

Word Business Unit 3-Year Plan

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Word Business Unit

◆ Mission

To make Microsoft Word the most popular word processing product in the world

◆ Strategy

Develop highly intuitive products for individuals and workgroups

that automatically write, revise, format and publish common documents

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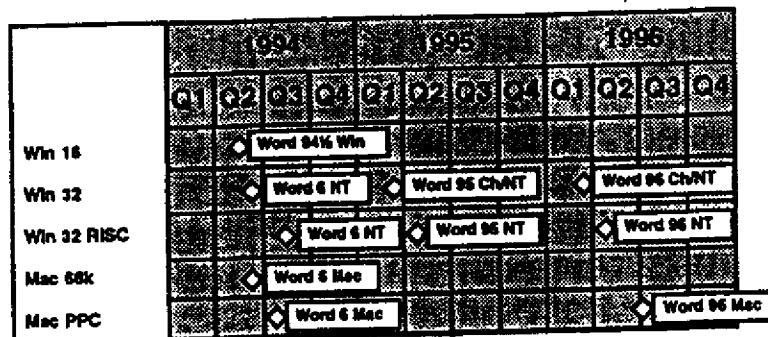
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Word Timeline



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Word 6.0 Mac

- ◆ Core-code Word for Mac (68k and PPC)
- ◆ Ship 5/94 (68k), 6/94 (PPC)
- ◆ Design Goals:
 - > System 7

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Word 6.0 NT

- ◆ First release of Word for NT
- ◆ Ship 6/94 (Intel), 8/94 (RISC)
- ◆ Design Goals:
 - > Daytona
 - > Intel, MIPS, Alpha
 - > Power PC, HPPA as tools become available

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Word 94^{1/2} for Windows

- ◆ Theme
 - > Word for Notes
- ◆ Ship 5/94
- ◆ Design Goal: Windows 3.1
- ◆ Key Features
 - > Notes Field Exchange

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Word '95

◆ Themes

- > The Next Level in IntelliSense
- > Word for Chicago
- > Word for EMS

◆ Ship Dates

- > Win 3.1, Chicago, NT 3/95
- > NT RISC 4/95
- > Mac (68k & PPC) 5/95

◆ Design Goals

- > Intel: Win 3.1, Chicago or Daytona
- > RISC: Daytona

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Word '95 Key Features

◆ Ease of Use / IntelliSense

- > Background spell-checking
 - Spell checks as you type and highlights mistakes
 - Provides quick list of all typos in your document
- > Background AutoFormat
 - Formats simple objects on the fly (e.g. bullets, obvious headings)
 - Provides highly discoverable Undo
- > TipWizard
- > Sticky File New icon
 - Has MRU dropdown of most common documents
 - Defaults to most often used document
- > Improved Templates and Wizards
 - Richly formatted templates (better than WordPerfect)
 - Overnight Shipping Wizard (with Airborne, FedEx, etc.)

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Word '95 Key Features *(cont.)*

- ◆ **Category Workgroup Support**
 - > **Word as your Email editor**
 - If user has Capone or Ren, substitute Word for the composer (Integration strategy under research; probably OLE 2 extension)
 - > **Ren address book integration**
 - Insert MAPI addresses as distinct objects in document
 - Make shipping names and fax templates "address aware"
 - > **On-line viewer version**
 - Free centered version; only views and prints
 - No additional navigation or authoring features
- ◆ **Category Chicago Support**
 - > **Anti-aliased fonts**
 - Improve apparent resolution for very large and very small fonts
 - > **Color matching**
 - Improve color fidelity when printing color images

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Word '95 Key Features *(cont.)*

- ◆ **Full Office '95 Support**
 - > **Exploit Chicago**
 - > **Exploit EMS/Notes/Ren**
 - > **Cross Application**
 - New Find File LO (content indexing)
 - AtWork support to FAX a document, dual user
 - MOS support (online registration, PSS, additional templates)
 - > **Discoverability/Improved Documentation/IntelliSearch**
 - > **Performance**
 - Use LEGO linking on 32-bit versions
 - Improve boot time; OLE docfile performance
 - Use same p-code to improve performance on 4-meg machine
 - > **Annuity revenue/Easy Upgrade**
 - > **Address top 10 PSS issues**

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Word '95 Omitted by Design

- ◆ Vertical cell merge
- ◆ Wrap text around irregular objects
- ◆ Built-in spreadsheet ala WP 6.0
- ◆ No VBA but will expose small object model
- ◆ No full SDI but will support pseudo-SDI
- ◆ No Mac version

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Word '95 Dependencies

Technology we use

Chicago
32-bit OLE
EMS
AtWork
Find File 2.0
IntelliSearch
REN
Setup
Other Graphic Filters
WinQuery and ODBC
WordArt

Technology we provide

Text Converters
TIFF and WPG Graphic Filters
Equation Editor
Imager
Spell Checker
Thesaurus
Hyphenation

