Recruiting Developers for Office

Cameron Myhrvold

Office is the Foundation

- We have created tremendous value for Windows through the broad creation of Windows applications
- We could create the same value for Office, which today is unrealized
- Our application competitors are striving for this same potential
  - MS is in a platform war with Office just as we are with Windows
  - Lotus and Novell/WP are building competing application "platforms"
Why Care About Developers?

- Differentiate Office based on its programmability and customizability
- Build value and dependence upon unique Office-based applications
- Make Office choice “strategic” by making it a platform decision
- Leverage SP/developers to sell Office through customer business solutions

What We Gain

- More Office revenue
- Protect, and even build Office share
- Prevent price erosion
- Beat Lotus and Novell/WP (which are attempting “platform” sell)
Elements of Success

- DAD: Continued success in Office marketing to end-users - building Office value and "mystique"
- DRG: Increase focus on recruiting and care & feeding of top Office ISVs
- DD: Build broad-based developer information and evangelism programs
- DD tools mktg: successful tool mktg in conjunction with Office messages

How Do We Get Developers?

- Increased individual focus on top Office developers
- Supply timely, accurate, easy sources for essential technical information
- Build infrastructure and programs for broad support and mass appeal
- Recruit, recruit, recruit (developers)
- Market the solutions to "demanders" (consumers of Office-based sol'ns)
FY'95 Office Developer Goals

High Level Objectives

- Triple number of developers creating Office-based solutions in FY'95
- 20+ demonstratable Office '95 solutions from 3rd parties at launch
- Office Solutions conference for 2,000+
- Developer program for Office with 20,000 members WW
- Developer co-marketing program (3rd party booths, promo eval CD, etc.)
- Comprehensive developer information

FY'95 Office Developer Goals

"Top Office Developer" Objectives

- Recruit influential Office developers
  - Individual account mgmt. by Office "evangelists"
- Better care and feeding of top developers
  - "SDR" (System Design Review) for Office developers on application & programmability plans
  - "Open-process" design previews for selected Office and application technology
  - "Competitive conversion lab" for Office developers
- "FirstWave" program for Office’95
  - 20+ demonstratable Office ‘95 solutions from 3rd parties at launch
- Office developer co-marketing program
  - Tradeshows booths, Office sol’ns catalogs, promo evaluation CD for Office apps
FY’95 Office Developer Goals

DRAFT 7/22/94

"Information" Objectives

Dramatically increase quality, quantity and availability of technical information for building Office sol’ns

■ Improve content and usability of ODK
■ Create "MSDN for Office Solutions"
■ Create "MSJ for Office" tech magazine
■ Hold 2,000+ developer conference
■ Build Office developer courseware
  - VBA, Excel, OLE, Access, ...
■ Create CIS and Internet forums

Microsoft

FY’95 Office Developer Goals

DRAFT 7/22/94

"Office Developer Program" Objectives

■ Create developer program for Office:
  - Newsletter/Developer Bulletin for Office Sol’ns
  - CD-based subscription for programming information and Office development kit
  - Internet & CIS Office developer forums
  - Annual Office Sol’ns Developer Conference
■ "Office Solutions" certification program (leveraging developer courseware developed in DD)
■ Launch and get 20,000+ members WW in FY’95

Microsoft
FY'95 Office Developer Goals
Additional Activities

- Conduct market research to understand Office developer and sol’ns “profile”
- Measure impact of developer activity on Office sales and design solid metrics
- Create/exploit synergy with BackOffice through Office-based client/server sol’n’s
- Create/exploit synergy with Chicago
- Evangelize non-competitive top “systems ISVs” on Office integration

Division of Labor

- Developer Division concentrates exclusively on recruiting developers
  - Own marketing and message to developers
  - Builds and executes programs for recruiting, educating, evangelizing developers
- DAD owns marketing and messages for Office and “Office Sol’ns/Apps”
  - Own marketing & branding for end-users
  - Own marketing & branding for “solution demanders” (corporate, MIS, press, etc.)
Division of Labor

Market/Audience

Developer

End-User

Tools

Apps

Product/Technology

Divide along audience/market grounds

Office Developer Market

Top developers
(knowledge, influence)

Broad mass of SPs, VARs & Corp. Dev.

Microsoft Confidential
How Will We Organize

- DRG manages key influential ISVs
  - Top Office Developer account management
  - "Firstwave" program for Office '95
  - Evangelize complementary "DRG" ISVs
- SP/MIS group in DD does "mass-marketing" for Office developers
- "Specialty" DD groups execute plan:
  - MSJ/Ericm for Office developer magazine
  - MSDN for CD-based programming information and developer program
  - Events group for developer's conference
  - MES for courseware and certification

Developer Division

Developer Relations Group

Top developers (knowledge, influence)

Broad mass of SPs, VARs & Corp. Dev.

Microsoft
Proposed Resources

- DRG - 4 evangelists to address top Office ISVs and technical liaison
- DD marketing - 4 HC
  - 2 product champions (VBA/Excel, Word/Project)
  - 2 product managers for developer program, Office developer research
- Marketing spend from DD budget
  - Exceptional items to be agreed with DAD
- Marketing resources/spend from DAD (for "sol'n demanders") to be discussed

What If We Don't Do This?

- We will not realize the potential for Office
- We will still "step-on-eachother" since our audience for VB and MS/DEV is the same audience
  - We will sell tools to "Office developers"
  - Customers may still be confused
What will Competitors Do?

- **Lotus:**
  - Recruiting "Business Partners" for Notes
  - Lotus ViP is "VB for Notes"

- **Novell/WP**
  - PerfectFit Technology and WP "SDKs" & WP "Windows Open API"
  - Including Novell Visual App Builder in PerfectOffice
  - Stated strategy of making apps network aware
  - Broad Developer Program (booth at WinWorld)
  - Exploit Novell developer/VAR programs
  - Advertising in developer magazines "Dr Dobb's Journal"