Microsoft Systems Strategy: Information At Your Fingertips

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Manager,
Executive Briefing Programs

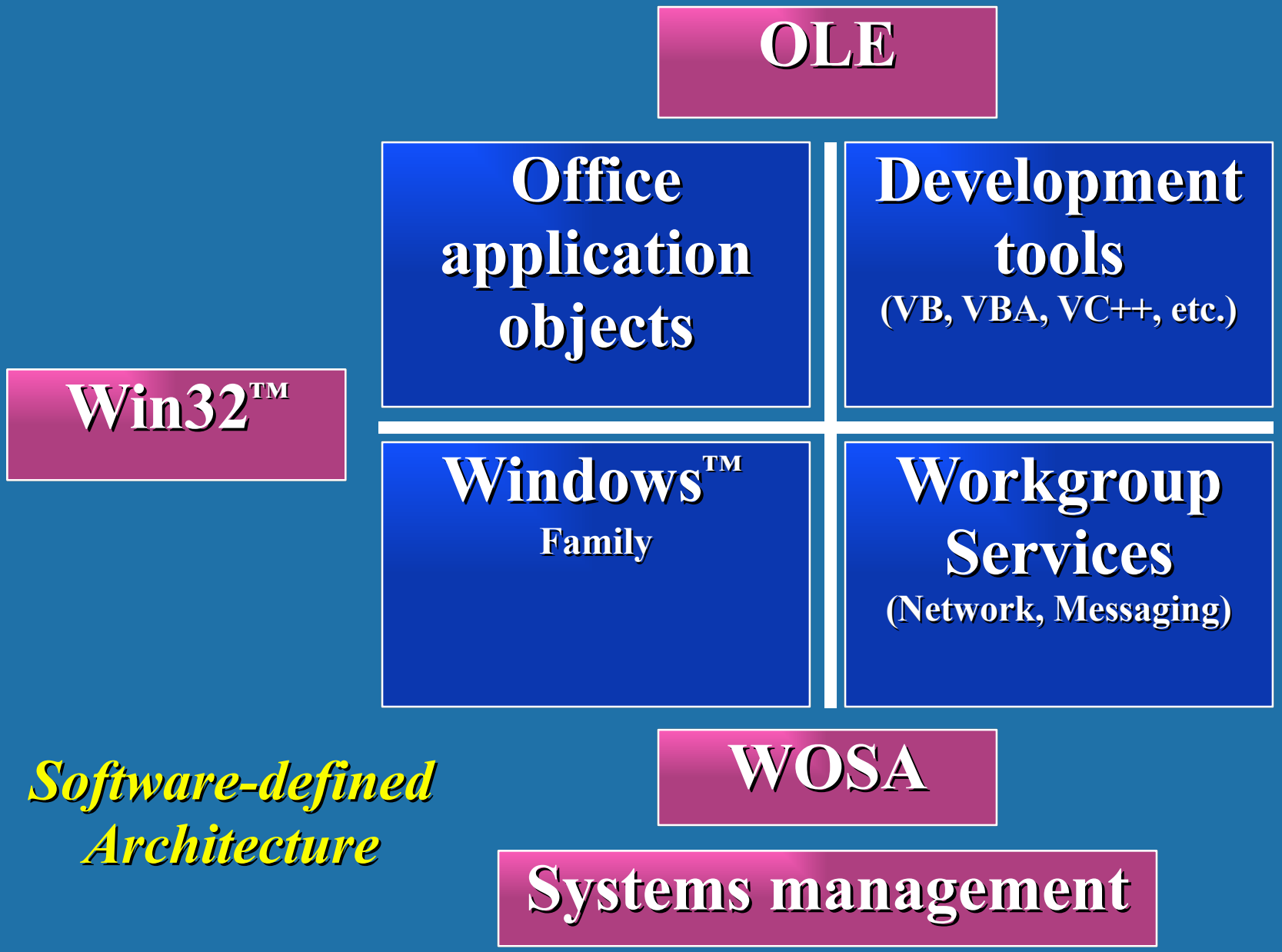
M

The Microsoft Vision

Information At Your Fingertips

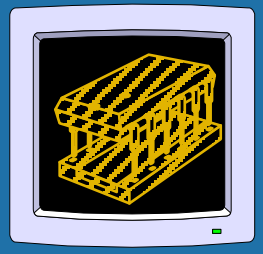
- Integrate any type of information
- Access information independent of location
- File, retrieve, browse information easily
- Communicate and work with others

