

**From:** David Jaffe (Office) (Exchange)  
**Sent:** Wednesday, January 06, 1999 9:56 AM  
**To:** John Vail (Exchange)  
**Subject:** MTB slides



MTB Slides ppt

John,

Can you take a look at these slides that I'm planning on using for MTB and make some comments? Priscilla created the "Why buy Premium" slide which I'm not crazy about. I think it needs to be more benefit oriented rather than listing out the features. Any feedback would be appreciated. Thanks.






**Plaintiff's Exhibit**  
**8122**  
Comes V. Microsoft

**MS/CR 0041409**  
**CONFIDENTIAL**

Microsoft  
**Office**   
2000™

David Jaffe  
Product Manager, Microsoft Office

## Office 2000 Product Overview

Small Business	Standard	Professional	Premium	Developer
				
<b>Word</b> <b>Excel</b> <b>Outlook</b> <b>Publisher</b> <b>Sm. Biz Tools</b>	<b>Word</b> <b>Excel</b> <b>Outlook</b> <b>PowerPoint</b>	<b>Small Business</b> <b>+ Standard</b> <b>+ Access</b>	<b>Professional</b> <b>+ FrontPage</b> <b>+ PhotoDraw</b>	<b>New SKU</b> <b>+ Tools</b> <b>+ Database</b> <b>Runtimes</b>

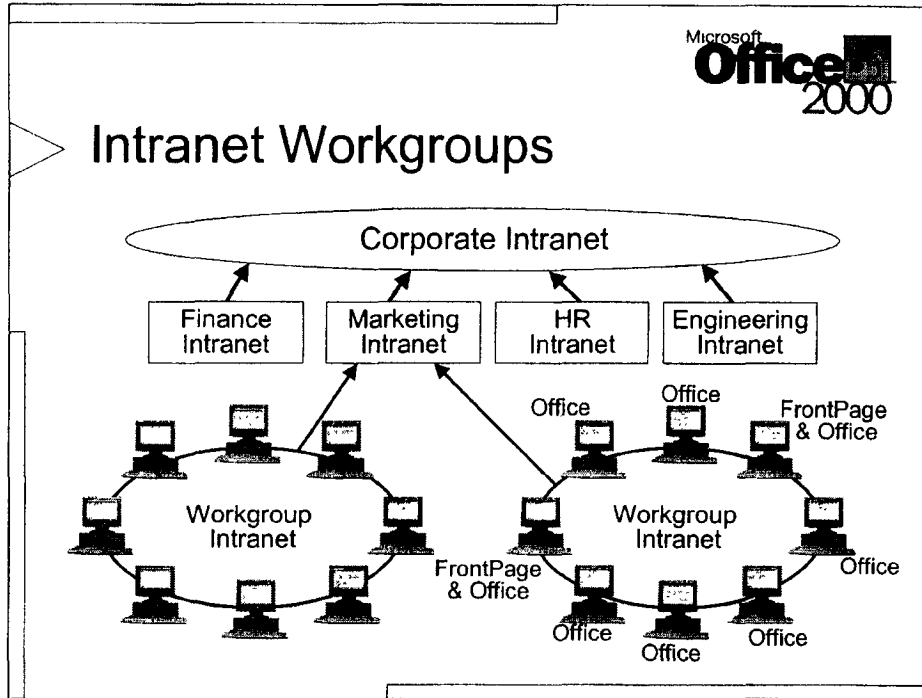
So How is the Office Product Line Changing?

With Office 2000 we have expanded the product line and adjusted current product offerings to be more consistent

Starting with the Small Business Edition we see a product line, which scales the product up through the Developer Edition

We have also added an additional product - Office Premium which now adds Frontpage 2000 and Photodraw to the Office Product Offering lineup

## Intranet Workgroups



Based on the increasing business pressures, IT departments have their hands tied. They are tasked with understanding new web technology and ways Intranets can provide better decision support and get more out of their document investments. At the same time, many IT departments are seeking client solutions for getting a more business data (SSS info) from their line of business applications. Finally, in order to compete globally, IT departments and professional developers are designing and building distributed applications based on software components.

