

From: David Thompson (NT) [daveth]
Sent: Tuesday, January 25, 1994 1:57 PM
To: Ron Soukup
Subject: RE: Bill Catchings& Mark Van Name VISIT 1/27

absolutely - this is getting a bit incestuous, but...

on \\popcorn\public\daveth\pdc93xx.ppt where xx=bko for breakout (long version) and gn for general session (short version).

thanks
dave

| From: Ron Soukup
| To: David Thompson (NT)
| Subject: FW: Bill Catchings& Mark Van Name VISIT 1/27
| Date: Tuesday, January 25, 1994 8:26AM

| I agreed I would do this - it sounds like the talk you gave at the
| win32 conference though. Can I use your slides ? - Can you point me
| at them, or mail them to me ? Thanks.

| Ron

| From: Mike Nash <mikenash@microsoft.com>
| To: bikim; bradstr; jime; microsoft!bobkr; microsoft!bobmu;
| microsoft!dwightk; microsoft!jallard; microsoft!jimall;
| Microsoft!joelinn; microsoft!mikenash; Microsoft!richt; ronsou;
| wagged!or.wagged.com!erinh
| Cc: microsoft!barbso; microsoft!jonro; microsoft!tinabr;
| microsoft!winntpr
| Subject: RE: Bill Catchings& Mark Van Name VISIT 1/27
| Date: Monday, January 24, 1994 11:24AM

| [NOTE to BRADSTR and RONSOU: I realize this is the first you've heard
| of this meeting, but we really could use your help. I've called you a
| couple of times, please give me a ring back. Thanks -Mike]

| I've had a few E-Mails asking what the real goals for this meeting
| are, so I thought I'd take a minute at let you all know my thinking on
| this.

| As we have all been painfully aware, a fundamental problem with
| reviews during the Windows NT and NTAS 3.1 cycle has been the context
| of the review. Essentially Novell had done a great job making the
| press think that fast file service was all that mattered. As much as
| we explained the trend towards client-server computing and a more
| enterprise approach to server operating systems, the benchmarks that
| we were evaluated on never really reflected that.

| As you know, Ziff-Davis is a very influential force in the review
| process. They represent a large number of magazines (PC Week, PC Mag,
| and many others). They have consolidated their testing efforts around
| ZD-LABS and in particular have their key benchmarks developed at
| Ziff-Davis Benchmarking Operations. Bill Catching and Mark van Name
| are the directors of this facility.

| Bill and Mark are very technical guys that are now in a management
| role crafting the direction of ZD's benchmarks. Ultimately they own

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the priorities of what is going to be built and when its going to be built. Specifically, they are very much on the leading edge of server bench marks. They own a test called Server bench that is designed test server (hardware and operating system) performance. Unlike other benchmarks that use actual server database applications, ServerBench uses API profiles to model an theoretical applicaion. This avoids the issue of getting permission from each database application vendor.

Currently ServerBench runs only on the SCO UNIX platform. ZD is also planning to get the test on NT and NetWare. While there original plan was to shoot for NetWare and THEN Windows NT, we have been able to convince them that Windows NT Advanced Server should be next. They are now planning an April release.

There is even better news: In our conversations, Bill has told me that he want to make sure that the Server Bench port is done in a way that really takes advantage of NTAS's capabilities. Those of you who struggled with the BapCo experience know that having a test designed with our product in mind is a HUGE win. We need to seize the moment.

The goals for the day are really three fold. 1) To build the relationship with ZD benchmarking operations and Mark and Bill in particular. We need them as advocates of the NT and NTAS message. 2) To explain the goals of Windows NT and Windows NT Advanced Server. This extends beyond simply the positioning of the products and really includes our overall system strategy. 3) To provide baseline technical information on how to benchmark operating systems with particular emphasis on how to build server applications that exploit the benefits of Windows NT Advanced Server.

So what we need:

1) To explain Windows NT and Windows NT Advanced Server. This will be the main agenda for my session with Bill and Mark in the morning. I will walk them through our strategy, and well give them an updated copy of JimE's server pitch. Jim is also setting up the client-server demo from his Server solutions presentation at the RSM.

2) To explain our NetWare connectivity story to Mark and Bill. Dwight and BobKr may also need to explain issues regarding our relationship with Novell, but we likely will not lead with this. As Bob suggested, we should also try to get the distributed OLE demo in here as well.

3) To explain our TCP/IP and management enhancements for Daytona. We're counting on JAllard to put together his usual cool pitch on our TCP/IP strategy. Key points include explaining how we're taking an architecture designed for the mini-computer/high-end workstation and making it work in a PC environment. Management issues are obviously key here as well. While we should leave them with a pitch/paper, I expect that most of the presentation will occur on the white board.

4) In terms of benchmarking, I realize that JoeLinn is on to other things, but in the meantime, he has been closest to the issues of studying performance. I think we can cut this down to 90 minutes, but we REALLY need to kick this off right.

5) Although its not on the current schedule , we really need to cover the whole issue of how to write a good Server application. RonSou and his team wrote an excellent whitepaper on this topic, so I think it may make sense to have Ron and company cover this topic. I think that we should combine this with some DRG perspective too, so BradStr should likely be involved here as well.

6) Setting the stage for the future is an important goal here as well. It would be really cool if BobMu could explain the initial NT vision and how it really provides the foundation for things to come. I think that this should be done in a primarily Daytona context with just the right hint Cairo (sorry if this reads like a Julia Childs recipe).

7) Finally, RichT should wrap up the day and answer any questions of context. As is the case with all of the other discussions, Rich's focus here should be technical and customer oriented as only Tong can do (Geek-P).

Erin is nailing down final details of the schedule, so please express any concerns with here. JimE is owning the demo setup, so if there are things that you need from him, please let him know ASAP.

This is going to be a VERY IMPORTANT DAY, so thanks in advance for you participation!

Thanks,

-Mike

| From: <ERINH@or.wagged.com>
| To: <microsoft!bobkr>; <microsoft!bobmu>;
| <microsoft!dwightk>; <microsoft!jallard>
| ; <microsoft!jimall>; <Microsoft!joelinn>; <microsoft!mikenash>;
| <Microsoft!richt>
| Cc: <microsoft!barbso>; <microsoft!jonro>;
| <microsoft!tinabr>; <microsoft!winntpr>
| Subject: Bill Catchings& Mark Van Name VISIT 1/27
| Date: Tuesday, January 10, 1994 5:21PM

After 2 years of pursuing Bill Catchings and Mark Van Name of PC Week to visit with us regarding Windows NT and Windows NT Advanced Server, Mike Nash has finally been able to get them to come out to MS (with a small bribe of tickets to the sonics/nets game).

Their visit is schedule for Thursday, January 27th. We have a proposed schedule for the visit and would like to know if everyone listed below will be able to participate. We will send more details (i.e. meeting room number and briefing materials) once we have confirmed everyone's participation.

For background information, Catchings and Van Name and very highly regarded in the networking arena. They are responsible for writing the benchmarks for Z-D Labs and PC Week to test Networking software. We have been unable to get their ear regarding Windows NT and Advanced Server and brief them on strategy, etc., so this is a very, very crucial meeting.

Here's the proposed schedule:

8:00	Mike Nash	Introduction/demos/overview
10:00	Bobkr/Dwightk	NetWare connectivity
11:00	J. Allard	TCP/IP connectivity
12:00	JoeLinn/Mikenash	Benchmarking
2:00	BobMu	Moving Into Future -- Windows NT as a base
3:00	Jim Allchin	Daytona -- vision
4:00	Rich Tong	Wrap up

Please let us know if this schedule works for everyone.