Solutions-Enabling Technology



Software-defined Architecture

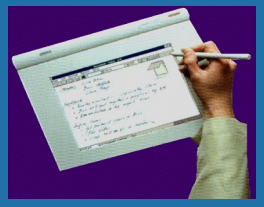
Organizations Have Multiple Business Requirements



Technical & Engineering

Power Users

Knowledge Workers



Mobile Users (sales, service)

The m WINDOWS Family

A scalable architecture

Non-PC

Handheld

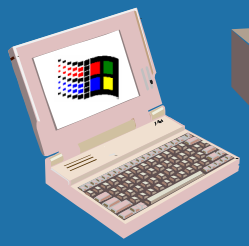
Pen

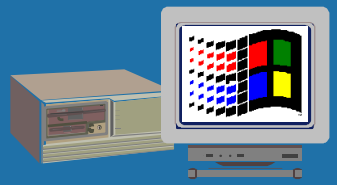
Laptop

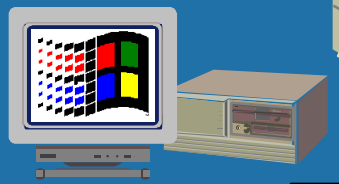
Personal Workstation

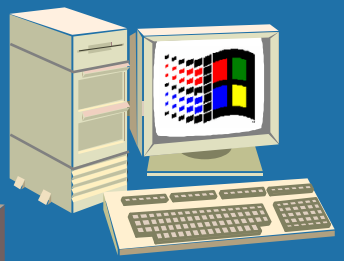
Technical workstation

Server









Microsoft At Work™
Mobile companions
Non-PC devices
RAM/ROM-based

Windows &
Windows for
Workgroups
PC desktop
x86 only

Windows NT
High-end desktop
x86 and RISC

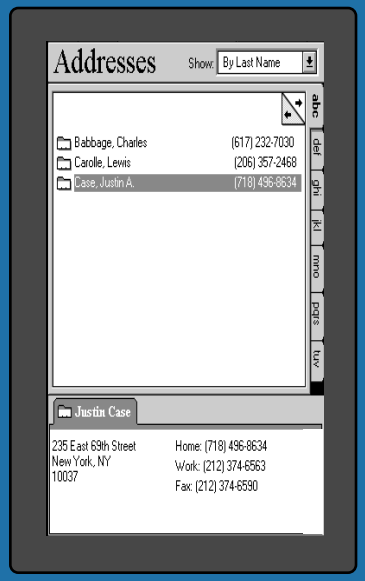
Windows NT
Advanced Server
Server Foundation
Multiprocesor, x86
and RISC

Consistent:

♦ User interface ♦ Application interfaces ♦ Applications

“WinPad”

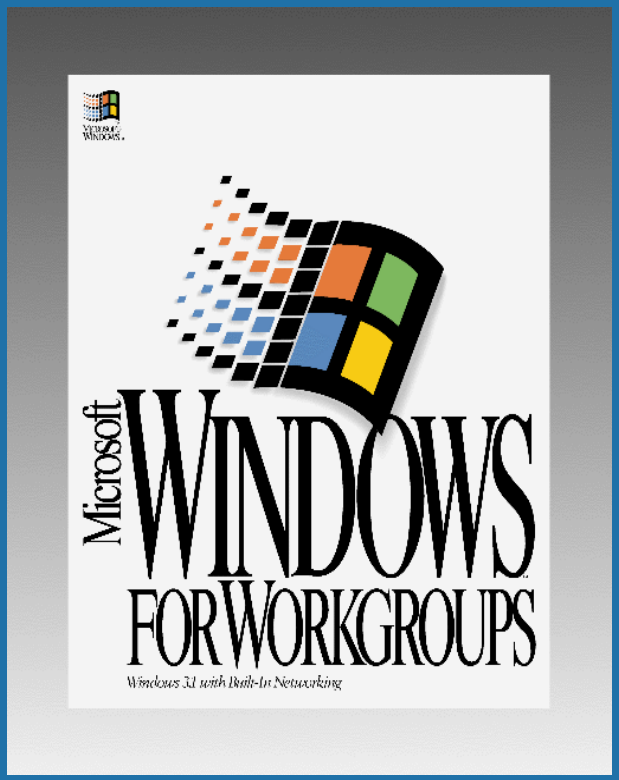
- Mobile companion
  - Under 1 lb, under $1000
  - Works with Windows desktop
- Pen-based, not pen-centric
- Open system, 3rd party participation
  - PC Manufacturers
  - Software developers
  - Communication vendors
- Builds on Windows’ strengths (API, tools)