Software suites today need to do it all - from delivering productivity, to being flexible for integration, and "componentized" for distributed enterprise systems.

File Server  
State Repository  
Info Out of Date  
Existing infrastructure  
Existing Skills  
- TCO Study on Costs File vs Web

Web Server  
UI Navigation/Search  
Discussions/Subscriptions  
Publishing/Manageable  
Indexing  
Updateable  
Intranets become relevant/ 2 way web  
Collaborative Platform  
Automatic Applications/Global Application Development  
Extensibility  
Security  
Corporate Business Applications Business Objects (Windows DNA)  
Building on existing infrastructure  
Put it on and you get value

\*We visited nearly 100 corporations and surveyed over 1,100 customers and found that most companies have a corp intranet where they post HR docs and so on. However, only technically savvy companies have been able to implement intranets at the workgroup level.

For those that have, here is what the typical workgroup intranet looked like:

- \*2-3 FrontPage users managing the Web site
- \*8-10 content contributors using Office
- \*12 content consumers via a browser

The reason these workgroup webs are not mainstream today is that saving to a web is too hard today. With the Office 2000 breakthrough of being able to create HTML and save it directly to a Web server, we expect workgroup webs to become mainstream sometime next year. This is why we focused so much energy on integrating FrontPage with Office, making FrontPage easier to use so that Office users can create and manage workgroup webs using FrontPage. We're also enabling new collaboration features for teams such as notifications, subscriptions in Office and check in/out and workflow reports in FrontPage.

## Key Areas of Focus

- ◆ Information Sharing & Collaboration
  - "Universal viewing" with HTML
  - Seamless publishing and editing on the web
  - Leveraging the intelligence of Intranets
- ◆ Rich Data Access and Analysis
  - Connect users to enterprise data
  - Enable data analysis through a web browser
- ◆ Ease of Use & Management
  - Personalized productivity
  - Reducing Downtime
  - First global application suite

## Why buy Office Premium?

- ◆ Manage your web sites - FrontPage
  - Site reports, navigation, check-in & check-out, hyperlink maintenance, security
  - Edit across Web pages: Themes, find & replace
- ◆ Create great-looking web sites - FrontPage
  - Cross browser support
    - DHTML, dynamic databases, feedback forms, hit counters, discussions, full text search
  - Direct HTML editing - source preservation
  - Support for advanced scripts, ASPs
- ◆ Create graphically rich documents and web sites - PhotoDraw

### **Creating & managing the 2-way Workgroup Web:**

• Easily create a Web site to house your Office documents using FrontPage's wizards and templates to layout the structure of your site. FP's customizable Navigation View makes updating and maintaining your site structure easier than ever.

• Easily control who can view & who can edit each folder of the Web for the flexibility you need with security & permissions.

• Save Office 2000 docs directly to any FrontPage Web in HTML or native Office file formats. (*Works on all popular NT & UNIX Web servers.*)

This means that 2-way interactive Webs will become a reality with Office 2000 - the FP user is no longer the bottleneck, updates happen more frequently, and Web content increases

• Keep your Web up to date with automatic hyperlink fix-up across your Web site and 14 new reports that summarize the status of your site at a glance

We've made a breakthrough in ease of use for FrontPage with FP2000 to facilitate the increase in Workgroup webs with Office 2000. An integrated Explorer & Editor and shared Office menus & toolbars means that FrontPage looks and feels just like Office.

Finally, VBA in FrontPage combined with exposed Web, Application & Document Object Models allow corporate developers to write solutions that span all of the Office documents on a Web and fuels third party add-ons such as ecommerce, streaming media & 3D graphics to extend the power of FrontPage.



