From:	David Caulton
Sent:	Thursday, March 29, 2001 7:18 PM
To:	Ian Mercer; Gary Schare; Nick Vicars-Harris; Marcus Matthias
Cc:	Kurt Hunter, Gregory Finch
Subject:	RE: Pitching digital media to Office

Some more thoughts, and some partial answers to your questions...

>   -----Original Message-----
> **From:** Ian Mercer
> **Sent:** Thursday, March 29, 2001 4:47 PM
> **To:** David Caulton; Gary Schare; Nick Vicars-Harris; Marcus Matthias
> **Cc:** Kurt Hunter; Gregory Finch
> **Subject:**   RE: Pitching digital media to Office
>
> Some thoughts ...
>
> 1.Last time Will told me we need to 'go beat up Office to use our media stuff' [not his exact words] I pointed out to him that it was actually Office who wants to beat us up for ignoring them and making their lives worse over the last several years! We need to tread carefully and listen to what their needs are as much as we need to urge them to think about scenarios that we want to see happen. We broke the player embedding model (IE only now), we changed all our automation interfaces for no real end-user benefit, ... as a result they use the 6.4 player still today. The PPT team could have done with far more help integrating the Encoder too - when they demo'd it to me last they ended up with 5 copies of the Encoder running and PPT was talking to the wrong one. If we want them to integrate media we need to be prepared to fly down and help them, help them with code, help them with test.

This is **absolutely** their model. We're the supplicants here. Office will sell a zillion copies with our without us. They feel that our encoder causes the majority of the problem with presentation broadcaster, and regret that a bunch. As someone who recently sat on their side, Office won't do it all for us – we won't get a freebie here. When Office works with internal partners, they (rightly) expect more than just components and generic code. XD couldn't just throw SAPI over the wall and expect speech – there had to be an integration team. If we aren't ready to provide support and do some work, it'll just fall apart. We should put effort into this for the same reason everyone else does – getting our production tools deeply into office is the only way to get into every enterprise on earth. To have that ability – yet not use it – is sad.

That said, I think we've got a unique opportunity now because they do need us for much of their vision, and the bandwidth and cycles needed to do our stuff are widespread now.

> 2. We meet with the PPT team regularly and have been discussing the following topics wrt. Producer and video
> ...

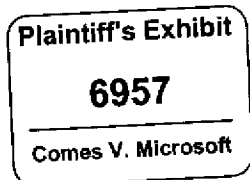> 3. Stuff Gary and I discussed this afternoon that should go on the agenda for Office overall ...
> > a.   Live Broadcast, Live Archive - who owns what here and how do we move it forward - how does Sable effort relate back to improving PPT?

We need to define this very carefully. I know office users, and there will be considerable resistance among the 80% crowd (meaning it won't happen) to learning a whole new app to get started. Otoh, if we gradually suck them in with a simple tool built in to an app they know, then help them migrate over to the powerful features of Producer...

> > b.   Frontpage - what can we do to make embedding video in HTML even easier / better, e.g. script code to wait for player to finish caching HTTP streamed video before allowing seeking

I'm working with the fp team on this one now. We've got a plugin to make it easy to insert a media player, make the .asx playlists, and to handle the shuffling of media files up to the web server. This will be up on officeupdate for OfficeXP launch...and I'm working on their GPM to get it into Office.NET. To really rock, we just need to solve the server coexistence problem so you can publish your fp web up onto an iis/wms box and stream away...

1

     c. Word, especially when acting as your email editor, being able to easily insert a video (see Cut/copy/paste above).

This will be a very tough sell...I spoke to their GPM today and he's very skeptical. Not that he won't consider it...

     d. NT4 support - when will Office drop this - DMD has already

Last I heard, Office.NET is officially win2k and later only. We should confirm.

     e. Outlook integration - schedule a live event? record audio or video messages (not in WAV format!!!)

This is good – office is riddled with wav files now. Doubt we can get this changed without some grand new scenario given that the current features are never used.

    4. Major issues we have with getting media in to Office
       a. TCO issues - we suck - we require a reboot, we update system components, . . - we cannot get an Office logo on what we do and it is unlikely they would let us in the box as a result

This is a huge issue. We must get this right, or we're out. The entire release of Office2k was designed to fix this, and one cranky component blows everything.

       b. Trust - we've let them down and ignored them in the past, why should they believe us this time?
       c. Their focus - past Sinofsky mail telling us that we aren't in the 80% usage scenario so they aren't going to work on it

Ralf has already said this is the criterion this time.

Finally, PPT team's last communication on Office.NET was that they expected to be doing only .NET work for the next release of Office and that other feature work or major changes to the applications were not being contemplated Has this changed?

This is still a tenet, but it's giving way. Word is assuming cracking the .exe for some of their features. Also, Word is planning to split into 12 (.NET) and 24 month teams. If we don't make the 12, now's the time to get into the 24.

Another issue – they're putting considerable resources into an operations team and infrastructure. Are they making any decisions that lock us out from future .net services? We need to understand

    -Ian

-----Original Appointment-----
From: David Caulton
Sent: Thursday, March 29, 2001 2:30 PM
To: Gary Schare; Nick Vicars-Harris; Ian Mercer; Marcus Matthias; Conf Room 25/1419 (12) AV
Subject: Updated: Pitching digital media to Office
When: Friday, March 30, 2001 11:00 AM-12:00 PM (GMT-08:00) Pacific Time (US & Canada); Tijuana.
Where:

Let's get together and figure out our pitch to the office team...

dc