WinPad: What's Inside

- Microsoft At Work kernel
- Pen recognition
- Visual Basic runtime
- PIM (Personal Information Manager apps)
- Communications

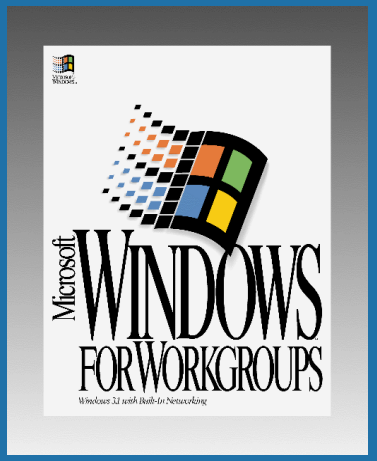
Windows for Workgroups 3.11



- The best client for Business desktops
  - The fastest version of Windows
  - The best networking support
  - Great mobile services
- A stepping stone to future releases of Windows
- Pre-installed by many OEMS
  - Gateway, Zenith Data Systems, CompuAdd - all systems, Zeos International ,Lexmark Midwest Micro, Asia Source, Inc. Aquarius Computers, Intelligent Computers & Technology (ICT)

Windows For Workgroups
The Best Client For Business Desktops

- 32-bit protect mode network drivers for faster network I/O & smaller memory footprint
- 32-bit file access for faster disk I/O
- Admin control of peer services, security
- Banyan connectivity
- Value added services
  - At Work FAX
  - Remote Access
  - Mail



Windows NT

The power of a workstation with the ease of use, productivity and compatibility of a PC

Technical

Intergraph, Mediavision, National Instruments, M-P Engineering, Johnson Properties, Spatial, AutoDesk, CADKEY, Rasna

Business

D&B, Ingres, Platinum, Arbor, Fourth Wave, Pilot, Innovative Technologies, Edinburgh Petroleum, Ross Systems, Objectivity

Development

WatCom, Congruent, Guild, Ithaca, Mark V, MicroEdge, Blue Sky, Phar Lap, Impact, MetaWare, Kofax, Softool, Silicon Valley

Workstation Performance For Less Than Half The Cost

	Model	SPEC int92	Cost $K
Sun	10/51	64	$28
RS/6000	375	61	$25
HP	735	82	$35
Alpha AXP	150	84	$10
NEC	RS-44	88	$8

