From: Bill Veghte
Sent: Wednesday, February 12, 1997 8:12 PM
To: Moshe Dunie; Carl Stork
Subject: FW: Memphis Retail Enhancements: The Costs

Here is where we left off on mail out of last Jimall review..... As a result of the conversation this afternoon, I think the following is the best course:

a) do another review w/ jimall covering the proposal below plus additional internet ideas
b) flesh out in more granularity the Windows Community on the Web idea that Jim committed to in Billg review. I met w/ RobS, OshM, JosephM, Soma, Eugene, TomL, et al yesterday to start thinking about how we would do this.

The upshot of a&b is sign-off from jimall on a plan and then a piece of mail we can send to billg to close this out.

Make sense?

Thanks!

-----Original Message-----
From: **Bill Veghte**
Sent: Sunday, February 09, 1997 8:58 PM
To: Moshe Dunie
Cc: Carl Stork; Ed Stubbs; Oshoma Momoh
Subject: RE: Memphis Retail Enhancements: The Costs

Sure...

Performance Wizard is a tool for power users. It walks the user thru a series of questions to make their system run faster. For example, it asks the user which apps they have installed so we can profile them to load them faster, it shows the users which VxDs they have loaded and then helps them get rid of them. For example, most Win95 installs got Vredir and NetBEUI if they installed networking/dial-up. However, in most instances that is totally unneccessary and generates something like 500k of overhead.

Edst and Forrest have a bunch of ideas here that are difficult to expose the novice user to but for a power user that can answer some questions can really improve system performance.

-----Original Message-----
From: **Moshe Dunie**
Sent: Saturday, February 08, 1997 11:35 PM
To: Bill Veghte
Cc: Carl Stork; Ed Stubbs; Oshoma Momoh
Subject: RE: Memphis Retail Enhancements: The Costs

I need to understand better the performance wizard.

-----Original Message-----
From: Bill Veghte
Sent: Saturday, February 08, 1997 8:09 PM
To: Moshe Dunie
Cc: Carl Stork; Ed Stubbs; Oshoma Momoh
Subject: RE: Memphis Retail Enhancements: The Costs

1) On the Windows Community, then we should drive to a review w/ Jim and you in a couple of weeks, correct?
2) We need to think hard about how hard we "weld" IE4 into Memphis. This is a VERY fundamental product question and over the next couple of weeks we need to make a decision so we can drive (or not drive) on this like watermarks in menus, control panels, wizards, etc.. EdSt is driving on the spreadsheet.
3) We can drive on the file system view of user created files, but remember this will not sell as an upgrade feature because the user will have a bunch of files already created on the system that we will not know about. This is totally cool for new systems, but frankly the concern that is driving this exercise is richening the "pot" for upgrades. This feels like feature creep to me on the basis of this.
4) We will drive on Disk Manager and Easy Logon. We will hire as noted below per your direction.
5) I think we are going to want to do the Performance Wizard given how critical performance is to the Memphis upgrade value proposition.

Thanks!

PENGAD-Bayonne, N. J.
GOVERNMENT EXHIBIT
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-----Original Message-----
From: **Moshe Dunie**
Sent: Friday, February 07, 1997 6:00 PM
To: Bill Veghte; Jim Allchin (Exchange)
Cc: Eugene Ho; Adam Taylor; Megan Bliss; Jeff M. Johnson; Carl Stork; Ed Stubbs; Oshoma Momoh
Subject: RE: Memphis Retail Enhancements: The Costs

Comments inserted:

