 4) Together, they add up to one complete, safe solution
 - Most complete solution—key business productivity applications, all the tools you need
 - Microsoft as a vendor relationship
 - Solution: programmability, workgroup, data access
 - Safe, longterm decision and vision

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Target Audience

There are two target markets for the Microsoft Office:

- 1) People or companies who have recently moved to Windows or the Mac and need to have a complete suite of applications. Approximately 75% of Office sales are to customers who purchased a new computer or operating system within the last three months.
- 2) People or companies whose computer needs have grown, are familiar with one application and would benefit from applications that are designed to work together.

Initially, the Microsoft Office was sold predominantly at retail to new users or small businesses. In the last year, however, the Office has become the common application choice for large corporate accounts. Approximately 60% of Office sales are to our named accounts, and with the addition of the Select program, we anticipate that the corporate focus will increase.

In FY 93 we have begun to implement programs that encourage people to move to the Office from a single application (competitive upgrade) and from existing Microsoft applications (cross sell). During FY 94, we will also begin to position Office as the best way to keep current with your entire suite of desktop applications (version upgrade/maintenance).

Marketing Strategies

See Year of the Office Marketing Plan.

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APPENDIX I: PRODUCT KEY FACTS

OFFICE PRODUCT RELEASES FY'94

Product	WD	XL	PPT	Mail	ACC	US RTM	US	A	Z	French	German	Spanish
Win Office 3.5	6.0	4.0	3.0	3.2								
Floppy						6/25/93	*	*	*	*	*	*
CD-ROM						8/19/93	?	?	?			
OEM Floppy						6/25/93	*	?	?			
OEM CD-ROM						8/19/93	?	?	?			
Win Office 3.5 + Access	6.0	4.0	3.0	3.2	1.1							
Floppy						6/25/93	*	*	*	*	*	*
OEM Floppy						6/25/93	*	?	?			
Win Office 4.0	6.0	5.0	3.0	3.2								
Floppy						10/15/93	*	*	*	*	*	*
CD-ROM						????	*	?	?			
OEM Floppy						10/15/93	*	?	?			
OEM CD-ROM						????	*	?	?			
Win Office 4.0 + Access	6.0	5.0	3.0	3.2	2.0							
Floppy						10/15/93	*	*	*	*	*	*
CD-ROM						????	*	*	?			
OEM Floppy						10/15/93	*	*	?			
OEM CD-ROM						????	*	*	?			
Mac Office 3.5	6.0	5.0	3.0	3.1								
Floppy						????	*	*	*	*	*	?
Win Office 4.5	6.0	5.0	4.0	3.2								
Floppy						1094	*	*	*	*	*	*
CD-ROM						1094	*	*	?			
OEM Floppy						1094	*	*	?			
OEM CD-ROM						1094	*	?	?			
Win Floppy 4.5+Access	6.0	5.0	4.0	3.2	2.0							
Floppy						1094	*	*	*	*	*	*
CD-ROM						1094	*	*	?			
OEM Floppy						1094	*	*	?			
OEM CD-ROM						1094	?	?	?			
Mac Floppy 4.5	6.0	5.0	4.0	3.1	2.0							
Floppy						1094	*	*	*	*	*	?
CD-ROM						1094	*	*	?			

RELEASES:

All "*"s are definite product releases. There are 61 as of 2/26. All "?"s are undecided, based on the issues below.

PRIORITIES:

All the floppy releases above have the highest priority rating. US has a higher priority than international releases.

ISSUES:

CD-ROM RESOURCES: As CD-ROM is an important delivery vehicle for documentation to corporate accounts, can the Word doc be created for the 3.5 Office Release? (RichardHa)
How critical is it to create CD on-line documentation for Word before the 4.0 release in the fall? (BridgetB)

INT'L OEM RELEASES: Is it necessary to have an OEM release for each international release? (FionaK)

A-Z VERSIONS: Since Word is the only Office product with a Z version, can the Word A and Z version collapse into one version? If combining the two releases requires an additional disk in the Word or Office box, it is not cost effective to combine them. (FionaK)

SPANISH OFFICE: Will there be Spanish versions of all Win and Mac releases? (FionaK)

