

From:

paulma

Sent:

Friday, April 14, 1995 1:01 PM

To:

bens: Rick Rashid

Cc:

johnlu; adamr, danli; Dan Rosen; Thomas Reardon

Subject:

RE: Internet (aka Web Windows)

Before we cavalierly decide that we should "punt OLE and OCX's" - we need to decide that we REALLY have to do this. is that harelk thinks that he has a subset of OCX's that are small and fast enough for use on Pulsar, but we think we need design something else for the Web case? Adamb also initially decided that he could not use OCX's but decided that they can be made small/simple/fast enough to use in Datadocs which is a scenario at least as demanding as what is being talked about here.

As all of you know, I am a huge fan of getting focussed on the Web, and think it is urgent that we do so, but I will not allo to be an excuse for NIH either, there is an incredible advantage to being able used the same controls that will be used in Access, VB, VC etc. We should not think that Netscape won't be able to define controls either - they will do so, and they be just as light/fast as ours. We have to have some reason for people not to use them.

I am not saying that we HAVE to use OCX's etc either - but I have NOT seen the analysis done, and don't think bens, thomasre have really spent the time talking to Chrisz, Harelk, Adamb, etc. Please prove me wrong.

From: bens

Friday, April 14, 1995 12:29 PM Sent:

To:

paulma; Rick Rashid

johnlu; adamr, danli; Dan Rosen; Thomas Reardon Cc:

Subject:

RE: Internet (aka Web Windows)

Excellent write up. Here's how I think we proceed.

1) thornasre & I are going to spec out the "controls" enhancements over the next few months, but with O'Hare foremost in our minds, it is not going to be something we can give to ISVs until, say, October. We'll also start working on adding VBA to Internet Explorer.

2) adamr owns the conferencing/citrix stuff for now

3) The BlackBird folks should totally refocus on the Web, punt OLE, forms cubed, and focus on using the standard web protocols (esp. http) and mime types (html, gif, jpeg, etc.). Once they have the framework in place for managing the information on the web site, they can start extending it with new protocols & data types. [You gotta walk before you can run...]

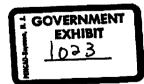
4) The NT server team has to get a lot more agressive about the whole web server management issue - replication, backup, load balancing, "cgi--bin" scripting (with VBA????). Visual Basic Back Office Edition would be a killer way to make it easy to

write cool web apps quickly.

5) Office has to add "Save as HTML..." to Power Point, and get on a plan to constantly update the richness of their HTML output to match the HTML extensions O'Hare is adding over time

6) O'Hare is documenting our existing HTML support, and we have a long list of potential enhancements (some in HTML 3.0, other not yet) that thomasre is going to collate and circulate for feedback (priorities, other idea) to Office, Consumer, MSDN, WinHelp, etc. groups.

Looking at all the groups involved here, it again raises the question of whether we should reorganize some people here to form a single internet group that can focus on this whole space of problems. We'd leave the Office/Consumer folks out of this, but it seems natural to



MS98 0103392 CONFIDENTIAL combine the O'Hare, Black Bird, and NT internet server folks to help improve our focus and provide a single owner for this problem. Comments?

|From: Rick Rashid |To: adamr; bens

Cc: danli; johnlu; paulma

Subject: RE: Internet (aka Web Windows) |Date: Friday, April 14, 1995 9:08AM

Here are my thoughts following our brainstorming meeting last night. I know Ben is planning to summarize his as well so we'll see if there is any similarity:-)

WinWeb Controls:

We talked a lot about the notion of adding the ability to invoke Window's controls, OLE embedded objects and OCXs into the browsers and allowing them to be specified as an extension Ito HTML. Ben was already planning to do some of this. My suggestion would be to push this "very" heavily as a way for IISVs to do enhancements to Web applications. As Ben pointed lout, it would be a way to quickly allow our browser to outstrip competitors by adding cool features rapidly. Moreover, we could define new protocols for communicating back and forth between controls and server applications and use that as a Imeans for allowing more interactive Web programming to be Ideveloped around Windows using Window's based tools. The key there would be to architect these features well enough for them provide real enhancement to what can be done with the Web today and to allow rapid extension and the ability to build new, sophisticated applications.

. |Web Windows:

What seems to me to make the most sense here would be to license a server technology like the Citrix solution (assuming we can find something that works well) as a way to allow our browser to seamlessly open a desktop on a Web server. This would be a way to support Web-based telecommuting (e.g., I Icould follow a url and get to a Windows session back in my (company, home, desk, etc.) as well as a way for companies to loffer a wide range of Windows NT based services to Web clients. The Citrix (or equivalent) "player" could actually be limplemented as one of the WinWeb Controls above and distributed las part of our browser. The PictureTel technology probably lisn't right for this because it isn't server based and depends Ito much on the relationship to the client. We want something there which enhances NT's position as a backend server system land takes advantage of the strength of our ISV community. I Idon't see anything incompatible about driving the WinWeb controls as a programming model and having his "Web Windows" Itechnology as one of its uses and as a means of increasing its flexibility.

Web Share:

The notion of tying the Web into teleconferencing is, I lthink, another area where the browser could be enhanced to linclude our conferencing APIs and hooks. URLs could be used to lexplicitly point to and share applications. We could even have lweb pages which are "constructed" on the fly to represent Isharable desktops with the appropriate shortcuts to lapplications (or video in a window or audio). This would be a Icool way to setup and manage multi-point teleconferencing Isessions as well as on-line multi-user training.

MS98 0103393 CONFIDENTIAL Web Server strategy:

What seemed most apparent in our meeting was our lack of la coherent Web Server strategy. If we want or applications to survive against competitors they need to become authoring tools ifor Web publishing and we need a server strategy for replicating, managing, controlling access to, etc. Web idocuments created by our applications and tools. Thus if I'm idoing a "Web Lecture" I should be able to author directly in a inext generation PowerPoint which generates the appropriate Web pages properly linked and index with embedded objects, etc. I Ishould be able to produce related spreadsheets which are published as url -linked web pages. I should be able from my Idesktop to "publish" this lecture on my corporate or private servers, manage them, collect info about their use, restrict laccess, etc. As Ben pointed out, the Blackbird people are Ispending a lot of time worrying about the server strategy for document publishing on MSN but we are not applying our brainpower to solving the same problems for the Web. This is a iweakness that will hurt us. Properly supported, we could lenhance the use of WinWeb controls in server applications, use lof MS tools to construct Web documents, etc. and keep our jentire desktop environment up to date with potential competitors. Without a good server and network publishing Istrategy, though, we risk having competitors build applications which do handle the Web well which eventually supplant our own.

-Rick

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