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To: List
From: PSGMktg; DADMktg
Date: December 21, 1994
Re: Planning for Desktop 95 (Win95 and Ofc95 Sim Ship)

This memo summarizes the key resource issues, programs. and plans for the joint launch and marketing of Win95 and Office for Win95 (Ofc95) — otherwise known as "Desktop95". The goal is to provide everyone, particularly in the field. with the information they need to plan effectively and allocate resources properly. Of course there will be individual plans from the PSD and DAD marketing teams covering issues specific to the respective products. Any questions or comments should be forwarded to XXXX or XXXX.

Basic Principles and Recommendations

1. "Desktop 95" is the joint launch of Win95 and Ofc95. These two product launches should be viewed as tightly integrated effort. This has several components:
    *   Integrated planning for a unified channel push. The goal is sim street date availability Plan to maximize leverage from Microsoft's channel funds to link channel marketing and sales of "Desktop 95"
    *   Aggressive integrated messaging across all communications vehicles. with a disciplined focus on synergistic PR.
    *   Aggressive joint effort to speed Corporate adoptions of "Desktop 95" across all segments (LORG. MORG, SORG)
    *   Integrated resource planning for manufacturing. distribution. sales training .PSS and customer service logistics.

We are not saying that every Win95 effort and every Ofc95 effort must be joint. We are saying efforts should be focused on maximizing synergy and leverage. For example, while we will have significant joint PR activities, there will continue to be very important specific PR activities for each product group.

2. Budget planning for "Desktop 95" should not be distorted by the overlap of FY95 and FY96. Plan "Desktop 95" as a coherent effort, with the component budgets of Win95 and Ofc95 internally consistent as an integrated effort. For the remainder of FY95 planning you should:
    *   Assume no revenue in FY95; Tier 1 countries (except Japan) should plan for revenue for both products in Q1FY96 with most other countries in Q2FY96.
    *   Consider additional plans for sustaining marketing activity in Q4FY95 to sustain sales (particularly for Office products) leading up to the launch.
    *   Budget in FY95 for pre-launch marketing activities for Win95 to prepare the market for this new product.

Product Schedule

We recommend the following announcement and street date timing based on the latest RTM information by language. These dates were chosen with the objectives of (1) preserving the benefits of sim-availability of Win95 and Ofc95 in each language, and (2) minimizing the deferment of revenue from holding product. A complete set of schedules by language can be found in Appendix I.

Date	Recommendation on announcement & street date
Aug 1	Win95 & Ofc95 sim-announce & street date for US & English speaking subs. All subs begin selling English product.

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Sept 5	Western European and Latin American announcement of localized versions. Win & Office sim-availability for all Tier 1 Euro/LA languages. Sim-availability requires them to hold Win95 for 4 weeks. (German, French, Italian, Spanish, Swedish).
	Tier 2 European/Latin American languages should participate in Sept 5 announcements. Since they will not have Office for 1-4 weeks, but will have already been holding Win for 2-4 weeks, each country will have to decide whether to hold Windows longer for sim-availability or ship Windows on Sept 5. (Dutch, Danish, Norweigen, Portuguese, Finnish, Brazilian).
Late Oct	Far East, Eastern European, Greek, Turkish versions sim-announce & sim-availability. Dates will vary by language but Win & Office should have sim-availability in each language.
Jan 1	Bi-Di versions sim-announce & sim-availability. Dates will vary by language but Win & Office should have sim-availability in each language.

Key Points
- The decision to have English product sim-announce & sim-availability on Aug 1 is based on the assumption that US/English subs would not wait to ship with localized European/Latin American languages on Sept 5 due to the large revenue impact of holding English product.
- The decision to sim-ship Win & Office for European & Latin American versions means that we are holding localized Win95 versions for about 4 weeks in each market, deferring localized Win95 revenue and potentially substituting some English Win95 sales for localized sales during that month. The benefit to waiting for sim-ship is stronger linkage & cross-sell with Office. In addition, August is a slow month in many of these markets. Note: given the momentum for Win95, some resellers may choose to launch with English product, making our decision to wait suboptimal.
- Tier 2 European languages will have to manage a delta between announce & availability if they participate in a European-wide launch.

Business Planning

Revenue Planning
Based on the revised Win95 RTM dates and the related Ofc95 deltas, all revenue for these products should be budgeted in FY96. Specifically we recommend the following revenue dates by language:
- English language product revenue should be forecasted beginning in August 95.
- German, French, Italian, Spanish, Swedish products will begin generating revenue in September 95.
- Dutch, Brazilian, Portuguese, Danish, Norwegian, and Finnish versions should be forecasted beginning in October 95.
- Japanese, Chinese (traditional), and Korean will begin generating revenue in November 95.
- Tier 3 languages will generate revenue in the November to January timeframe (see Appendix 1 for specific languages.

We are currently planning the following US English pricing schedule. The specific "waterfall" of prices down through all Select levels will be available shortly.

