Group 1 Topic

- How can Chicago increase sales of MS Apps?
- How can Chicago increase market share of MS Apps?
- How can MS Apps increase sales and market share given expected high penetration by Chicago?

Team Members: MikeMap, JonL, TandyT, SteveM, DavidCol, ChrisGr, EdF, NathanM

Note: Client-Attorney Privileged Material
How we think of the Problem

• How can we motivate upgrades in a semi-stagnant user base?
• How can we leverage the systems OEM channel? (more effectively than bundles!)
• How can Chicago and MS Apps cooperate to differentiate MS Apps on Chicago?
  – Design for App differentiation, prioritize development
    > Chicago and Apps
  – Product Packaging / Marketing / Business Approach
    > Think of Chicago as a channel for apps product and marketing
• Before and after MS chicago App versions release
Upgrading

• Letting people know about upgrade -- and motivating ACTION!
  - Chicago billboards - picture the drive into town...
  - Check system for MS apps - teasers and mini-demos
  - Leverage online service - instant electronic order for MS apps
  - 1.3 version of apps on Chicago upgrade teaser

• Cost/Difficulty of Upgrade
  - price discount
  - "you win" - maybe even really!
  - Locked CD-ROM
Leveraging the OEM Channel

• First-time OEM ad for OEM sales (mini-demo) on disk
  – re-labeled by oem
  – oem resells app
  – locked cd-rom again

• Online registration, follow-up with promo / locked cd-rom
  – option to print the card
Design Wins

• Make MS apps look great in shell
  – What can we do before Chicago App versions are released?
  – What can we do in the Chicago release of our Applications?

Change is the key...
Pre-Chicago App Release
What can we do in Chicago?

• Make our apps look different - like the shell
  — change the shell design to make this a real, not-for-free change!

• Mini-upgrade (SDM DLL) bundled with Chicago

• Make applettes “ad’s” for our apps
  — consistent UI
  — consistent Visuals

• Visual changes - for a change!
  — icon style, colors, size, etc
  — window adornments (e.g. scroll bars, status bar, etc)
Chicago Apps and "The Points of Light"

• Do all high visibility features that support the shell
  – include some in "mini upgrade"
  – continuous reinforcement of the MS Family of Products

• Do all app features that increase consistency, leverage with the shell

...and of course, continue work on MS Apps Interop
Some ideas...

- Custom view of MS install diskettes
  - show package for ms apps
- Applette ole servers consistent with MS Apps
- "Chicago Cool" certification stickers
  - "kinda cool", "cool", "way cool"
  - "optimized" requirements for "way cool"
- Plug’N’Play differentiation
Product Definition and Packaging
A General Approach

Assumption: Chicago will sell big even with only its core feature set

Fact: An Office sale is a big MS Win
- We need to trade off features towards motivating office upgrades and new sales
  - In preference to overloading Chicago feature set
- Basically, prioritize feature allocation as:
  - Office
  - Chicago
  - MS Apps
- Consider OS enhancements as part of Office
The Radical Extreme: The Office Shell

Basic Approach
• Hold extensible shell for Office
  – Differentiation feature: shell Integration. WOW!
  – Ship fully extensible shell, including OLE 3 with Office
• Chicago shell is non-extensible
  – “we couldn’t get it done in time…”
  – Differentiates both Office and Cairo
  – Keeps Chicago focused on memory goals
  – Nips this whole damn OLE extensibility thing in the bud
  – Limited OLE 2 Integration - app Interop category only
• LEVERAGE an OLE 3 release
  – License for app ship
  – We’re first
• Cairo, next version of Chicago delivery (OLE model)
The Office Shell - Ideas...

- Combined upgrade and install - single SKU for Office with Windows
  - Office can require Chicago!
- Programmable (IDispatch enabled) shell
- Workbook integration
- Show internal doc structure in Office Explorer
  - leverage outlining
- Macro recorder that works with MS apps
  - bundle automation scripts that leverage office apps
  - VBasic/VB only comes with Office, no VB in Chicago (?)
- Extreme shell/common dialog integration
- Lazy unload / quick pre-load
- Post-it, net capable
OLE 3

• Continue the OLE 1, 2.0 app pre-distribution model
• Shell integration focused feature set
  -- new MDI / projects / workbooks / folios
  -- new window styles, e.g. tabs
  -- extended drag and drop
  -- more automation/macro recording
  -- explorer integration
Summary

- Apps: Do leveraged Chicago integration work
- Chicago: Do specialized support for MS Apps at install time for immediate MS Apps benefit, deliver mini-upgrade for apps
- Leverage Chicago as a "channel" for Apps marketing
- Leverage Electronic Order, Demo
- Consider the Office Shell
- Stay extremely aggressive on OLE releases, MS Apps support