

From: David Zatz
Sent: Friday, June 15, 2001 2:13 PM
To: Ulf Schoo
Cc: Sarah Jamieson; Kelly Vuletic (GUISE); Cynthia Hillis; Billie Thoresen
Subject: RE:
Importance: High

Hello Ulf -- Several issues need addressing here:

1. *Can/should we switch reg companies mid-stream?* Cynthia is correct regarding downtime and costs -- this is not an option. Regarding Maritz performance, they have successfully executed registration for all 26 MS premier event held over the past 2+ years including: **PDC 2000**, Tech-ED 99, 00, and 01, DevDays 99, 00, & 01, MEC 99, 00, & 01, MGS 00, MGB 01, WinHEC 99, 00, & 01. Customer satisfaction scores have exceeded both prior vendors' consistently and dramatically, and registration has been the highest rated event component the majority of the time. Along the way, Maritz annually has collected 99.7% of the \$30M+ revenue due from customers.
2. *Should we engage with companies not exclusively utilizing MS products?* Company policy is that we should when we need to. We have visited this issue many times over the years, but the bottom line is that many optimal business-need solutions rely upon non-MS products to varying degrees. Technologies used are a factor in the vendor selection process for each project, though basing a hire/no-hire decision on MS-product utilization is neither an ideal business criterion nor in line with company policy.
3. *Should we drive Maritz towards greater MS-product utilization?* We are! In fact, SteveB met with the President of Maritz this past fall and the two companies agreed to strengthen the relationship. As a result, Maritz signed an Enterprise Agreement 12/00 and asserted their dedication to thickening up their MS-product usage. And MS agreed to grant consideration to Maritz for additional lines of business, including travel, incentives, research.
4. *Should customers be aware?* Absolutely not -- this is embarrassing and is a credibility issue as expressed. This hasn't been an issue over the past 2 1/2 years, including PDC 2000, as the java migration took place this fall. Currently, PDC, MGB, Fusion, and MEC are affected. This ugly issue recently surfaced with a single MGB registration; see attached mail for issue and response. I have researched this issue and discovered fortunately that the incidence rate is negligible with only these 2 known cases across 4 events and approx. 15,000 registrations. Bottom line is that exposure to the public in the form of a jsp error is small, yet could continue to happen and we need to do everything possible to drive Maritz to reduce the incidence rate.

3/12/2003

Plaintiff's Exhibit

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Comes V. Microsoft



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5. *Should Maritz take steps towards eliminating the likelihood of incidence?* Hell yes -- this is a #1 priority. This needs to be attacked and cured rapidly and I will act as a catalyst. I just got off the phone with Kim Orton and she is scrambling to assemble all the players, flush the issue, and repair what's reparable. Note from the attached mail that Maritz states that customers would only see a java error when "the site has a major malfunction" -- ball in their court. **She is organizing a conference call which I'd like you to join at 2:30 -- let me know if you can participate.**

Let me know if you need any additional information, and hopefully, you can be on the call.

Dave Zatz
Business Operations Manager
Event Management Organization
425-703-5084

-----Original Message-----

From: Ulf Schoo
Sent: Friday, June 15, 2001 1:13 PM
To: Cynthia Hillis; David Zatz
Cc: Sarah Jamieson; Kelly Vuletic (GUISE)
Subject: RE:

As discussed this morning, I personally agree with you and don't want to change anything BUT....you know that it's the privilege of the mangers (and execs) to be un-reasonable ;-)
Can you arm me with as much background on the deal we have with Maritz? Are they our universal vendor for registration? Which other outside events did this get used for? (TechEd, Fusion?) Did we use other vendors previously? Who did the reg site for last years PDC?
I know it's extra work but I'm taking a lot of heat for this right now,
Ulf

-----Original Message-----

From: Cynthia Hillis
Sent: Friday, June 15, 2001 1:07 PM
To: Ulf Schoo; David Zatz
Cc: Sarah Jamieson; Kelly Vuletic (GUISE)
Subject: RE:
Importance: High

Ulf-

I will state my absolute ignorance with regards to Martiz technologies. I am including Dave in on this, because I am hoping that he will know more about this than I. I can assure you that it is far too late to switch vendors. Reg takes months of work to get ready to go live, and to try to change vendors would 1) cost an extraordinary amount of money 2) shut reg down for a minimum of six weeks.

Dave-

Original mail is attached.

-----Original Message-----

From: Ulf Schoo
Sent: Friday, June 15, 2001 12:59 PM
To: Cynthia Hillis

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Cc: Sarah Jamieson
Subject: RE:

Cynthia,
The details of Martitz's technical implementation of the registration site become a real political nightmare. Do we have an alternative with a vendor that uses MS technologies?
Thanks,
Ulf

-----Original Message-----

From: Cynthia Hillis
Sent: Friday, June 15, 2001 9:22 AM
To: 'Shafferkoetter, Tina M'
Cc: Ulf Schoo; Sarah Jamieson; Kelly Vuletic (GUISE)
Subject: RE:

Thanks Tina-
I really appreciate your quick response and assistance.

-----Original Message-----

From: Shafferkoetter, Tina M [mailto:Tina.Shafferkoetter@maritz.com]
Sent: Friday, June 15, 2001 8:59 AM
To: Cynthia Hillis
Subject: RE:

Hi,
I will have the lead admin check into this and get back to you and respond to the customer.
Thanks!
Tina

-----Original Message-----

From: Cynthia Hillis [mailto:chillis@microsoft.com]
Sent: Friday, June 15, 2001 10:47 AM
To: Shaffetm@maritz.com
Cc: Ulf Schoo; Sarah Jamieson; Kelly Vuletic (GUISE)
Subject:

Tina-
Evidently, one of our customers encountered an error in trying to register attached below. Can you please check into this for us?