Product	New User ($ERP)	Upgrade ($ERP)
Office Standard	$499	$299*
Office Pro	$599	$399*
Indiv Ofc Apps	$339	$129*
Schedule+	$99	$79*
Win95 Retail	$209	$109**

Includes $40 rebate for version upgraders from individual app or Office itself
*Includes $30 rebate for version upgraders
*Based on $20 rebate for version or competitive upgraders included in New User SKU.
* Expected avg street to be $99 and below.

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We are currently developing mix and unit volume projections for Win95 and Ofc95. These will be available shortly and certainly prior to the WWRDM.

Marketing Budget

To help subsidiaries and the US field plan, we have included pivot tables from a six month Win95/Ofc95 draft marketing budget. This budget divides the timing of spending into two periods: (1) the two months prior to launch (L-2) and (2) the launch plus the following four months(Launch/L+4). The data below indicates that a smaller portion of the spending will take place in FY95, in particular in markets where English language product will be sold. One major exception is for Windows pre-launch education, where we do need to spend significant marketing dollars to prepare customers. The other exception is incremental promotional work required to sustain Office sales through the late spring and early summer. In general, however most spending will fall into FY96, and this means that some planned marketing dollars should "fall to the bottom line" in FY95.

The table below summarizes the total marketing spend for the Win95 and Ofc95 in the US for the six months around the launch. Note that these figures do not include $21MM in Win95 advertising that is proposed as part of the brand campaign. We separated it out so that subsidiaries without brand execution can guage how much to spend in each category. It also assumes that there will be no Office TV executions during the launch timeframe which is still a possibility that needs to be discussed.

NOTE: WE STILL NEED TO ADD ECU/OCU FUNDS TO THE BUDGET MATRIX AND WILL DO THAT BEFORE THE MEMO IS SENT OUT.

Product	(All)		

Sum of Amount	Time		
Area	L-2	Launch/L+4	Grand Total
Advertising	$4,482,000	$14,205,000	$18,687,000
Channel Materials	$225,000	$400,000	$625,000
Direct Mktg	$200,000	$2,650,000	$2,850,000
Events	$150,000	$2,995,000	$3,145,000
Marketing Research	$280,000	$380,000	$660,000
Other	$111,000	$850,000	$961,000
Packaging/Collateral	$300,000	$100,000	$400,000
PR	$1,288,000	$1,150,000	$2,438,000
Sales Tools	$795,000	$130,000	$925,000
Samples	$400,000	$1,100,000	$1,500,000
Grand Total	$8,231,000	$23,960,000	$32,191,000

This table looks at the same data on a percentage basis by time period. Not surprisingly, the vast majority of spending takes place after the launch.

Product	(All)		

Sum of Amount	Time		
Area	L-2	Launch/L+4	Grand Total
Advertising	24%	76%	100%
Channel Materials	36%	64%	100%
Direct Mktg	7%	93%	100%
Events	5%	95%	100%
Marketing Research	42%	58%	100%

Other	12%	88%	100%
Packaging/Collateral	75%	25%	100%
PR	53%	47%	100%
Sales Tools	86%	14%	100%
Samples	27%	73%	100%
Grand Total	26%	74%	100%

This table summarizes the data based on marketing discipline. Advertising is clearly the highest spending area, although PR is significant prior to the launch as are direct marketing and events after the launch.

Product	(All)		

Sum of Amount	Time		
Area	L-2	Launch/L+4	Grand Total
Advertising	54%	59%	58%
Channel Materials	3%	2%	2%
Direct Mktg	2%	11%	9%
Events	2%	13%	10%
Marketing Research	3%	2%	2%
Other	1%	4%	3%
Packaging/Collateral	4%	0%	1%
PR	16%	5%	8%
Sales Tools	10%	1%	3%
Samples	5%	5%	5%
Grand Total	100%	100%	100%

The attached budget file contains all of the detail from these tables. We recommend that you look at the specific pivot tables for Win95 and Ofc95 since some timing and functional spending areas differ significantly between the two products.

launcbg2.xls

Marketing Communications

Public Relations

Overall, the primary objective in PR is creating positive momentum for the Windows 95 platform leading up to the launch. At the same time we want influentials to perceive Desktop 95 as the finest and first complete Win95 solution. Win95 will continue to position itself as the successor to MS-DOS and Win 3.1 that increases ease of use, with Ofc95 highlighted as the leading example of how apps can take advantage of this new environment. Likewise, we will position Ofc95 as the next generation of our leading business applications that make it easier to get your job done by specifically taking advantage of Win95's new capabilities. The net result should be a view from customers that we have one, consistent product strategy that drives both our systems and apps business. Here are some examples of PR activities for Desktop 95:

- In early February, we will conduct a joint tour to demonstrate applications support for Win95 with Office and Office Compatible apps featured along with some other smaller category applications.
- From the Office perspective, its critical that we educate press, analysts and customers on the key attributes of a great Win95 apps — this is especially important given that our early contacts with the press covering applications indicate they are pretty poorly informed on Win95 itself. Once they have

this basic knowledge, we then need to show how our apps exploit those attributes as part of the first look/reviews process.