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Office Classic Fast Facts

Product Name

The Microsoft Office

Contents

Microsoft Word, Excel, PowerPoint, and a Mail workstation license

Release Dates

(see product release schedule)

Packaging

High end retail box with individual product wedges

Pricing

\$750 SRP

Upgrades

Office version upgrade SKU will be introduced with the release of Excel 5.0

Other SKUs

CD ROM, MLP, Select program MMLP 20, MMLP 100

Database Edition Fast Facts

Product Name

The Microsoft Office Database Edition

Contents

Microsoft Word, Excel, PowerPoint, Access and a Mail workstation license

Release Dates

(see product release schedule)

Packaging

High end retail box with individual product wedges (different from Office Classic)

Pricing

\$995 SRP

Upgrades

Available from Office Classic

Other SKUs

CD ROM (v4.0 and later), MLP, Select program MMLP 20, MMLP 100

Note: Microsoft FoxPro will be interchangeable for any of the MLP configurations

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APPENDIX II: OFFICE FEATURE POOL

Office Workspace

- *Setup*: Need to tighten UI so it's a clean experience. Unify shared resources. Add Access to unified setup.
- *The Office Icon*: This is a *simple* shell, one or two steps richer than a program manager group that (1) collects value-added functionality otherwise scattered through the UI and (2) optimizes for the most common scenarios. We need this mechanism for exposing additional functionality without overwhelming the user (apps' menus are already loaded and feature rich).
- *Spell Checking improvement*: ship a custom dictionary with the most common things that the user needs to teach ours (e.g. at least the user's name and company!). Need to examine users' custom dictionaries today. Use Mail's address book as dictionary as well.
- *Orgchart applet/Shape library*
- *Tactical templates* for applications such as Tax templates, etc.
- *Document management*: We could do a short term special case (pre-Chicago) for the most common tasks today (Windows version of where and grep, what work was created/modified between a range of dates).
- *ClipArt Browser*: InsertClipArt, launches applet that will just insert picture but the UI is optimized for browsing and previewing the ClipArt. Developed in the Consumer Division, currently approaching RTM.
- *Font Assistant*: the FontPak group has approached us about bundling fonts and utilities to manage font sets that we can fine tune for Office, as well as T3 AutoFormat templates. We are working out details. Font groups has code for WYSIWYG font drop downs (requires some app development work)
- *Wallpaper* (bitmaps for the desktop)
- *Cross-app workbook* for task-focused workspaces
- *Generic OLE 2.0 container?*
- *Cross-app wizard* for Word/Access mail merge

Initial Experience

- *Support*: Include existing support materials from the product groups and PSS. Wrap them into a PSS Wizard that (1) solves problems (e.g. "obvious" WIN.INI and REG.DAT problems); and (2) helps a PSS Engineer solve the user's problems (e.g. a WinMSD). (The current "upgrade advisor" is a first step in this direction.) Investigate what utilities they've developed already (in the form of appnotes).
- "Tip a day" for interoperability
- Cue cards for cross-app functions and features
- Online docs: better shell or wrapper?
- Improved Office manual/unified manuals?

Extended Environment

- *Mobile users*: utilities include a FileSyncer (address the most basic scenario of taking two copies of a document between machines and having the "right" one win), and "print when I'm connected to the net again" (on startup, if a printer exists, send the defined list of files to it; parallels the unsent mail thing). Examine Mac CPU I.O utilities, Win SideBar 2.0, DiskTools, hDC: FirstApps 2.0 for possible features.
- *Miscellany*:
 - The "Back in five minutes" screen saver: allow the user to put an electronic note on their screen (instead of a sticky), and have a button that allows a visitor to the machine leave a note for that person. Also, include Wallpaper and other Clipart to make the Office more customizable and fun.
 - Note-it, made more professional and less obnoxious

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- InsertPerson command: If the machine has Mail, the app shows this command which brings up MS Mail's address book. As I write a memo, rather than typing everyone's name in (or mistyping it), I choose from the address book and the text goes into the document.
- Extras with T3's forms support
- Advanced technologies has some workgroup/connectivity via telephone/fax mechanisms under Windows that are *very cool*; we're trying to evaluate mini-application opportunities.
 - Area code lookup, phone dialer, etc.
 - Voicemail driver
 - Fax bundle?
 - Remote access: make modeming a document trivial
- Multimedia release of Office? Sample files, learning tools, etc.