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Word '96

- ◆ **Themes**
 - > The companion word processor
 - > The workgroup word processor
 - > The *fastest* word processor
- ◆ **Secondary Goals**
 - > Regain graphic leadership from Ami
 - > Make Word the preferred on-line document tool
- ◆ **Ship Dates**

> Intel	3/96
> RISC	4/96
> Mac (PPC only)	5/96
- ◆ **Design Goals**
 - > Intel: Chicago or Memphis
 - > RISC: Memphis
 - > Mac: System 7

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Word '96 Key Features

- ◆ **Ease of Use / Intellisense**
 - > **Writing Assistance**
 - "Light" grammar check as you type
 - Show word definitions in spell checker and thesaurus
 - "Rephrase" command rephrases entire sentence
 - Morphological Find and Replace
 - Smart grammar checker from ATG group
 - Easy reuse of text (e.g. contracts) via rich text dropdowns
 - > **Formatting Assistance**
 - Customizable AutoFormat; create your personal rules
 - Easy "Make it look like that other document" command
 - Gallery of ready-to-go headers, footers and watermarks
 - Automatic Lead-In emphasis at beginning of paragraph

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Word '96 Key Features *(cont.)*

◆ Graphic leadership

- > Better Page Layout
 - Position frames and drawing objects on specific page
 - Link frames for multiple storyflows
 - Wrap text around irregular objects
- > Table and frame improvements
 - Vertical cell merge
 - Vertical text in tables and frames
 - Unify frames and text boxes
- > Rich Formatting
 - Wide assortment of borders
 - Wide assortment of object fills (custom bitmap, shaded, etc.)
 - Character shading

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Word '96 Key Features *(cont.)*

◆ Full On-Line Document Support

- > Word as on-line authoring environment
 - Additional formatting properties; e.g. flashing text
 - Cross-document hypertext jumps
 - Debugging tools, e.g. graphical map of hypertext "web"
- > Word as on-line viewer
 - Full array of on-line navigation tools (e.g. Next, Prev, Go Back)
 - Document display optimized for on-line viewing (layout, fonts, etc.)
 - Footnotes and annotations shown as popups
 - "Yellow highlighter" feature to mark up document being viewed
- > Free on-line viewer
 - Same features as full Word in on-line viewer mode, except no hitting or annotating
 - Smallest disk footprint possible; cannot save

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Word '96 Key Features *(cont.)*

- ◆ **Category Workgroup Support**
 - > **Multi-user documents**
 - Allow multiple people to work on same document; merge changes at check-in time
 - > **Automate typical word processing workflows**
 - Editor/writer review cycle
 - Delegating parts of a large document to multiple authors
 - > **Support creation of large structured documents**
 - Hierarchical styles to tag document structure
 - Conditional text to produce alternate versions of a document
- ◆ **Category Programmability Support**
 - > **First Word VBA Implementation**
 - Includes conversion of WordBasic macros to VBA

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Word '96 Key Features *(cont.)*

- ◆ **Full Office '96 Support**
 - > **Business Processes**
 - > **Personal Assistant**
 - > **Office + VBA as a solution development platform**
 - > **Performance Improvements**
 - Tables and frames
 - Navigating and scrolling (crosshair) for on-line documents
 - > **Synergy with Memphis and Other Microsoft Technologies**
 - Chicago features version 2
 - Tight Memphis integration
 - Ren 2.0
 - Next Level of EMS/OFS support
 - Sync with DDT direction on data access (e.g. Print Merge)
 - > **Establish Annuity Business / Simplify Upgrade Process**

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Word '96 Omitted by Design

- ◆ High end DTP features
- ◆ Full structured text support (e.g. enforcing document structure at data entry time ala FrameBuilder)
- ◆ Mac 68k version

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Word '96 Dependencies

Technology we use

VBA
Character Interface
Find File
ATG grammar checker
Setup
Other Graphic Filters
WinQuery and DNA
WordArt
WLM, Wings

Technology we provide

Text Converters
TIFF and WPG Graphic Filters
Equation Editor, Image Editor
Spell Checker
Thesaurus
Hyphenation

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Other WOBU Releases

- ◆ To be shipped 5/20/94:
 - > SGML 2-way Converter
 - Converter with editor for creating SGML mapping table
- ◆ To be shipped with Word '95 and Word '96:
 - > Word Developers Kit
 - Tools for users who need to develop Word macros
 - > Supplemental Converters Disk
 - Converters for seldom used formats
 - > Word Localization Toolkit
 - Tools for external contractors localizing Word
 - > Word Converter Developer Toolkit
 - Tools for external contractors building converters