- Office participation in the second Win95 reviewers workshop to be held in April for industry pub cover dates in July/August. Office will also participate in the consumer pubs reviewers workshop to be held in the same rough timeframe.
- To create joint testimonial opportunities. Office marketing will mirror the Windows 95 Goliath and Marquee account seeding model. We will target 3 accounts who will verbally commit to moving to Office 95 by launch time and 25 accounts who will act as approved press references during the launch period.
- The Win95 team will be able to demo various components/features of the Office applications during tradeshows and other advanced showings of Win95. A specific set of features and capabilities that can be shown (and appropriate venues/audiences for this) will be available shortly.
- We will do a joint launch event for both products based on the retail availability dates discussed above. Specifics of how this will work are still TBD.

Advertising

A broad advertising push will kick off in both consumer and industry press at the time of launch. This will include a major TV campaign for Win95 as well as related print campaigns for both Win95 and Ofc95 (Ofc95 TV still TBD). Total expected expenditures in the US will be roughly $40M — see the budget data above for more details. While there are no plans for joint advertising, we will utilize media placement and the general brand look to tie the work together. In addition, the Office advertising will incorporate both Win95 and BackOffice as important sub-themes in both launch and sustaining campaigns. Promotional advertising for the launch will be driven by resellers utilizing marketing opportunity funds provided through the Desktop 95 channel promotion (see below). We may provide some national promotional advertising as "air-cover" during the launch but that is still TBD.

Direct

Our direct activities will be organized into two components: Microsoft reg base activities and prospecting off of other lists. Specifically, 7MM Windows registered names will be contracted out to key Mail Order resellers who will offer both Win95 and Ofc95 apps upgrades. In addition, Office may direct mail offers for individual apps and Office to its own reg base with an emphasis on targets we can identify outside of Morg/Lorg accounts. This would include an offer for Win95 (batteries required).

NOTE TO BOOP REVIEWERS: The issue of whether we provide a direct mail offer (as opposed to providing notification that points people to channel) is an area where the Windows and Office teams are not yet in agreement. We need to reach a decision before the final memo goes out.

On the prospecting front, the Win95 team has developed a highly qualified prospect list of 80k key individuals in 52k medium-size business sites (representing nearly 8mm PC's) who will be targeted for the Win95 Preview Program. Office will leverage this prospect list (and those who participate in the preview program in particular) as a lead generation source. All preview program participants will be mailed a special Office 95 upgrade offer when the product ships.

Retail/Sorg Activities Plan

Objectives

Overall, we have four objectives in the retail (inbound) channel where we will emphasize Sorg customers:
- Maximize Win95 & MS complementary product revenues
- Launch Ofc95, establish MS as Win95 platform leader
- Achieve an attach rate of X% of Ofc95 on new Win95 purchases
- Sustain high post-launch run-rates; prepare for Holiday 95 promotion

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We will focus on a Desktop 95 channel promotion that uses three tools centered around the Win95 launch:
(1) an end user offer, (2) a channel rebate, and (3) targeted marketing fund spending.

End User Offer

The basic end user offer is outlined below along with the rebate structure we will use:

"Buy Windows 95, get up to $50 off another MS Windows 95 product".

$50 off	$30 off	$10 off
Office 95	Word, Excel, Access or PPT 95 Home titles greater than $100	Home titles less than $100 Frosting Mice & Keyboards

*32 bit Home Titles = Works 95, Publisher 3, Golf, Bookshelf 95, Arcade, Dogs, Flight, Oceans

"Win95 products" includes Office apps plus the Consumer apps listed above. Key Partners will have the option to customize the content of this offer if they have an equivalent value alternative they wish to make available; small resellers will be required to use the standard MS offer. All resellers must use the standard offer format, products & message. We will limit purchases of MS Win95 products to 5 per EU and will limit the offer to a 90 day promotion period.

Channel Rebate

We will provide incremental rebates on "Win95 products" revenues. The rebate will be based on the ratio of Win95 products-to-Win95 units. In general the higher the number of Win95 products purchased relative to the number of Win95 units purchased, the higher the rebate. The precise ratios to be used in the promotion are currently being defined.

Marketing Funds

We will work with each major account to customize individual channel plans for this launch. This will enable the channel to offer a variety of differentiated offers that still map consistently to our overall goals. We will make the following funds will be available for this effort

- Funding plan
  - ⇒ 2% of Win95 & Win95 products revenues
  - ⇒ $7 million supplemental marketing funds to be allocated
- Funding plan priorities
  - ⇒ Pre-launch channel RSP training, education, communication & events.
  - ⇒ Launch events, EU offer advertising, secure shelf & page space (retail & mail order)
  - ⇒ Collateral, sales, seminars & training kits

Other Activities

Due to Win95's visibility, there are two channel-related activities that are planned just before launch. These two programs are outlined below; details are still being defined with OEM and ECU.
- Win95 OEM coupon program -- this program is designed to minimize the disruption to OEM sales due to customers waiting for Win95. It would allow OEMs to include a Win95 coupon pre-launch in return for an incremental royalty.
- "Coming Soon" period -- Some resellers will start early and begin reserving units pre-street. We can turn this into positive sales momentum and provide more control and equity by making this into a program. The channel could start taking orders from customers 4 weeks before street, saying that the Microsoft products are 'coming soon' and providing a specific availability date. This could include Ofc95 apps as well.