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APPENDIX III: OFFICE ABP

Activities for the Office Line of Applications:

Basic Usage

Using program "x" with other programs

Creating Compound Documents

Using objects from one application in another. Process of creating these documents should be simplified

Transferring Data

Moving data from one application to another via the clipboard or via files. This activity can include moving data to another platform

Sharing Application Knowledge (consistency)

Look and behavior of programs should be similar across line.

Sharing resources

Minimizing disk and file space by sharing resources and features between applications

Programmability (Application Development)

Customization

Learning Macros

Data Access

Data/File Management

Document retrieval

Data Sharing

Working in a Group

Routing

Transferring files across platforms

Printing/Output

Creating Reports

Creating Presentations

Trial/Learning

Getting Support

What's new

Figuring out the basics

Installation

Setup - Upgrading

Setup - New

Setup - Network

Setup - Integrated Office

Un-install/Reconfigure

Setup - OLE Applets/Shared Resources

Setup - Customized Install

Satisfaction/Recommendation

Working in the Office

International

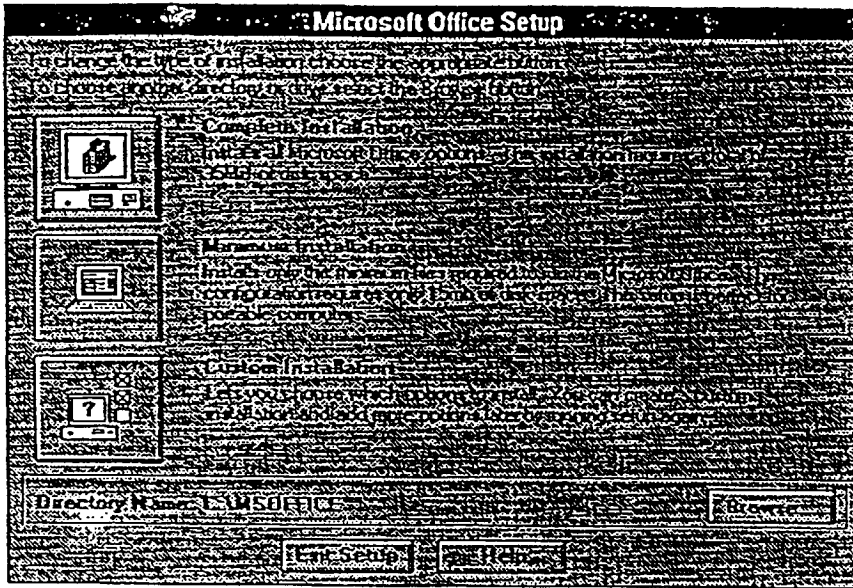
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APPENDIX IV: SETUP

The following pictures are screen shots of the ACME setup tool currently under development by the Setup Toolkit group. The pictures are not pretty, the banter text is not final and the sample options are taken from the WinWord 6 internal setup program. WinWord 6 will use this program for their Beta and retail releases. The Office setup will have the same UI and a superset of the options for WinWord 6.