> -----Original Message-----
> **From:** **Bill Veghte**
> **Sent:** Friday, February 07, 1997 4:59 PM
> **To:** Moshe Dunie; Jim Allchin (Exchange)
> **Cc:** Eugene Ho; Adam Taylor; Megan Bliss; Jeff M. Johnson; Carl Stork; Ed Stubbs; Oshoma Momoh
> **Subject:** Memphis Retail Enhancements: The Costs
>
> +Per our conversation, here is a drill-down on the costs of the proposal we outlined (+ view on file system of user created files only) assuming a 9/30 RTM. You should peruse and then give us some guidance on whether you want to pursue the proposal mapped out.
>
> **Build a Windows Community On The Web**
> Attached below is a write-up on how the Office Web team, how it is organized, what heads they have doing what, the things that they did well for '97 and the problems they encountered. The resource reqs to do a rough equivalent to what Office guys have done for both Memphis & NT- (based largely on the investments they have made):
> - 2 junior program managers
> - 1 graphics designer (contractors)
> - 4 writers & 1 editor (contractors)
> - 1 SDE (contractor)
> - 2 test (contractor)
> - 1 product manager
> - 2 PSS people (one on the NT side and one on the Win9x side) to drive thru to RTM and then subsequent larger team subsequent to RTM to process input (ie. wishes, bugs, etc.)
>
> (Note: This assumes no localized content which is the model the Office guys have followed to date.)
>
> << File: OfficeWeb.rtf >>
> Osh & I have done some thinking about this in the past and had scheduled a meeting w/ bunch of folks next week to see what low-hanging fruit we could pursue. We would sign up to a review in a couple of weeks (w/ help from folks like Eugene & Megan's team) w/ you in a couple of weeks w/ a more detailed plan if this is something that you want to make happen.
>
> OK will decide in 2 weeks
>
> **Integrating WebView Into the OS & Doing Some ActiveDesktop Themes**
> This investment gets you a focused effort to really integrate IE4 into the OS and associated UI. It gets you things like watermarks in menus, HTML-based wizards, some cool themes based on ActiveDesktop model. It ensures that someone is sitting in their War meetings and tracking their feature sets to cherry pick things that we can do better in the OS. It assumes working closely w/ Brian Aust, Bob Day, et al to leverage work they do, and vice-versa.
> - 2 development full time to RC-1
> - 2 test full time to RTM
> - 1 L11 type program manager full time to RTM
>
> Notes: The bulk of this work is driving IE4 into Memphis and thinking hard about incremental things we can do to integrate and smooth the end-user experience.
>
> Need to think about that.
>
> **Disk Manager:**
> - 1 SDE (contractor) full-time until Beta2.... We have identified a contractor who will be available that can do this work (ex-Win95 guy)
> - Use existing program management staff to do the UI design
> - 2 test (contractors) to RTM
>
> we should do it.
>
> **View of system for user created documents only:**

- 1 SDE full-time to Beta 2 (we think we can reallocate to get this feature done)
- 1 contract tester full time to RC-1

Note: This is for files the user creates subsequent to getting Memphis on the system. We are thinking hard about how to try do this for upgrade systems but no obvious solution springs to mind. As a result, it is not a feature that will sell more upgrade boxes. It will of course put infrastructure in place for upgrades down the road and added benefit for new systems.

we should do it

Performance Wizard:

- 1 SDE full-time to Beta 2
- Use existing program management
- 4 test (1 full time, 3 contractors) full time to RTM

Need to think about that.

Easier Log-on:

- 1 SDE (Currently hiring person on this in part for the ZAW stuff but ambition is to have this head do part of the work. If we free up on some of the ZAW policy editor work, then this person could focus on the home logon work)
- Use existing program management
- 2 test (contractors) full time until RTM

we should do it

Virus:

Jeff & Megan talked to BradC and the liability/legal issues of shipping a virus checker are too big exposure to risk shipping in Windows.

Internet-enabled game:

Widely varying in cost and integration. Anything from free to $200 is probably ball park for the types of games we would be looking at. We would use existing pm to drive into the product w/ test and localization hit totally dependent on the game we chose.

If you want more granularity or have any questions, let me know.....

Obviously we need a proposal that narrows this down to about 3 cool games to select from. Coolness is more important than $ cost. It should show off Direct 3d technology, etc.

Thanks!