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Finally, as a follow-up to the launch promotion, we are looking at ways to sustain momentum in the retail/sorg channel. One option being considered is an extension of the "Business Source" program that the Office team is running this spring to reach switchers. This would involve a similar set of services (migration guides, SP referrals, training, etc.) as the current Business Source campaign except with an emphasis on version upgraders of both Windows and Office apps. More information will be provided on this as soon as its available.
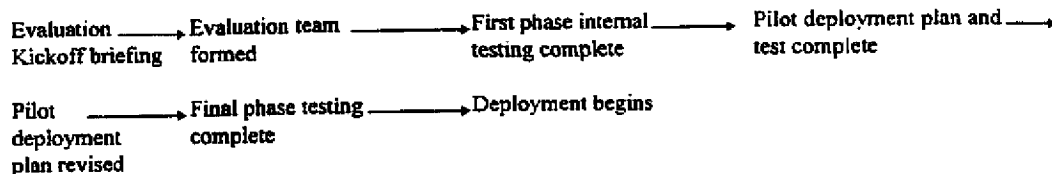
Morg/Lorg Plan

Objectives:
- Prepare customers to begin deployment of Win95 and Ofc95 within 30 days of launch
- Move 30% of desktops to Win95 and Ofc95 within six months
- Stimulate use of SMS as deployment tool
- Identify & capitalize on other BackOffice sales opportunities

The Desktop 95 Migration Challenge
The Desktop 95 Migration Challenge program is a set of tools and a process for using them designed to lead customers through each milestone in the deployment process. The program will be executed both by the Microsoft LORG account teams and by Solution Providers. For every milestone in the planning process there is a specific deliverable which will be monitored either by the Microsoft Corporate Migration Challenge Team (for participating LORG's) or by the Solution Provider or Outbound Reseller partner. The key milestones are listed below. The associated field deliverables are currently being defined and will be distributed shortly:

Evaluation ⟶ Evaluation team ⟶ First phase internal ⟶ Pilot deployment plan and ⟶
Kickoff briefing   formed   testing complete   test complete

Pilot ⟶ Final phase testing ⟶ Deployment begins
deployment   complete
plan revised

Channel Promotion
As with Sorg's, we will develop customized programs with key outbound channel partners and solution providers. This promotion will be based on the following basic ideas:
- LORG promotion: Microsoft will give a $50 credit for every combined install of Win95 and Ofc95 by March 31, 1996. The credit can be applied toward a set of products and services (consulting, on-site installation/configuration support, training, etc). The amount of credit that can be applied toward services versus product, as well as which products, is under discussion. Likely product candidates are Win95, Ofc95 and BackOffice products.
- MORG promotion: TBD
- Marketing funds will be applied as described earlier in the Retail/Sorg section.

Key Field Tools

The following tools are available to implement the Windows 95 and Office 95 Migration Challenge:

Windows Tool	*Office Tool*	*Tool Description*
Win 95 Reviewers Guide	Ofc 95 Reviewers Guide	Comprehensive description of product features
Support Resources Listing	Part of ORK, could be separate as well	Comprehensive of information and training sources

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WinNEWS data sheet		Where to get information on-line
Long Lead Kit	Long Lead Kit	SKUs, pricing, order info, marketing materials list
Desktop 95 Ad Kit	Desktop 95 Ad kit	Box shots, promo tag line, offer description
Desktop 95 Merchandising Kit	Desktop 95 Merchandising Kit	Point of Purchase materials
Desktop 95 Retail Training Kit	Desktop 95 Retail Training Kit	Training materials
Windows 95 Interactive Demo	Office 95 autodemo	Gives customers the feel of working with these new products on their existing system
Leverage Office kit	Sorg Marketing Kit	Sales tools kit that supports the field in leveraged Sorg marketing activities.
N/A	Vertical Marketing Kit	Same as above, for Legal, Accounting and Health Care
Structured Trial Materials	Structured Trial Materials	PPT w/notes, demo script, setup instructions
CD/Disk set and license	Marketing beta	Product and demo files
Windows 95 Resource Kit (WRK)	Office 95 Resource Kit (ORK)	Comprehensive technical documentation on how to plan and implement the deployment of Win95
Deployment Guide	Deployment Guide	Guidelines for how to create a deployment plan (part of WRK)
Deployment Plan Gantt Chart Template	Deployment Plan Gantt Chart Template	Microsoft Project file
Windows 95 Business Case	Similar	Collateral summarizing key benefits of Windows 95 for organizations, with evidence
Windows 95 Evaluation Guide	Office 95 Evaluation Guide (Competitive and Upgraders)	Walks the customer through evaluating the desktop products.