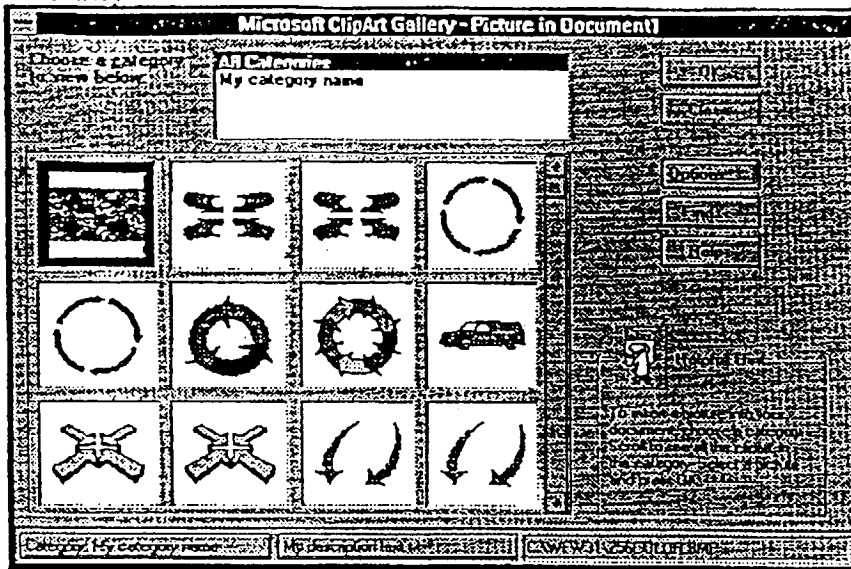
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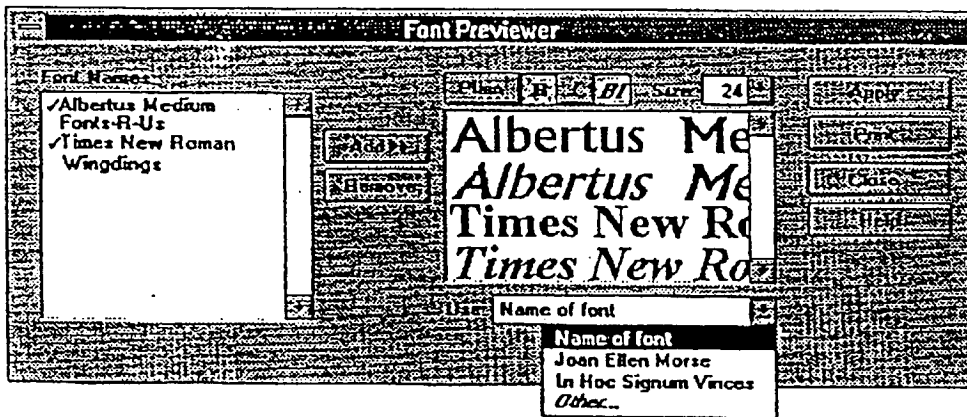
APPENDIX V: OFFICE LAUNCHER

ClipArt Gallery



Font Utility

From the Tools menu in Excel and Word, we could give the user a Font Preview command that gives them something like:



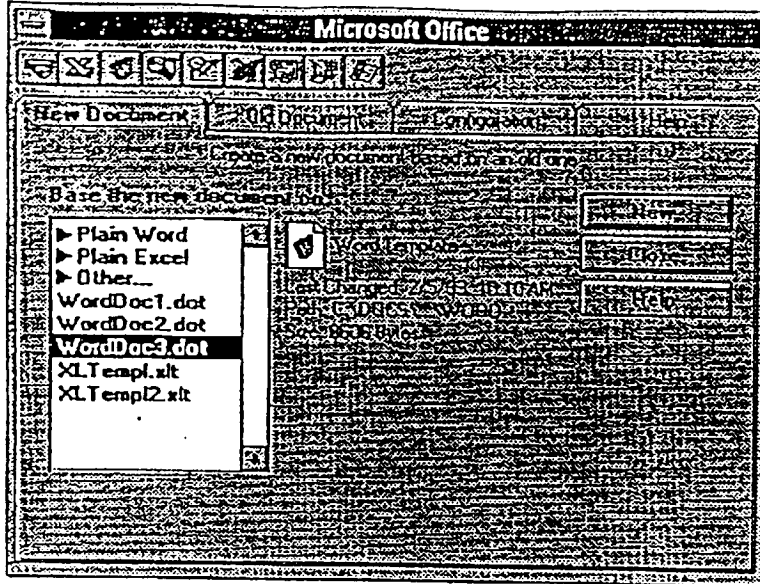
which allows the user to preview more than one font with more than one attribute at a time, and to easily print out samples of their fonts. This should make fonts more useful without cannibalizing the FontAssistant's market. The font group might also have some T3 AutoFormat templates.

The Office Launcher

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This is just one of the panels. The shell gives the user:

- One step access to the MRU lists, access to templates in more than one directory, and the ability to open old document in an untitled window (automatic template creation);
- Easy access to Uninstall;
- The cross-app toolbar;
- One place to look for help on cross-application features (eg MailMerge in Word from Excel.. Putting an Excel chart in a PowerPoint presentation, etc.)

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