From: Brad Chase
Sent: Tuesday, May 12, 1998 5:39 PM
To: Bill Koszewski
Cc: Christophe Daligault; Rodney Vieira
Subject: RE: URGENT Heads Up: OEMs and Referral Server

i sent joachim mail

-----Original Message-----
From: Bill Koszewski
Sent: Tuesday, May 12, 1998 2:09 PM
To: Brad Chase
Cc: Christophe Daligault; Nancy Malm
Subject: URGENT Heads Up: OEMs and Referral Server
Importance: High

[Brad - this mail supercedes the printed one I left with Nancy.]

Heads up -- Joachim has apparently made the decision to let Packard Bell and Gateway (along with Compaq) **opt out of the Referral Server** infrastructure in Windows 98. We're headed down the slippery slope with the rest of the OEMs, too.

This morning, Dan Bourgoin and I met with Pete Peter from the OEM division where we got a draft letter outlining the deal (I left this with Nancy, see the second page). OEMs will be able to insert **their own ISP signup solution in the first boot sequence**, before the Windows welcome screen.

The scenario is much like the 3rd party registration solution, except that there is no "authorized registration center" umbrella over the program. OEMs can do their own thing. If the OEM's signup is successful, Internet **Connection Wizard never executes**. If the OEM's signup fails, the user is taken through the ICW as part of Windows Welcome. All the ICW code remains on the machine.

This morning's meeting was the first I'd heard of this; Joachim just made the decision, but I understand **he has already told the customers**. I wanted to make all of you aware of this as well.

Naturally I'm very concerned, and have expressed this to CarlG and KurtK. This **undermines a key Windows 98 value** proposition (easy, consistent Internet signup), handicaps our efforts to offer value to ISPs, **changes our strategy** of building a consistent Internet signup platform, and also calls our resource investments in ICW and Referral Server into question (why build it and launch it if >50% of new PC end users never see it? Why not put money/people into more relevant things?).

Joachim thinks that this cave-in is a way of avoiding a sideshow. However, Carl and Kurt inform me that the **reaction from DaveHe and the antitrust team was negative**. Changes like this undermine our whole case in defense of Windows Experience.

Carl, Kurt, Bill Veghte, and Moshe all agree with me on this. You need to **talk to Joachim immediately**. Otherwise this is going to be a done deal. Three things to discuss:

- Get Joachim to clarify why he did this. What's in his head?
- Are there any alternatives to this proposal?
- If he did make a firm commitment, we should have a plan to re-emphasize consistent Internet signup in the next MDA -- and make OEMs aware of this intent now.

I am around (x67620) to discuss if you need me. I discussed with Christophe and he knows the details too.

Bill

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