Events & Tradeshows

Our Desktop 95 event marketing plan for CY95 will be designed to maintain the momentum that we've established via participation at industry events over the past several months. Below is a summary of the major events we have planned between January 1995 and launch. The program schedule following this section includes the timing for each of these events, as well as the largest industry tradeshows at which we'll highlight Windows 95 and Office 95.

MSTV   January through May 1995
Both Win95 and Ofc95 will make use of MSTV. The Windows 95 TrainCast is a series of broadcast events on MSTV which are geared towards high level IT managers, solution providers, VARs, IS implementers at corporate sites, corporate help desk and support professionals and trainers. Content will focus on two major issues: "Why move to Windows 95" and "How to move to Windows 95." One of these sessions will also discuss how to coordinate Office migration with Windows. Please see Appendix II for a schedule of the Windows broadcasts and topics to be covered. Office sessions will continue to run monthly (currently on show #3) with discussions about Office as a solutions platform. From Feb-April, we will add a short, 5 minute segment which will show some new capability from Ofc95 that we are willing to show publicly. In May, we will highlight an on-going case study (Muscular Dystrophy) and how they are

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preparing for the move to Ofc95. Subsequent to the launch, these Office MSTV sessions will focus on the new capabilities in Ofc95 and the implications for the corporate user. A schedule for these sessions will be provided separately.

Windows 95 Multimedia Reviewers Workshop: Feb. 1&2, 1995
The Windows 95 Multimedia Reviewers Workshop will be held at Microsoft corporate campus February 1 and 2. We hope to draw at least 100 qualified, multimedia-oriented journalists. Through demo-rich sessions we will communicate the key multimedia messages. We will look to the subsidiaries to identify appropriate multimedia journalists who should attend the workshop.

Windows 95 World Tour: May through July, 1995
The North American leg of the Windows 95 World Tour will visit 22 sites in the US and Canada: each event is expected to draw 2,000 - 3,000 attendees. The preliminary schedule for the North American tour can be found in Appendix III. The objectives of the tour are to generate excitement for Win95 amongst PC enthusiasts and first wave customers, demonstrate the built-in networking support for Microsoft and Novell networks to VAR's, CNE's and corporate customers, deliver pre-launch Win95 messages, and demonstrate Ofc95 as a premier set of Win95 applications. Office demos will be confined to features designed to leverage Win95; this will not be an unveiling of the entire Ofc95 feature set. The field has been asked to:
- Provide a customer list of no more than 10,000 to include in each city promotional mailing.
- Help generate excitement and attendance for the event with accounts through various methods (e.g. account calls, district newsletters, word of mouth).
- Provide 5 or more staff on-site for the event to help field questions, provide general support, and show a strong MS presence.

Event Marketing Materials
In early January we will be communicating the details of a program by which the field and subsidiaries can order materials for their event and tradeshow programs including signage, lapel pins, datasheets, and "SWAT" materials which can be used to highlight booths of ISVs, IHVs and OEMs designing products to be Windows 95 compatible. Localization of the materials will need to be coordinated by the subsidiaries.

Launch Event (Date & Location TBD)
Specific launch event plans and creative are yet to be determined. Ideas and suggestions should be directed to ShaunaB.

Programs Schedule

This calendar summarizes the activities in the preceding sections and their associated timings.

Activity Type	Event	Date(s)
Event	CES Winter - Las Vegas, NV	January 6-9
Mktg Comm	Industry Analysts Day (Win 95 event)	January 20
Mktg Comm	Office Weeklies Press Tour	January 23
Mktg Comm	Monthly PR Tech Tour	January
MS Training	Regional Sales Mtgs (Desktop 95 Migration Challenge KickOff)	January
Event	MSTV - Office Broadcast	January
Event	MSTV TrainCast Broadcasts - Broadcast from MS Campus	January 24
Event	Win 95 Multimedia Reviewers Workshop - MS Campus	February 1-2
Mktg Comm	Monthly PR Tech Tour — joint Ofc95/Win95 demo of 3rd Party Win95 support	February
LORG/MORG	Migration Challenge Kickoff with LORGs, SPs	February
LORG/MORG	Migration Challenge seminars with MORG's	February
HQ Activity	MIS Ads	February
Event	Office Compatible Developer's Conference	February
Event	MSTV - Office Broadcast	February

