

Erik Stevenson

From: Brad Silverberg  
To: Jim Allchin  
Cc: paulma; johnlu; Richard Freedman (richf)  
Subject: RE: SteveB mtg  
Date: Thursday, November 11, 1993 11:39AM

we see it as a possible disaster in the making for entirely different reasons.

the thought that this stuff will somehow define the key feature of Premium and drive 10M sales is goofy.

steve wants to turn the local mail store into OFS with all kinds of user defined properties, rich searching, etc.

I really am concerned. We went down the "Kill Notes" path once with an unsuited os and did unnatural things that had the singular result of killing the os. it took us a year to recover - which we've done now (30+ % of all windows units now will be fww). we cannot cannot cannot afford this to happen with chicago.

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From: Jim Allchin  
To: bradsi; chrisp; jonl; nathanm; peteh; tomev  
Cc: bobmu; brianv; darrylr; davidstu; lauraj; mikemap; paulma; rogerh; steveb; stevesi; toddw  
Subject: RE: SteveB mtg  
Date: Thursday, November 11, 1993 10:32AM

Marketing:

I will forward this mail to richt and make sure he is available to help since we working through pricing with todd currently anyway. We want to help anyway we can.

Technical:

I'm very very concerned about what is written below. MAPI is not what we should have applications using to store their information. There is no way to migrate any of this to Cairo. Being more precise, there is no way these applications will ever store anything into OFS using this approach. Alternative choices include DAO3 (the OLE standard for database access) or as appropriate IStorage/IStream. We spend a great deal of time and pain in the company moving to Compound Files in OLE so there is an invisible transition. Either of these approaches will allow migration. In addition, the OLE property interfaces should be used. MAPI is not the company storage API and we shouldn't bend it into that since it conflicts with both DDT and Cairo.

In addition, the Cairo Explorer will talk only DAO3. We are now taking the pain to move to this. So no data stored in MAPI will be accessible without some mapping created. This is something that could be handled - even though it adds more code (just what I don't need). However, the lack of natural migration to OFS would be an unmitigated disaster.

It turns out Gregw was just telling me how bad something like this would be yesterday and I said I thought everything was going to be ok. Given this mail, I see I was wrong.

I would be happy to have people from Cairo (and I'm sure Roger could have people available also) meet with the appropriate people and discuss this as necessary. The only way to have synergy is to accept the same interfaces. Please let me know who the right people to talk to are.

thanks.  
jim

From: Tom Evslin  
To: Brad Silverberg; Nathan Myhrvold; Chris Peters; Jim Allchin;  
Jonathan Lazarus;  
Pete Higgins  
Cc: Brian Valentine; Laura Jennings; Todd Warren; Darryl Rubin; Mike Maples;  
Paul Maritz; Steve Ballmer; Steven Sinofsky  
Subject: SteveB mtg  
Date: Wednesday, November 10, 1993 7:29PM

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We had a 3 1/2 hour mtg with Steve today to review and demo the ems product wave including clients and talk about positioning, packaging, pricing issues - especially as they intersect with Chicago, NT/AS, MOS, and evangelism for the whole MS ball of wax. I'm sure those of you who had people in attendance will hear about the meeting from them.

\*\*\*Marketing issues:

It was clear that we have a lot to do to have a coherent and consistent message, pricing, and packaging model by the time this all ships. We need to answer questions like (but not limited to): what's in the Chicago Premium box (VB runtime? mail drivers? a PO?); what are the selling points for the box (information management? mail? MOS? etc.); how do ms server products get priced in this time frame (one time charge? per user? step function?) Steve would like us to have a highlevel proposal for these things within a month so that we're all singing from the same book when we present our products and wants me to get this effort organized.

I've asked ToddW with help and guidance from LauraJ to lead the working group which prepared for the SteveB mtg to complete a proposed common plan in the next month. These are the people I think it would be helpful to have based on who's been involved up to now but, if they're the wrong people from your group, pls let me know.

Todd Warren  
Richard Tait  
Bill Miller  
Mike Nash  
John Ludwig  
Rich Tong  
Jon Roberts  
Rich Freedman  
Hank Vigil (see below for how DAD is involved)  
Doug Henrich  
Brian Valentine

Obviously addressees of this mail are welcome to participate directly as much as they have time for. I will try to get all the people on the to line scheduled for a meeting with BrianV, LauraJ, and me to demo our part of Chicago and set as much hilevel guidance for the working group as we can. If we can't get this whole group together soon enough, I'll be glad to meet with any who can't make it individually and schedule demos at your convenience.

••Technical issues

Steve was particularly enthusiastic about the customizable right pane presented for folders under the mailbox in Chicago. Since this exposes a richer set of document properties than for folders in the file cabinet and since files can be dragged from ordinary folders to mailbox folder, Steve believes that users will want to store all their documents there and that this ought to be a selling point for Chicago. This will only work well if some changes are made to the Office apps and to findfile in the Chicago timeframe so that these apps can store into the mapi store and findfile can peer into it. These have been under discussion between wgd and DAD but are not POR. This would work even better if the apps gained the ability to add arbitrary properties when saving and if capone had a way to add arbitrary properties to saved documents. In this case the mailbox shouldn't be called a mailbox.

Steve also pointed out that it doesn't make sense to have features like Viewer and authoring tools for MOS without having them available for EMS. We had been planning on MOS exposing all EMS functionality but hadn't thought much about the other direction.

Maybe there should be Chicago wizards?

These issues can be worked out between the groups affected but this has to happen quickly because they feed back into the mkting and positioning issues above.