
From: Christopher Payne
Sent: Tuesday, August 30, 2005 7:52 AM
To: Charles Fitzgerald; David Cole; Vic Gundotra
Cc: Yusuf Mehdi
Subject: RE: MSN as a platform?

I still don't know what you are looking for when you say beyond piecemeal activities. The APIs allow developers to integrate and use our search capabilities in their applications and websites. VE, Web Search, and Desktop are a great and reasonably comprehensive beginning. Developers are looking for these capabilities and will find them super compelling IMO.

We will sync the desktop APIs between now and Vista. We are positioning these as beta now. We will continue to upgrade and extend the capabilities on the XP installed base. The example I gave with PDF was a web example however.

I disagree that we lose on ties with developers at this point. As a company we have a much better track record here as a platform company.

I am signing off now. I am on vacation. I am happy to meet with you when I get back. For the keynote do as you please. It sounds like VE is in the demo which is great. If you want to expand it at all you can work with Seth Demsey on my team.

Christopher

From: Charles Fitzgerald
Sent: Monday, August 29, 2005 10:56 PM
To: Christopher Payne; David Cole; Vic Gundotra
Subject: RE: MSN as a platform?

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From: Christopher Payne
Sent: Monday, August 29, 2005 5:05 PM
To: Charles Fitzgerald; David Cole; Vic Gundotra
Subject: RE: MSN as a platform?

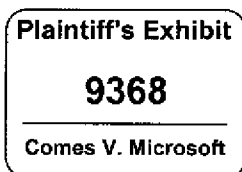
VE needs to be a part of our search story overall. It is very much a part of our platform story and should not be separated.

Some scenarios:

I own adobe I want to integrate the ability to find all PDFs from around the web right into my file open dialog. Thank goodness I can turn to the MSN Search API and integrate the PDFs right into my application.
>>>is this the same as APIs in Vista? Obviously we telling people to do this on Vista - will it work the same for downlevel machines with MSN Search installed?

I run a third party web site for information on Malaria. I want to provide site search on my site and I also want to provide search across some sites I consider authoritative on the subject as well. I turn the MSN Search API to make it happen.
>>>do we have story for why we better than Google? (I think we lose ties today)

4/12/2006



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I am running a site to plan out our upcoming block party where we go to different houses for different courses of dinners. I am a bit of a geek so I used the VE mappoint API to show people which houses are a part of the party, what they are serving and when to show up.
>>>this I think we have

I am writing a third party utility for your PC that scans all of your files and looks for viruses. I want to build on top of MSN Desktop Search API instead of me having to duplicate that functionality....
>>>not sure this is a broad scenario, especially with use getting in the antivirus business...

Comparison with Google:

Lead with Desktop. Desktop is clearly a better product. Winning reviews etc. Going to be on more desktops.

Online I would say it is still early. We have better limits for experimentation on Web and VE. Over time Microsoft will continue to invest here integrate with its tools, support infrastructure for developers etc. Google is a babe in the woods here.

I think you know all of our planned activity at the PDC but just to be sure I have attached it to this note.
>>>the question is can we uplevel beyond some piecemeal activities and tell a broader story. I don't know how to do this today.

I agree we need a central owner in MSN for this stuff.

Christopher

From: Charles Fitzgerald
Sent: Monday, August 29, 2005 4:52 PM
To: Christopher Payne; David Cole; Vic Gundotra
Subject: RE: MSN as a platform?

What would developers want to do with our desktop/web search APIs (scenarios)? Why are ours better than Google's? What other APIs do we have?

VE we have integrated into one of the demos.

From: Christopher Payne
Sent: Monday, August 29, 2005 4:34 PM
To: David Cole; Charles Fitzgerald; Vic Gundotra
Subject: RE: MSN as a platform?

David,

I am on vacation. You accidentally sent this to "Chris Payne" who is a contractor.

Charles, I am not sure what you are looking for here.

As you know we have a better programmability story on desktop and we are releasing an API with more generous terms on web search as well as expanding what we are doing with VE. I also believe we are announcing the widget stuff as well. Sounds to me like a compelling story can be made around developing on top our services.

When you say what is the story around this what are you looking for? I know you have been pinging adam on this for a while.

Christopher

From: Chris Payne
Sent: Monday, August 29, 2005 12:03 PM
To: Christopher Payne

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Subject: FW: MSN as a platform?

I believe this is yours.

From: David Cole
Sent: Monday, August 29, 2005 11:55 AM
To: Chris Payne
Cc: Charles Fitzgerald; Vic Gundotra
Subject: RE: MSN as a platform?

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From: Charles Fitzgerald
Sent: Monday, August 29, 2005 11:52 AM
To: David Cole; Vic Gundotra
Subject: RE: MSN as a platform?

We're not pushing to do something new and/or half-assed at PDC – we're pushing to at least tee up what we already have (e.g. MSN Search web services APIs). Is there any story around this?

From: David Cole
Sent: Monday, August 29, 2005 11:34 AM
To: Charles Fitzgerald; Vic Gundotra
Subject: RE: MSN as a platform?

I think you both know that a major part of what Ray is doing is leading the definition of this wholistic services developer story. I feel good about the engagement and progress there, but there will be nothing concrete and credible to talk about let alone point developers at.

I agree with both of you that not having a story at the PDC is bad, but at the same time announcing something that is ill thought through is worse. There are a ton of people all around that are still wounded by how we handled hailstorm so nobody wants to repeat that.

There are a whole bunch of things happening and that will happen to enable us to have services developer story and execute on it. It's a major theme at the exec level, the motivation is there, the cooperation is there, etc. ...just not in time for the PDC.

David

From: Charles Fitzgerald
Sent: Friday, August 26, 2005 11:07 AM
To: Vic Gundotra; David Cole
Subject: RE: MSN as a platform?

We're struggling with what if anything to say about services at the keynote level for PDC. We need a holistic story and usually we're pretty good at making these up but not having a lot of luck here.

From: Vic Gundotra
Sent: Friday, August 26, 2005 10:50 AM
To: David Cole
Cc: Charles Fitzgerald

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Subject: RE: MSN as a platform?

I know we have a few sessions at PDC – but it really feels haphazard.

We need single person responsible for unifying the developer surface area to our APIs. Google is gaining significant and fast mindshare with developers because they have a number of interesting services and have a very low bar to access these services.

I fear Nov 1st is late. Google will have even more momentum then...

From: David Cole
Sent: Friday, August 26, 2005 10:19 AM
To: Vic Gundotra
Cc: Charles Fitzgerald
Subject: RE: MSN as a platform?

We do not have a single person who has taken this role, but we realize we need someone to pull all the distributed thinking together into a cohesive story.

The good news is we have many people are thought leaders in their specific areas; billing, advertising, search, mapping, messenger, contacts, and spaces. There are some breakouts at the PDC where these platform elements are being presented.

The goal is to pull this story together for the services day thing on Nov 1.

From: Vic Gundotra
Sent: Thursday, August 25, 2005 9:21 AM
To: David Cole
Cc: Charles Fitzgerald
Subject: MSN as a platform?

David,
Who is the thought leader in MSN on how we create developer momentum around our service offerings?

As you know, Google is creating significant developer excitement around their service offerings and many "mash-ups" are popping up everywhere.

See <http://www.google.com/talk/developer.html>, <http://deskbar.google.com/help/api/index.html>,
<http://www.google.com/apis/>

Press coverage on "mash ups" http://www.usatoday.com/tech/columnist/kevinmaney/2005-08-16-maney-google-mashups_x.htm

-vicg

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