Erik Stevenson (LCA)

From: Catherine Merten (Internet) (Waggener Edstrom) [cmerten@wagged.msbp.com]
Sent: Monday, April 14, 1997 4:55 PM
To: Jim Allchin (Exchange)
Subject: RE: thoughts on the Next Generation of W

god, you are so good at what you do! thanks for sending to me.

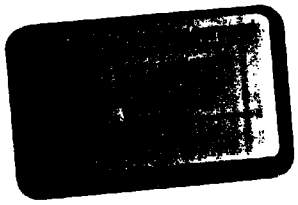
From: "Jim Allchin (Exchange)"
To: "'cmerten@wewa.wagged.infonet.
Subject: FW: thoughts on the Next Generation of W
Date: Friday, April 11, 1997 11:16AM

work related....

just fyi...

your jamie

> ———
> From: Jim Allchin (Exchange)
> Sent: Wednesday, April 09, 1997 6:59 PM
> To: Paul Maritz; Bill Gates; Mike Conte; Kavi Singh; Tod Nielsen;
> Rich Tong; Jonathan Roberts; Mike Nash
> Subject: thoughts on the Next Generation of Windows (long)
>
> This is not thought thru, but I wanted to share some of my thoughts on
> this with you...
>
> It is obvious we have an OS battle on our hands: Java vs. Windows.
> I think SUN has successfully hidden this behind pixie dust and we have
> confused things with "we like Java the language, but not Java the
> platform". But, SUN knows exactly what they are doing.
>
> The two key platforms against us are "the browser" and "java". We
> have had a strategy to add more and more things to IE to compete
> directly with netscape, and so far that has meant taking certain
> levels of innovation away from Windows. While some people believe
> we could win against Netscape using this approach, I certainly know
> that to win against SUN will take a full out OS attack. I
> personally believe this is ALSO the winning strategy against Netscape.
> We must use Windows.
>
> So what's wrong with Windows? From a perception level it's just not
> cool any more. Why?
>
> 1. Windows is viewed as old. We have moved certain cool
> functionality out of windows (IE 4 is moving many things cross
> platform). We basically hardly used the word Windows when we
> discuss IE. We also help Java the OS platform out by endorsing and
> improving it.
>
> 2. Windows is viewed as complex. Corporations have had it with the



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> cost of operation.
>
> 3. Developers wonder if they can make money on Windows -- they think
> they can with Java.
>
> 4. Windows is not viewed as being "everywhere". In this regard I.
> don't mean cross platform as much as I do cross hardware environments.
> Having the winCE, the NetPC, and the WinTerm (and now WebTV) are key
> additions to the family that we have needed to be able to say "Windows
> is truly ubiquitous". If you write Windows applications, they will
> be everywhere there is a volume environment.
>
> In our messages we must address developers, corporates, and end-users.
>
> I propose the following:
>
> 1. Create a long term vision for the future.
> Keys here are Windows will be in every machine that is ever created
> (from TVs to new clustered Mainframes). Windows will be simpler
> for end-users (always available, always online, always being updated,
> etc.). Windows will be the most cost effective solution for
> businesses -- period. Windows is the platform for distributed
> computing. In addition, the vision must include clear statements on
> how hardware machines (PCs and other) will become much simpler.
>
> 2. Revitalize Windows for developers. For the developers we need a
> new win32. I do NOT want it to be limited to just some transaction
> or IIS capabilities. I also do NOT want it limited to the
> functionality of COM 3. We need a comprehensive single API SDK
> which encompasses all interfaces in the system. For example, I
> want the new color management APIs to be included, the new printing
> APIs, new OnNOW interfaces for telephone answering systems, etc. I
> want everything that we are doing with setup, and replication/caching
> to be included and on and on. And I want everything we have today
> (e.g., memory mapped files) to be included as well as DirectX 5, etc.
> And yes, of course, the new scripting and xact'ed component
> environment needs to be there also.
>
> I propose calling this Win-NG. (It stands for Next Generation.
> This is the way that the internet community talks about new protocols
> coming -- aka IPNG.) I think it has a cool ring to it. I wanted
> to do this before, but people where afraid of the name. It is worth
> rethinking.
>
> We should up level Windows to be a distributed applications platform
> (with code downloading, xactions, etc.) just like Java, but also
> capable of being the best game platform, etc. I want to say Windows
> just became distributed and smart. A key part of my thinking is not
> to limit us to just more advanced business applications, etc. I
> want to say Windows has new functionality for every one. And
> because many new systems will be networked we have make distributed
> computing facilities for developers integral to the system (directory,
> iis, etc.)
>
> 3. We need a few magic ingredients for Windows. By this I mean
> technology pieces that we can say the "Windows NG" or "NG Windows" has
> several significant technology advances. I would like these
> ingredients to cover both consumer and business uses.
>
> One of this is clear the replicated file system. It must be simple.

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> I wondered if there was some way to leverage the briefcase concept,
> but I don't think so. I think not because we want the storage
> concept to subsume all space. Thus, it isn't a briefcase -- it is
> omnipresent in all of the storage. Some possibilities include:
> "smart storage", "advanced storage", "intelligent space", "intelligent
> storage", "intelligent network storage", "smart filing", "smart file
> cabinet", "intelligent filing", "automated filing", etc.. I think
> we can include the encrypted file system support, property and content
> indexing, quotas, etc. all into this new improved storage message.
> I still don't like any of these names because they are still too
> techie, but they are a start.
>
> Other ideas might include the work being done to simplify networking.
> This "ingredient" might be "easy networking", "intelligent network
> support", "automated network support", etc.
>
> Another "ingredient" might be the improvements to multimedia we are
> doing. We have name for this, but we have TOO many names for it.
> We should figure out if we want to continue to expand the "direct"
> name or move to something bigger. Certainly with the new color
> support, 3D sound, and things like the BPC work that we are doing we
> should be able to say we include something like "AV 2000 support",
> etc.
>
> Another "ingredient" includes all the new hardware support. We need
> to wrap all this up in nontechnical terms. The best term we have is
> "OnNOW" which I think we should continue to use. There may be an
> overall term for all the improvements as well though.
>
> Another "ingredient" includes some IE 4 features (e.g., channels).
> This one is easy if we keep key elements ONLY on Windows.
>
> Above all of this we need to have a catch phrase we attach to this new
> version of Windows which implies it is easier to use in my view.
> Possibilities include " Windows NT 5.0 (yuck...or whatever) -- the
> easy Windows". Maybe this isn't the right way to approach this,
> but we want to get a second chance for being seen as making Windows
> "easy".
>
> 4. We need an architecture diagram. I would call this the Windows
> Next Generation Architecture. One of the reasons that Active X
> client, Active X Server, Active X desktop, etc. failed is that we were
> unable to clearly specific what these are technically and we confused
> people about what was a product vs. what was a feature or a concept.
> I think by having Windows encompass all the services we have a much
> simpler job in articulating this in a non fluffy way.
>
> 5. Paul suggested that we also drive NT 5 as a consumer system as
> well. NT 5 will be as consumer friendly as Memphis. Paul just
> wanted to pretend NTC was NT 5. The quesion is what else could we
> do that would cement Windows as a new consumer phenomenon. Paul's
> idea is to use a IE 4 channel and do a Windows Club approach so
> consumers see Windows as an online experience that provides "good
> stuff". What that "good stuff" is is yet to be figured out.
>
> anyway....food for thought...
> jim
>
>

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