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Word Value Added CDROM

- ◆ Ship with Word 94½ and subsequent releases; keep COGS unchanged by reducing floppy count
- ◆ All components free in Word 94½ disk; some pay-per-license components starting Fall 1994
- ◆ Possible Components:
 - > All floppy materials
 - > On-line version of print documentation
 - > Microsoft Imager + sample photographs
 - > CBT
 - > Clip Art
 - > Additional fonts
 - > Additional templates
 - > Supplemental converters
 - > International proofing tools
 - > Word developers kit
 - > Updated video and printer drivers
 - > Word Assistant
 - > Bookshelf
 - > 3rd party accessories (e.g. Style Checker)

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Word Technology Projects

◆ On-Line Viewer

- > Make Word the default on-line viewing and authoring environment for compound documents
- > Make the Word file format pervasive (e.g. have Writepad save in Word file format.)
- > Distribute free view/print versions of Word (simple centered version in '95; rich viewer in '96)
- > Position Acrobat-like solutions as excessively inflexible (no document reusability)
- > Status: Strategy integrated into Word release plan

◆ Reusable Text Component

- > Supply text editing technology to all MS groups that process text
- > Save development effort; achieve feature consistency (e.g. AutoCorrect in all products)
- > Status: Defining strategy; goal is to have first clients in '96

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International Plan

- ◆ Tier 1 languages within 60 days
- ◆ Tier 2 and Japan releases within 90 days
- ◆ All other languages within 120 days
- ◆ BIDI releases within 180 days (no Mac version)

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Word-J Plan

- ◆ **Word 6.0**
 - > Win version to ship 5/93
 - > Mac 68k and PPC to ship 10/93
 - > NT version not localized
 - > Shortcomings: No AutoFormat; AutoCorrect works on single-byte chars only; KumiMeji and Rubi support was hacked in via fields
- ◆ **Word '94½ not localized to J version**
- ◆ **Word '95**
 - > Win31, Chicago, NT Intel to ship 90 days after US
 - > NT RISC version not localized
 - > Features to add: AutoFormat; DBCS AutoCorrect
- ◆ **Word '96**
 - > All versions to ship 90 days after US
 - > Features to add: vertical text as a section property; native KumiMeji and Rubi support; additional paragraph alignment options

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Plan vs. Last Year

	<i>Last Year</i>	<i>Plan</i>
Word 6.0 MS-DOS	5/93	6/93
Word 6.0 Win	7/93	10/93
Word 6.0 Mac 68k, Mac PPC	1/94	6/94
Word 6.0 NT (Intel)	12/93	5/94
Word 6.0 NT (RISC)	N/A	7/94
Word 94½ Win	N/A	5/94
Word '95 Win, Chic., NT (Intel)	8/94	3/95
Word '95 NT (RISC)	N/A	4/95
Word '96 Chic., NT (Intel)	7/95	3/96
Word '96 NT (RISC)	8/95	4/96
Word '96 Mac PPC	8/95	5/96

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PSS Status

- ◆ Calls/unit is 0.43 for the 24 months ending 12/93
- ◆ First 3 months of Winword 6 similar per unit call volume to first 3 months of Winword 2
- ◆ 6.0a should lower call volume significantly (SHARE is 6% of calls)

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PSS Top 10

Word 6.0 Issue	Planned Resolution
Word 6.0 too slow on user's machine	No easy fix till Word '95
Share parameters too low	Fixed 6.0a
User has bad video driver	Partial fix in '94½; ship in CDROM
Unable to load Share high	Fixed 6.0a
Setup hangs after install type choice	Fixed 6.0a
User wants address book template	Will try to fix in '94½
User has bad printer driver	Partial fix in '94½; ship in CDROM
Anti-virus software conflicts with Setup	Will try to fix in '94½
Share conflicts w/ other apps	Fixed 6.0a
Setup script fails at copyille.c line=72	Fixed 6.0a

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Key Competitors WordPerfect

> Strengths

- WP 6.0 perceived as most fully featured product (e.g. built-in spreadsheet)
- Very loyal installed base
- Acquired strategic technologies (SoftSolution for document management; Reference Technology for Grammar Checkers)
- Refocusing efforts on Windows after seriously fumbling the ball

> Weaknesses

- WP 6.0 has glaring holes vs. Winword 6 (OLE 2.0, IntelliSense)
- Buggy releases 5.1 and 6.0 have made a dent on reputation
- Just announced abandoning DOS market; company stronghold
- Weak Mac presence

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Key Competitors Lotus

> Strengths

- Ami Pro perceived as most graphical product (e.g. better frames)
- Expected to release Ami Pro 4 this year; may leapfrog WW 6
- Ami Pro 3.01 includes Notes support (F/X)
- If 123 v4 increases SmartSuite sales Ami Pro will benefit
- Has OS/2 version

> Weaknesses

- Small installed base; hasn't gained critical mass
- Ami Pro 3.01 a generation behind WW 6
- Weak consistency with 123
- No Mac presence
- OS/2 version slow and buggy

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