## Office 2000 Product Information

### ◆ Pricing:

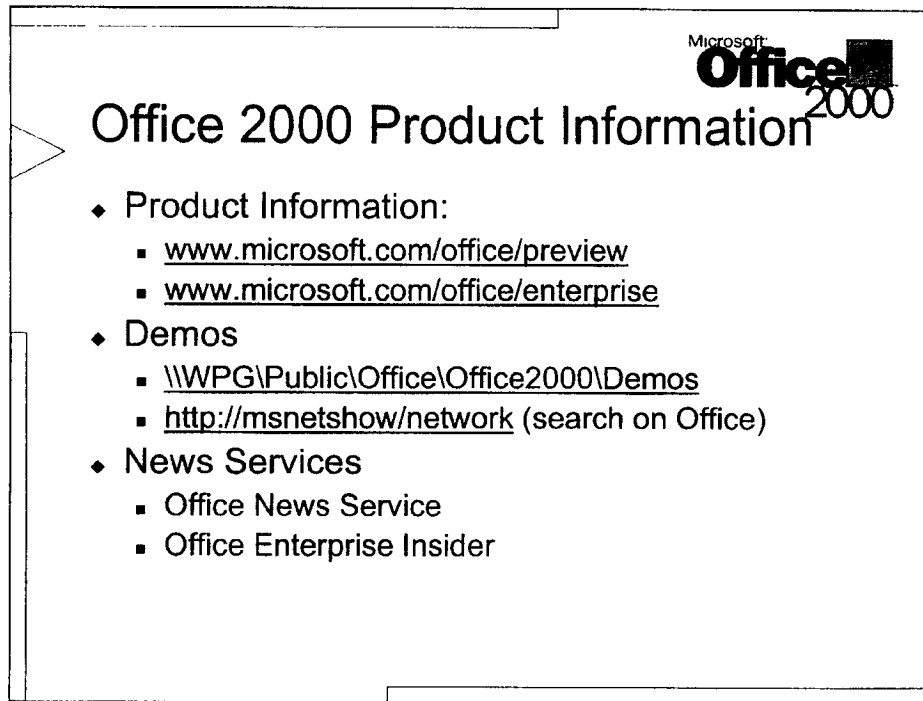
- Standard/SBE: \$249 Upgrade; \$499 FPP
- Professional: \$349 Upgrade; \$599 FPP
- Premium: \$449 Upgrade; \$799 FPP
- Developer: \$649 Upgrade; \$999 FPP
- Technology Guarantee on Office 97 purchases

The last couple of pieces of information --

- We have yet to set product pricing but will come out with it as we get closer to launch; and finally,
- We have launched our Office 2000 Preview websites for consumers and for people who work in IT dept. The URLs for each site are on the slide above which I will leave up in case you want to write them down.
- Finally, we have two listserves that you can register for. The Office News Service is targeted toward end users and provides broad-based information on what's news, exciting and interesting about Office. The Office Enterprise Insider is, as its name suggests, a newsletter targeted at enterprise IT professionals and provide technical and product information about Office 2000. You can sign up for one or both by going to the Office website.

In conclusion, I want to thank you all for coming to the Office 2000 Preview Tour. I hope you enjoyed seeing how Office 2000 streamlines information sharing and collaboration, enriches access and analysis of business data and generally makes it easier to complete your everyday tasks. I also hope you are excited enough to take your Preview software and begin playing around with this exciting product. Please remember to fill out your evaluation forms, which you'll need to do to get your Preview software.

I would be happy to answers questions for the <determine time for Q&A before the show>.

A presentation slide titled "Office 2000 Product Information" with the Microsoft Office 2000 logo in the top right corner. The slide contains a bulleted list of resources for product information, demos, and news services.

Microsoft  
**Office**  
2000

## Office 2000 Product Information

- ◆ Product Information:
  - [www.microsoft.com/office/preview](http://www.microsoft.com/office/preview)
  - [www.microsoft.com/office/enterprise](http://www.microsoft.com/office/enterprise)
- ◆ Demos
  - <\\WPG\Public\Office\Office2000\Demos>
  - <http://msneshow/network> (search on Office)
- ◆ News Services
  - Office News Service
  - Office Enterprise Insider

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