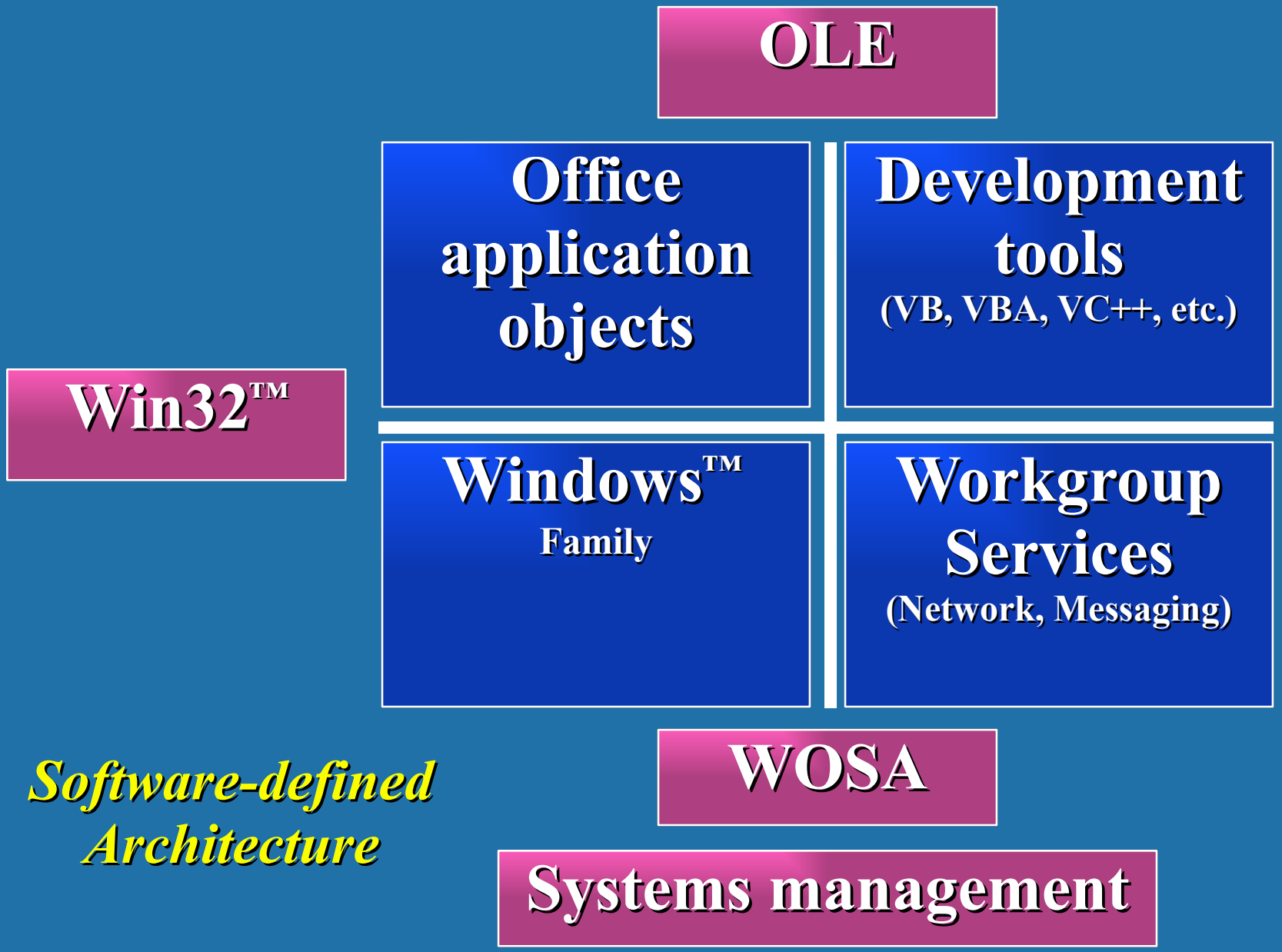
Windows NT 3.1 Update

- 400,000 units shipped
- 250+ 32-bit applications shipping
- Over 100 development tools shipping
- Outselling Unix on the workstation
- Hundreds of companies using it in production

Windows NT "Daytona"

- Smaller, faster desktop platform
- Better, more reliable way to run Windows applications
- 32-bit OLE2 support
- 3D graphics support
- Works with what you have today
  - The best workstation for TCP/IP environments
  - Banyan support (beta)

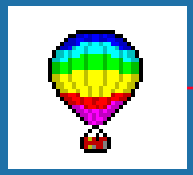
Solutions-Enabling Technology



Software-defined Architecture

The Compound Document

OLE 2.0



Starbucks Quarterly Summary

Dear Shareholder,

Since many of you may be unfamiliar with the company's history, we'd like to take a moment to share our fundamental ideals and aspirations with you. From the day we opened our first store over twenty-one years ago, Starbucks has been based on an uncompromising (some would say fanatical) dedication to providing the best coffees in the world.

We are confident that commitment to excellence, in our people and in our products, on the part of employees and shareholders alike will continue to make Starbucks the standard by which others in our industry are measured in the years that lie ahead.

In the meantime, this cup's on us.

