To: Chris Peters
Fr: Mark Kroese
Re: November monthly report
Dt: February 15, 1995
Cc: Office Product Unit Managers; DAD Marketing Group; Product Planning Leads
Information; Lewis Levin; Vijay Vashee; Jon Reingold; Blue; David Risher; Pete
Higgins

Major Accomplishments

- Published SmartSuite 3.0 analysis
- Published first draft of Word/Excel/Office benchmarks
- Finalized decision to not localize VBA core language.
- Finalized strategy for Office Compatible '95, including use of code
- Attended Comdex; met with Office Compatible ISVs and did competitive analysis

Project Status - product planning

Office beta date.
M8 date has slipped from 12/27 to 1/30. Given that we do not want our beta
testers to have to upgrade from M7 to M8 mid test, we've moved our beta I date from 1/9
to M8+10 days. We have not changed our code complete (12/5) or RTM.

Performance and benchmarking.
The first draft of the Word and Excel benchmarking status report was published. We
continue to work with the Word and Excel groups, and to a lesser extent the PowerPoint
and Access groups to understand and optimize performance for Office '95. A key part of
this effort is getting the right LEGO scenarios, which we are in the process of defining.
We will publish regular monthly reports on performance status between now and launch.
This will get broad distribution.

For Office '96, we are working to define more quantitative goals, and will work with
Grant George's team and the app teams to utilize the new benchmarking lab as a key part
of the process. Like Office '95 we will publish regular monthly reports as soon as the lab
is up and running (January). Steve Bush is also writing a "performance spec" for
development, which will only affect Office '96.

Feature naming.
After extensive research and legal searches, we have finalize most feature names for
Office '95 features as well as application specific features. Bridgetb has a comprehensive
document that lists each feature name and how it will be presented in the UI and
documentation.

Office usage study.
We are now "in the field" with a usage study of Office 4.3 users. The goal of the study is
to help focus our '96 (and beyond) releases by helping us understand the mindset, usage
patterns, and general demographics of the Office customer. We are targeting users that
have used the product for at least three, and ideally six, months. Results from this study
will be available in late January.

Office user "content" research

We are working with the Bookshelf team to determine what business content Office users want/use with their documents. We will conduct research over the next two months to determine the appropriate content for Bookshelf/Office. In addition, we are refining the Office/Bookshelf '96 product plan, which assumes that the Bookshelf business content is a permanent part of Office — and includes thoughtful integration.

Small Business Pack (OSBP)

The project is currently on schedule for sim ship with Office '95. We are working hard to integrate this add on with IntelliSearch, so when a user asks how to do some small business tasks, the IntelliSearch engine returns you to one of the OSBP templates. The direct mail feature is also being integrated with the Deluxe™ service offering, since they will be the "back end" for this feature.

Office Resource Kit

We are working with UE to produce a resource kit for system administrators and people who have to install and support our software in large volumes. This will include documentation and an Access database that lists all file dependencies. The documentation will profile three or four typical installation scenarios and make it clear how to optimize for each. This will ship when Office '95 does, if not a little earlier (for evaluations).

Office Development Kit.

The next version of the ODK will with VB 4.0, about the time Office '95 ships. We are in the process of discussing synergy with the Office Compatible program.

DMF support and information.

We continue to serve as the central source of DMF issues for field sales, OEM sales, marketing and other groups. This month, we will publish reference guide that can be used by all groups for general Q&A, technical issues, etc. Steve Bush owns this project.

Binder Templates

Office '95 will ship with a variety of "activity" focused Binder Templates, collections of Word, Excel and PowerPoint templates that focus on important user activities. For example, a "business trip" binder template will include a presentation template, a meeting notes template, an expense report template, a trip report template, etc. We are collaborating with the product units on this effort.

Deluxe™ "Printovation" feature

- The registration Wizard for this feature will be code complete on 12/12 and will ship with Office '95.
- The Office and Publisher teams are working together to co-design the Printing Wizard that will allow for Office Binders and Publisher color documents to be sent to Deluxe™ for high end printing. This will ship via fulfillment (one disk) when Office '95 ships.
- Meeting with Kinkos this week (and others in January) to determine the best way for Kinkos to participate as a "Microsoft/Deluxe™ Imaging Center".
- Meeting with Deluxe™ management on Thursday to discuss contract issues and other details involved with the business relationship.
- This "feature" (service offering) will require lots of effort for the next 90 days.

Office Compatible Status

Lots of activity with the Office Compatible program. We met with key ISVs at Comdex to discuss the future of the program. There was also a breakfast for interested ISVs. The key changes we are making to the program are as follows.

Better development tools

We have secured agreement from Denis Gilbert and the rest of the C++ development team to ensure that the version of VC++ that ships prior to Windows '95 will have an Office Compatible mode that makes it easy for developers to create an Office Compatible application. The app wizard will also score the application for the developer.

Office.dll API publishing

We have agreement that we will publish a few APIs in Office '95 — mainly as a pilot to make sure we understand the support burden involved with this type of effort.

Support function to move to DRG.

Doug Henrich has agreed that his team will assume the support role for the Office Compatible ISVs, effective mid to late January. The transition time may extend a bit, while his group gets up to speed, but they are committed to being the sole source of ISV support for Windows '95 and Office Compatible.

Sharing the same testing agency as the Windows '95 team.

The testing for the "Designed for Windows '95" and the Office Compatible program will both be done by VeriTest, of Los Angeles. We are no longer using AIR (American Institute of Research) in Palo Alto.

Office Compatible developers conference — January 16th, 17th

We are planning a two day developers conference for all current (and some prospective) Office Compatible developers in mid January. The agenda will cover everything from broad strategy issues to granular development issues, UE issues, etc. Jim Conner has a detailed agenda for people who are interested.

Strategy Changes

Decided to postpone the Office beta until M8.

Competition

We are investigating the "AmiPro as your Notes editor" scenario and thinking through a response plan. Likely case: rely on doc objects for a better implementation.

Staffing

- Welcome Amy Hoffman to the Office product planning team Amy will focus exclusively on managing the Office beta program.
- We have a strong candidate for the open headcount in the Office product planning team. We will extend an offer this week.

Two month objectives

- Ship memo that includes second round of performance benchmarks
- Complete analysis and presentation of Office usage study
- Produce Office '95 layman's spec — the follow up to the vision document that exists
- Finalize Office '96 vision statement — make it into a Word document (vs. PPT)
- Complete Bookshelf/Office research and develop draft of product plan for '96
- Finalize plans for Office beta in early February, including participant lists
- Finalize planning and host the Office Compatible developers conference
- Complete Unix Office analysis (technical feasibility)
- Finalize DMF support memo
- Conduct reviews
- Continue to review specs and provide feedback to program managers
- Present technical issues of Office '95 to SE group in December
- Arrange extensive demo day for Windows '95 and DADmktg teams