From: Kurt Buecheler
Sent: Sunday, May 20, 2001 11:10 AM
To: Will Poole; Gary Schare
Cc: Dave Fester; Rich Lappenbusch
Subject: RE Cisco and DMD

Need to divide and conquer . I have a mile long list in my last week before vacation. Gary can represent DMD wrt Cisco.

Confirming: gshare owns this response

Thanks
Kurtb
---- Original Message ----
From: Will Poole
Sent: Sunday, May 20, 2001 10:21 AM
To: Gary Schare; Kurt Buecheler
Cc: Dave Fester; Rich Lappenbusch
Subject: FW: Cisco and DMD

Pls put together a background briefing mail (high level) and a few recommendations that Bill could make to Chambers. If you send to me by early Tues AM, I will review and forward to Bill.

---- Original Message ----
From: Will Poole
Sent: Sunday, May 20, 2001 10:19 AM
To: Bill Gates
Cc: Jim Allchin; Brian Valentine; Jawad Khaki; Jim Allchin; Eric Rudder; Gary Schare; Kurt Buecheler; Will Poole
Subject: RE: Cisco and DMD

---- Original Message ----
From: Bill Gates
Sent: Sunday, May 20, 2001 8:52 AM
To: Will Poole
Cc: Jim Allchin; Brian Valentine; Jawad Khaki; Jim Allchin; Eric Rudder
Subject: Cisco and DMD

We will see Chambers this week as part of the CEO conference.

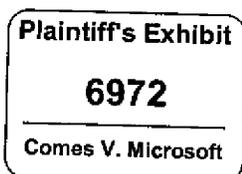I wonder if Cisco is thinking of cutting back their streaming media stuff.
Is there a way we could work together more effectively?
[wpoole] Given what they are going through I'd certainly hope they are cutting back in this area and that we could take a new run at cooperating. I'm sure you know that we've tried this, mostly unsuccesfully, for years now. The most recent setback was their driving formation of ISMA, which is an alliance driven by Cisco and Sun and Apple to try to promote open standard protocols and ISO codecs / formats as alternatives to the formats & protocols we and Real are developing.

Both Steve and I will get to talk to Chambers this week.

I have always thought there must be a killer scenario around streaming video in companies (meetings, training,...) where Cisco would help us a lot.

We would do the streaming UI and everything and they would get to sell lots of routers. We would both support directory/polivy/QOS stuff to make it all work well.

Cisco has got to look at scenarios that get corporation to upgrade their networks.

[wpoole] You are on the mark on all 3 of these points. Streaming in LORGs is up another 30% this year (was up 100% last year), reaching 26% now. But the streaming that's there is still limited and is rarely anything like what we do at MSFT. One of the serious barriers is lack of multicast throughout the corp networks. You'd think Cisco would be really anxious to work with us to help drive the equipment to support big streaming applications. But they have not been, largely b/c of their internal group (that came from Judy Estin's former startup) and I think also b/c of their Sun alliances.

Cisco is also cutting back stupid stuff. To the degree they build overlapping software now is a time we could show them how to avoid expense.

[wpoole] I'll get a briefing mail together for you with some specific actions that you could queue up with Chambers. Would be great for us if we could get aligned with them.

2/18/2005