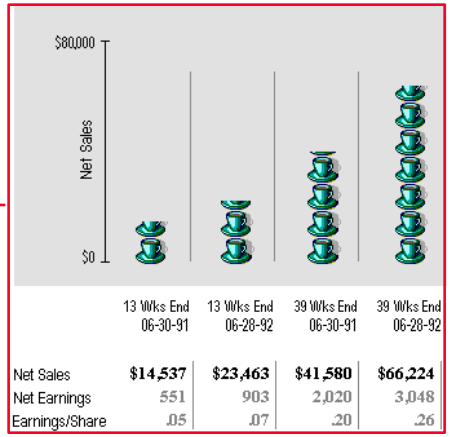
Warm Regards,

Howard Schultz

Chairman, President, CEO

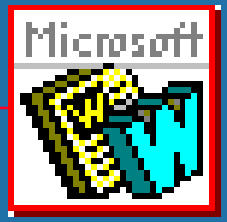
Quarterly Earnings

(In thousands, except earnings/share)



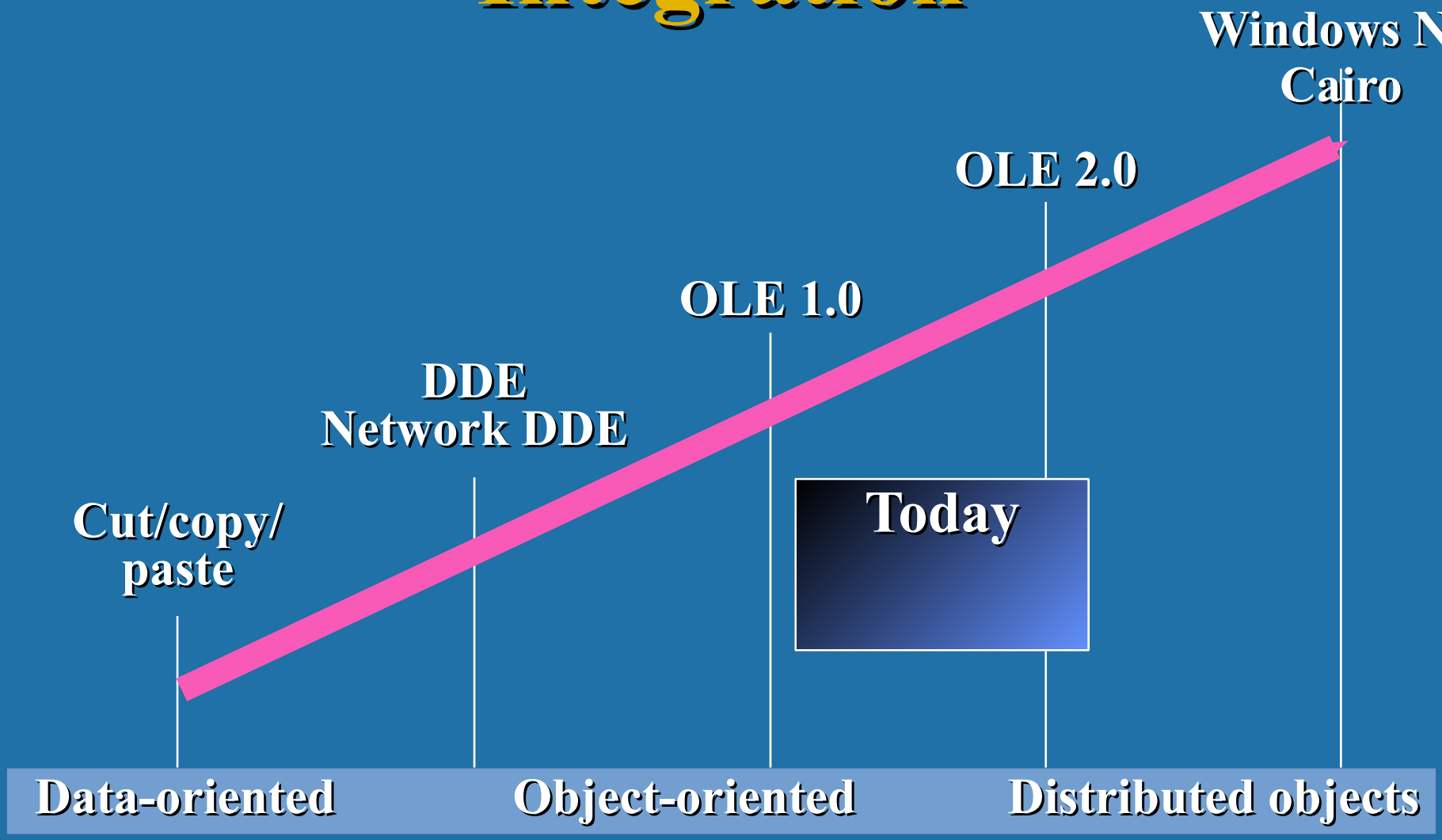
	13 Wks End 06-30-91	13 Wks End 06-28-92	39 Wks End 06-30-91	39 Wks End 06-28-92
Net Sales	$14,537	$23,463	$41,580	$66,224
Net Earnings	551	903	2,020	3,048
Earnings/Share	.05	.07	.20	.26