Thanks!

<<jsp.jpg>>

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From: Sarah Fields
Sent: Friday, June 15, 2001 1:35 PM
To: David Zatz
Subject: FW: Maritz and java

-----Original Message-----

From: Orton, Kim R [mailto:Kim.Orton@maritz.com]
Sent: Friday, June 08, 2001 8:15 AM
To: Billie Thoresen; Kari Brown; Sarah Fields; Vivian Eickhoff
Cc: Luby, John S; Bickham, Paul V; Kirk, Barry A; Hightower, Trent; Martin, Dean E; Conkin, Allison M.
Subject: RE: Maritz and java

Kent Richardson, Microsoft Corporate Account Executive, has outlined our relationship. Maritz has an Enterprise Agreement with Microsoft that covers all users on a worldwide basis. The agreement, signed in December 2000, represents \$4 million in revenue to Microsoft over the three year agreement term. An Enterprise Agreement allows Maritz to establish a global desktop standard across all of its divisions, helping to reduce total cost of ownership while having the benefit of deploying the latest versions of Microsoft software. As part of the agreement Maritz made a commitment to migrate completely off of Novell NetWare by moving to Windows 2000 and to replace Novell's Z.E.N.works with SMS. In addition to using Microsoft technology for office automation needs, Maritz utilizes Microsoft's technology (Windows Server and SQL Server) for the majority of our hosted client applications.

In Microsoft's current fiscal year (FY01), Maritz has invested in excess of \$1.2 million in Microsoft software and services.

The decision to migrate to a Java platform within MTC was made prior to attaining the MS business and was based on the need for an open platform that would allow us meet the needs of all of our diverse client base. The cost of migration to a Microsoft platform would be prohibitive at this time and we will continue to focus efforts on making it as transparent as possible to the user.

The one area over which we have no control are the error message produced by the programming language. In the event of a significant website malfunction (which occurred in this case) the error message is produced dynamically by the JSP language. We are not able to alter that. We do control the visibility of JSP platform in two primary areas, however: 1) in the display of files names (we end files with .mtc rather than .jsp) and 2) in the error messages we generate, which comprise the bulk of the messages displayed to the users. So, if the the user commits an error, no jsp message is shown. But, if the site has a serious malfunction, they may see a message with java references.

If we may offer additional information, please advise.

Kim Orton
Marketing Director
Kim.Orton@maritz.com
(636) 827-3993

-----Original Message-----

From: Billie Thoresen [mailto:billiet@microsoft.com]
Sent: Monday, June 04, 2001 12:58 PM
To: Orton, Kim R
Cc: Ryder, Tom; Luby, John S; Bickham, Paul V; Martin, Dean E
Subject: RE: Maritz and java

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Yes, any information you can give me that I can send to people such as Sara, would be most welcome.
Thanks,
Billie

-----Original Message-----

From: Orton, Kim R [mailto:Kim.Orton@maritz.com]
Sent: Monday, June 04, 2001 10:55 AM
To: Billie Thoresen
Cc: Ryder, Tom; Luby, John S; Bickham, Paul V; Martin, Dean E
Subject: RE: Maritz and java

Billie,

Good morning. Appreciate your feedback. We of course, are sensitive to this as well. I'm engaging our IT folks to offer some technical information/education regarding our IT decisions, including our relationship as a Microsoft Enterprise Partner. It is important to update you on our increased endorsement of Microsoft products, and simultaneously offer solid business reasons for use of other products.

-----Original Message-----

From: Billie Thoresen [mailto:billiet@microsoft.com]
Sent: Monday, June 04, 2001 11:49 AM
To: Ryder, Tom; Luby, John S; Bickham, Paul V; Orton, Kim R
Cc: Billie Thoresen
Subject: FW: Maritz and java

Hi,
I've sent mail to Sara regarding her comments but thought I'd pass them along to you. In light of the fiasco in EMEA, I think it's helpful for you to understand the sensitivity of our people about the java technology & how noticeable it is at times on your site.

<<RE: Maritz and java>>

-----Original Message-----

From: Sarah Fields
Sent: Monday, June 04, 2001 8:51 AM
To: Sara Williams; Kari Brown; Billie Thoresen
Cc: Ilya Bukshsteyn
Subject: RE: Maritz and java

Thanks for your mail.

I've added a couple people to this string to hopefully shed some light on your questions.

For #1, Kari Brown can address this but can you be more specific as to what error message (if any) you received?

For #2, I will refer this to our vendor account manager, Billie Thoresen.

Sarah

-----Original Message-----

From: Sara Williams

3/12/2003

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Sent: Thursday, May 31, 2001 10:31 AM
To: Sarah Fields
Cc: Ilya Bukshteyn
Subject: Maritz and java

Sarah -

I tried to register for MGB yesterday and was very disappointed, for 2 reasons:

1. my registration failed, and I had to reenter ALL my information - there was no graceful way to resubmit.
2. the error messages had JAVA all over them. Java is a competitive technology, and one that microsoft as a whole is making huge investment in beating. Many of us are making HUGE personal sacrifices to beat it as well. It is galling to see that we are choosing partners who are not using our technology, and giving them millions of dollars in business and revenue.

I realize that we can't change the MGB registration site, but I'd like to work to get this fixed in the future. If this were to leak to the press, it sends a terrible message to our customers about our confidence in our own technology.

How should I proceed?

Thanks,
Sara Williams
Product Unit Manager
.NET Framework Integration Team

3/12/2003

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