

# Microsoft Internet Strategy

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The Microsoft Network

Exhibit: 2  
Wit: Bay  
Date: 4-29-00  
*Emi Albright, CCR RPR*  
*Esquire Deposition Services*

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Plaintiff's Exhibit  
7328  
Comes V. Microsoft

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BOX 8054  
INTRI. CONFIDENTIAL.

# Microsoft's Point of View

- ◆ The Internet is the most important “platform” since the IBM PC was introduced in 1981
- ◆ Virtually every PC will eventually be connected to the Internet
- ◆ The Internet is “The Information SuperHighway”

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# Microsoft Strategy

- ◆ Make it easy for people to get on the Internet
- ◆ Make all Microsoft applications, tools, and platforms Internet aware
- ◆ Help extend Internet standards to address infrastructure issues

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# Microsoft's Goals

- ◆ Make Windows the best client and server on the Internet
- ◆ Make Office the best authoring and viewing tool for the Internet
- ◆ Make MSN the best community on the Internet
- ◆ Make the Microsoft development environment the best platform to build products for the Internet

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# Windows 95/Windows NT

The best client platforms on the Internet

- ◆ TCP/IP included
- ◆ PPP support in RAS
- ◆ Internet Explorer
  - WWW browser
  - ftp and Gopher support
  - MAPI interface for SMTP/POP, incl. MIME
- ◆ Internet shortcuts
- ◆ Single button Internet account creation
- ◆ Auto Dial/disconnect to Internet

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# Make Windows NT the Best Server Platform On The Internet

- ◆ Easy to setup and configure
- ◆ Full networking support
  - TCP/IP (DHCP, WINS)
  - PPP support in RAS
- ◆ Internet server platform
  - Components from MSFT and 3rd parties
  - WWW Server - "expect interesting announcement real soon"
- ◆ Goal: Anything you can do on UNIX, you can do on NT
  - NT is highest performance Web Server
  - Best price/performance
- ◆ All Microsoft WWW presence is on NT

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