All areas of the business have shown overall long term growth. As new business opportunities arise, we will take advantage of positioning them within similar environments inside the stores to maximize their impact to overall sales.
We believe that in the next 12 months the company revenues will meet or exceed the actual receipts represented in this graphic.

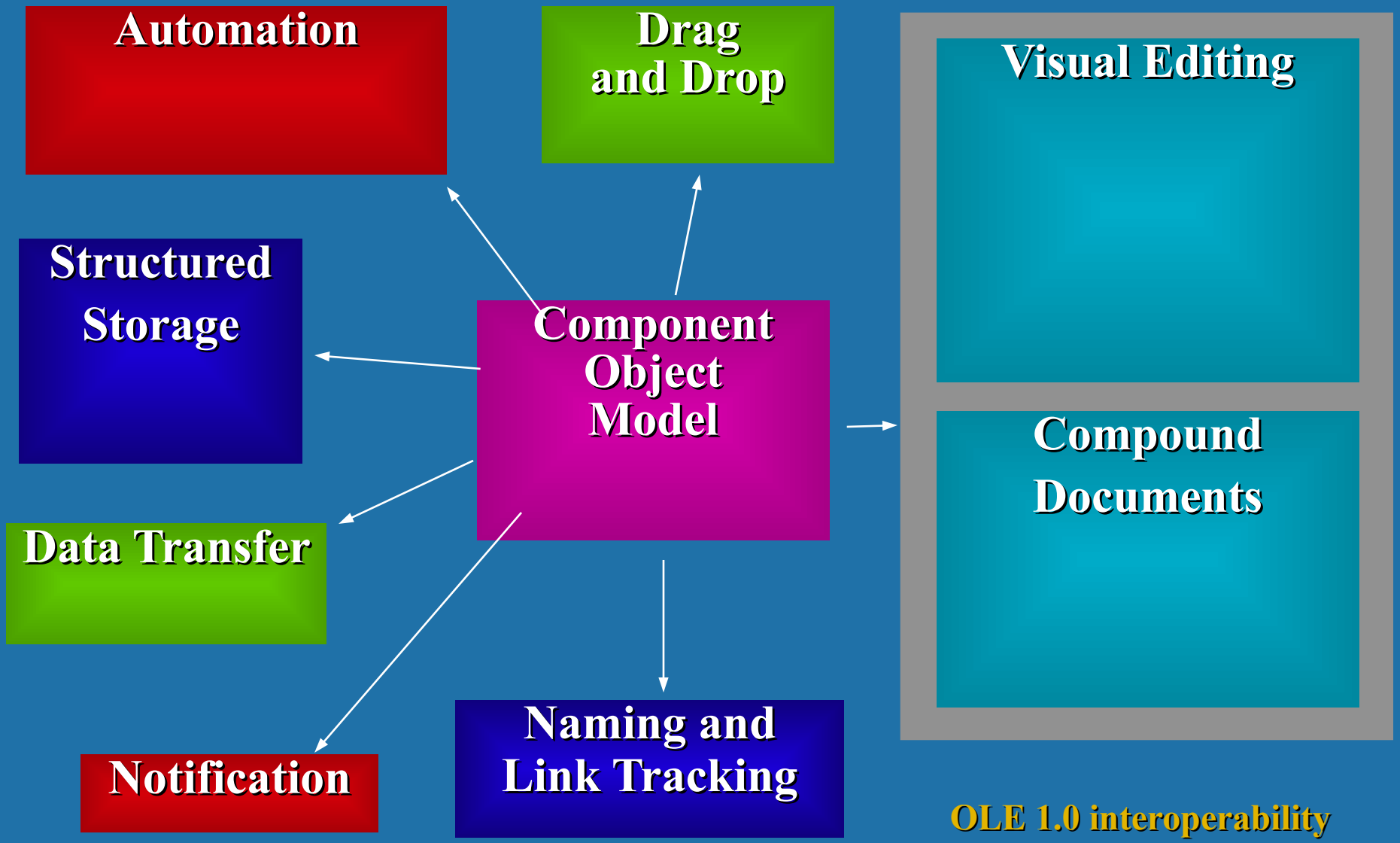


Core technology incorporated into future operating systems

OLE And Application Integration



OLE 2.0 Features



Cross-Platform Interoperability

Open specification

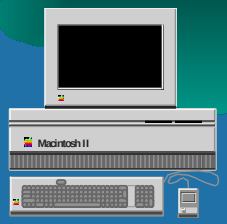
Common Object Model

Industry input

Windows NT

OLE

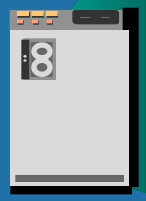
Windows



Mac®

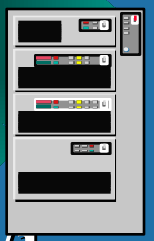
ULTRIX
SunOS
HP-UX®
AIX®

OpenVMS



ObjectBroker

Other



OSF/1

Windows Open Services Architecture

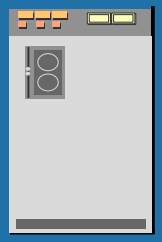
Windows

Windows For Workgroups

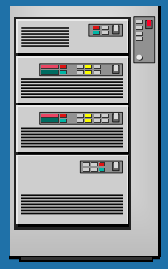
Windows NT

- Data access
- Messaging
- Telephony
- Licensing
- Communications
  - SNA
  - Network API
  - RPC
- Real-time data
- Banking services
- CEM
  - (Control, Eng, Mfg)

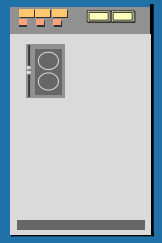
Networking
NetWare
LAN Mgr
VINES



Unix
Windows Sockets,
TCP/IP, FTP



Digital NAS
RDB, All in One



OSF DCE
RPC, Kerberos

Open Systems Through WOSA

ODBC Supporters