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	MSTV TrainCast Broadcasts - Broadcast from MS Campus	February 14 & 28
Event		
		March
Mktg Comm	Monthly PR Tech Tour	March
LORG/MORG	Migration Challenge seminars with MORG's	March
LORG/MORG	Windows Preview Program distributed	March
LORG/MORG	Marquee and Goliath Accounts Seeding Program	March
HQ Activity	MIS Ads	March
Retail/SORG	Long lead kits to resellers	March
Retail/SORG	Tech training kits to resellers	March
Retail/SORG	Top reseller account visits	March
Event	MSTV - Office Broadcast	March 14 & 28
Event	MSTV TrainCast Broadcasts - Broadcast from MS Campus	March 28-31
MS Training	SE Forum - New Orleans, LA	
		April 11 & 25
Event	MSTV TrainCast Broadcasts - Broadcast from MS Campus	April
Event	MSTV - Office Broadcast	April
Mktg Comm	Win 95 Reviewers Workshop II	April
Mktg Comm	Win 95 Consumer Press Workshop	April
Mktg Comm	Monthly PR Tech Tour	April
Retail/SORG	Ad kits -- reserving ad space and developing ads	April
Retail/SORG	Resellers sales training kits and training prep	April
Retail/SORG	Resellers place initial orders at distis	April
HQ Activity	MIS Ads	April 24-27
Event	Windows World & Spring COMDEX - Atlanta, GA	
		May-July
Event	Windows "Windows 95" World Tour (N. American Leg) 24 sites (US & Toronto)	May
Event	MSTV - Office Broadcast	May 9
Event	MSTV TrainCast Broadcasts - Broadcast from MS Campus	May
Mktg Comm	Monthly PR Tech Tour	May
HQ Activity	MIS Ads	May
Reseller	Guaranteed initial reseller orders due to Microsoft	
		June
MS Training	District Tour	June 19-21
Event	PC Expo - New York	
		July
Retail/SORG	Merchandising Kits	July
Retail/SORG	Reseller Sales Training	July
HQ Activity	End User "Coming Soon" Ads	July 26-28
Event	Windows World Chicago - Chicago, IL	
		Aug 1
HQ Activity	Windows 95/Office 95 Launch Event	Aug
HQ Activity	End User ads	Aug
LORG/MORG	Select 3.0 agreements	
		September 12-14
Event	Windows World Dallas - Dallas, TX	September 25-29
Event	Networld + Interop Fall - Atlanta, GA	
		November 13-17
Event	COMDEX/Fall 94 - Las Vegas, NV	

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Appendix I

RTM & Ship status on August 1, 1995

This spreadsheet summarizes Win 95 & Office 95 availability situation for each language on August 1, the proposed date of the US/English announcement.

Worldwide RTM & Ship dates for Windows & Office '95

Enter announce or street date here

US Off 95 RTM=Win95+2 weeks

Please see explanations at bottom of page.

Street date: 1-Aug

Tier	Language	Loc deltas		Build time	RTM		Inventory built		Street date: Win 95	Off 95
		Win 95	Off 95		Win 95	Off 95	Win 95	Off 95		
1	Eng. US	0 d	0 d	6 w	12-Jun	26-Jun	24-Jul	7-Aug	Ship	5 w build only
	Eng. A	0 d	0 d	6 w	12-Jun	26-Jun	24-Jul	7-Aug	Ship	5 w build only
	Eng. Z/AA	n/a	10 d	6 w	n/a	6-Jul	n/a	17-Aug	n/a	4 w build only
	Eng. EE	14 d	n/a	4 w	26-Jun	n/a	24-Jul	n/a	Ship	n/a
	German	7 d	30 d	4 w	19-Jun	26-Jul	17-Jul	23-Aug	Ship	Not RTM'd
	French/FC	7 d	40 d	4 w	19-Jun	5-Aug	17-Jul	2-Sep	Ship	1 w build only
	Italian	21 d	30 d	4 w	3-Jul	26-Jul	31-Jul	23-Aug	Ship	Not RTM'd
	Spanish	21 d	40 d	4 w	3-Jul	5-Aug	31-Jul	2-Sep	Ship	Not RTM'd
	Swedish	21 d	45 d	4 w	3-Jul	10-Aug	31-Jul	7-Sep	Ship	Not RTM'd
	Japanese	90 d	90 d	4 w	10-Sep	24-Sep	8-Oct	22-Oct	Not RTM'd	Not RTM'd
2	Dutch	21 d	55 d	4 w	3-Jul	20-Aug	31-Jul	17-Sep	Ship	Not RTM'd
	Brazilian	21 d	55 d	4 w	3-Jul	20-Aug	31-Jul	17-Sep	Ship	Not RTM'd
	Danish	35 d	65 d	4 w	17-Jul	30-Aug	14-Aug	27-Sep	2 w build only	Not RTM'd
	Norwegian	35 d	75 d	4 w	17-Jul	9-Sep	14-Aug	7-Oct	2 w build only	Not RTM'd
	Portuguese	55 d	90 d	3 w	6-Aug	24-Sep	27-Aug	15-Oct	Not RTM'd	Not RTM'd
	Finnish	45 d	80 d	3 w	27-Jul	14-Sep	17-Aug	5-Oct	1 w build only	Not RTM'd
	Chin. Trad.	90 d	90 d	4 w	10-Sep	24-Sep	8-Oct	22-Oct	Not RTM'd	Not RTM'd
	Korean	90 d	90 d	4 w	10-Sep	24-Sep	8-Oct	22-Oct	Not RTM'd	Not RTM'd
3	Polish	90 d	85 d	3 w	10-Sep	19-Sep	1-Oct	10-Oct	Not RTM'd	Not RTM'd
	Hungarian	100 d	90 d	3 w	20-Sep	24-Sep	11-Oct	15-Oct	Not RTM'd	Not RTM'd
	Czech	100 d	95 d	3 w	20-Sep	29-Sep	11-Oct	20-Oct	Not RTM'd	Not RTM'd
	Russian	90 d	100 d	3 w	10-Sep	4-Oct	1-Oct	25-Oct	Not RTM'd	Not RTM'd
	Turkish	110 d	110 d	3 w	30-Sep	14-Oct	21-Oct	4-Nov	Not RTM'd	Not RTM'd
	Greek	110 d	110 d	3 w	30-Sep	14-Oct	21-Oct	4-Nov	Not RTM'd	Not RTM'd
	Catalan	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Slovenian	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Chin. Simp.	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Arab./US	180 d	180 d	3 w	9-Dec	23-Dec	30-Dec	13-Jan	Not RTM'd	Not RTM'd
	Heb./US	180 d	180 d	3 w	9-Dec	23-Dec	30-Dec	13-Jan	Not RTM'd	Not RTM'd
	Arab./FR	180 d	180 d	3 w	9-Dec	23-Dec	30-Dec	13-Jan	Not RTM'd	Not RTM'd
	Farsi	n/a	180 d	3 w	n/a	23-Dec	n/a	13-Jan	Not RTM'd	Not RTM'd
	Thai/US	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Bah-Ind.	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd

The delta for each language is relative to US RTM. Win and Off deltas are independent of one another (except Bi-Di, DBCS). - Win95 deltas are officially 45-80 for Tier 2, 90-120 for Tier 3. For calculations purposes, a specific date within the range was assigned to each language here. - P & Fi are Tier 3 languages for Office, but are included in Tier 2 here to map to Win95.

Number of weeks needed to build inventory and fill in channel, for each product. - Potential capacity problems due to Wi and Off overlap not considered here. - Manufacturing feedback will be requested to refine these numbers.

For each product, RTM date for each language is. Product US RTM + delta

For each product and language, inventory build time is added to RTM date t calculate ship date

For a given Street date entered at top, these columns show the status of each product and language version: 1. "Ship": inventory defined in "Build time" has been built. 2. "x w build only": RTM' but inventory not fully built. 3. "Not RTM'd".

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RTM & Ship status on September 5, 1995

This spreadsheet summarizes Win 95 & Office 95 availability situation for each language on Sept 5, the proposed date of the European & Latin American announcements.

Worldwide RTM & Ship dates for Windows & Office '95

Enter announce or street date here:

US Off 95 RTM=Win95+2 weeks — Street date: 6-Sep

Please see explanations at bottom of page

Tier	Language	Loc deltas Win 95	Loc deltas Off 95	Build time	RTM Win 95	RTM Off 95	Inventory built Win 95	Inventory built Off 95	Street date: Win 95	Street date: Off 95
1	Eng. US	0 d	0 d	6 w	12-Jun	26-Jun	24-Jul	7-Aug	Ship	Ship
	Eng. A	0 d	0 d	6 w	12-Jun	26-Jun	24-Jul	7-Aug	Ship	Ship
	Eng. Z/AA	n/a	10 d	6 w	n/a	6-Jul	n/a	17-Aug	n/a	Ship
	Eng. EE	14 d	n/a	4 w	26-Jun	n/a	24-Jul	n/a	Ship	n/a
	German	7 d	30 d	4 w	19-Jun	26-Jul	17-Jul	23-Aug	Ship	Ship
	French/FC	7 d	40 d	4 w	19-Jun	5-Aug	17-Jul	2-Sep	Ship	Ship
	Italian	21 d	30 d	4 w	3-Jul	26-Jul	31-Jul	23-Aug	Ship	Ship
	Spanish	21 d	40 d	4 w	3-Jul	5-Aug	31-Jul	2-Sep	Ship	Ship
	Swedish	21 d	45 d	4 w	3-Jul	10-Aug	31-Jul	7-Sep	Ship	4 w build only
	Japanese	90 d	90 d	4 w	10-Sep	24-Sep	8-Oct	22-Oct	Not RTM'd	Not RTM'd
2	Dutch	21 d	55 d	4 w	3-Jul	20-Aug	31-Jul	17-Sep	Ship	2 w build only
	Brazilian	21 d	55 d	4 w	3-Jul	20-Aug	31-Jul	17-Sep	Ship	2 w build only
	Danish	35 d	65 d	4 w	17-Jul	30-Aug	14-Aug	27-Sep	Ship	1 w build only
	Norwegian	35 d	75 d	4 w	17-Jul	9-Sep	14-Aug	7-Oct	Ship	Not RTM'd
	Portuguese	55 d	90 d	3 w	6-Aug	24-Sep	27-Aug	15-Oct	Ship	Not RTM'd
	Finnish	45 d	80 d	3 w	27-Jul	14-Sep	17-Aug	5-Oct	Ship	Not RTM'd
	Chin. Trad.	90 d	90 d	4 w	10-Sep	24-Sep	8-Oct	22-Oct	Not RTM'd	Not RTM'd
	Korean	90 d	90 d	4 w	10-Sep	24-Sep	8-Oct	22-Oct	Not RTM'd	Not RTM'd
3	Polish	90 d	85 d	3 w	10-Sep	19-Sep	1-Oct	10-Oct	Not RTM'd	Not RTM'd
	Hungarian	100 d	90 d	3 w	20-Sep	24-Sep	11-Oct	15-Oct	Not RTM'd	Not RTM'd
	Czech	100 d	95 d	3 w	20-Sep	29-Sep	11-Oct	20-Oct	Not RTM'd	Not RTM'd
	Russian	90 d	100 d	3 w	10-Sep	4-Oct	1-Oct	25-Oct	Not RTM'd	Not RTM'd
	Turkish	110 d	110 d	3 w	30-Sep	14-Oct	21-Oct	4-Nov	Not RTM'd	Not RTM'd
	Greek	110 d	110 d	3 w	30-Sep	14-Oct	21-Oct	4-Nov	Not RTM'd	Not RTM'd
	Catalan	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Slovenian	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Chin. Simp.	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Arab./US	180 d	180 d	3 w	9-Dec	23-Dec	30-Dec	13-Jan	Not RTM'd	Not RTM'd
	Heb./US	180 d	180 d	3 w	8-Dec	23-Dec	30-Dec	13-Jan	Not RTM'd	Not RTM'd
	Arab./FR	180 d	180 d	3 w	9-Dec	23-Dec	30-Dec	13-Jan	Not RTM'd	Not RTM'd
	Farsi	n/a	180 d	3 w	n/a	23-Dec	n/a	13-Jan	n/a	Not RTM'd
	Thai/US	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd
	Bah-Ind.	120 d	120 d	3 w	10-Oct	24-Oct	31-Oct	14-Nov	Not RTM'd	Not RTM'd

Appendix II

Win95 TrainCast Schedule

The Microsoft Windows 95 TrainCast is broadcast via satellite. For satellite coordinates and more information call 1-800-206-3000 in the United States and Canada. Registration will be centralized through the 800 number. There is no registration fee, but if attendees wish to acquire the training materials they will need to pay $50 per set.

Topic	Date	Length
1. The IS Tour: An edited version of the current IS tour with product demos and education for IS managers.	1/24/95	2 hrs
2. Reducing Support Costs for Windows Desktops: conference session addressing ways that organizations can reduce their desktop support costs using Windows 95, featuring industry experts from the Gartner Group, Masie Institute, Corporate Software, and Usability Sciences, Inc.	2/14/95	4 hrs
3. Setup/Intsall and UI support issues: Detailed training on what to expect when you set up Windows 95 in stand alone and networked environments.	2/28/95	4 hrs
4. System administration and tools: An MIS manager's guide and troubleshooting resource to remote adminstration of Pcs in a heterogenous environment.	3/14/95	4 hrs
5. Networking with Windows 95: Supporting Windows 95 based PCs connected to Windows NT and other servers.	3/28/95	4 hrs
6. Networking with Netware: Supporting and troubleshooting Windows 95 based PCs connected to a Novel NetWare server.	4/11/95	4 hrs
7. Printing issues: Details on how to install, setup and troubledhoot the more than 800 printers that Windows 95 will support.	4/25/95	4 hrs
8. What we've learned about support from the beta programs: Microsoft's own support staff will provide a first look anf real-world data on what to expect in rolling out Windows 95.	5/9/95	4 hrs

There is an opportunity for Reseller, LORG, SMORG and SP field reps to build events surrounding the broadcast. Programs should be tailored for the specific audience. The following is a rough framework for potential events by audience at the field offices:

- VARs: Deliver a session to VARs which educates them on how to make money with Windows 95 and also train them on how to implement the "Desktop 95 Migration Challenge with their customers.
- LORG's: educate LORG's on benefits of Windows 95 for organizations, and deliver key tools to them to help them plan deployment.

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Appendix III

Seattle	March 1
Sacramento	March 6
Pasadena	March 7
Orange Co.	March 13
San Fran	March 15
Louisville	March 20
St. Louis	March 22
Houston	March 28
San Diego	March 30
San Antonio	April 3
Dallas	April 4
Oklahoma	April 10
Detroit	April 13
Minneapolis	April 17
New York	April 20
Columbus	April 24
Philadelphia	April 27
Toronto	May 8
Chicago	May 11
Boston	May 16
WA DC	May 18
Atlanta	May 29

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