Apple Computer, Bull HN Information Systems, Cincom Systems,Computer Corporation of America,Coromandel Industries, DEC,EASEL, Fulcrum Technologies, Hewlett-Packard, **IBM**, Information Builders, Informix Software, Ingres ,IQ Software, Micro Data Base Systems, Micro Decisionware, Microrim, Microsoft , NCR , Neon Software, Novell, Oracle Corporation, PageAhead Software, Pioneer Software, Progress Software, Raima, Retix, Rochester Software, Software AG, Sybase, Tandem Computer,Teradata, Uniface, Unify, Watcon

License Service API Supporters

Apple Computer, Inc., Banyan Systems, Inc., Brightwork Development, CompuServe, Inc., Digital Equipment Corporation, Funk Software, Inc., Hewlett-Packard Company, Highland Software, Inc., InterWorks, Intel Development Corporation, Intercomputer Managers Association, Microsoft Corporation, Novell, Inc., Oracle Corporation, Open Software Foundation, Symantec, Software Publishers Association, Tangram Systems, WordPerfect Corporation

Windows Sockets API Supporters

3Com Corporation, AGE Logic Inc., Beame & Whiteside Software, Digital Equipment Corporation, District Corporation, Frontier Technologies Group, FTP Software, Hewlett-Packard Company, Ipswitch LAN Systems, IBM,Ingres, and Company, JSB Corporation, Microsoft Corporation, Net Manage Inc., Network Research Corporation, Novell, Inc., Sun Microsystems, Inc., Ungermann-Bass, Walker, Richard & Quinn, Wollongong Group

TAPI Supporters

AT&T, Banyan, British Telecom, CompuServe, DEC, ExMachina, Hewlett-Packard, Microsoft, Novell, Prometheus, SkyTel, SoftSwitch

Windows SNA API Supporters

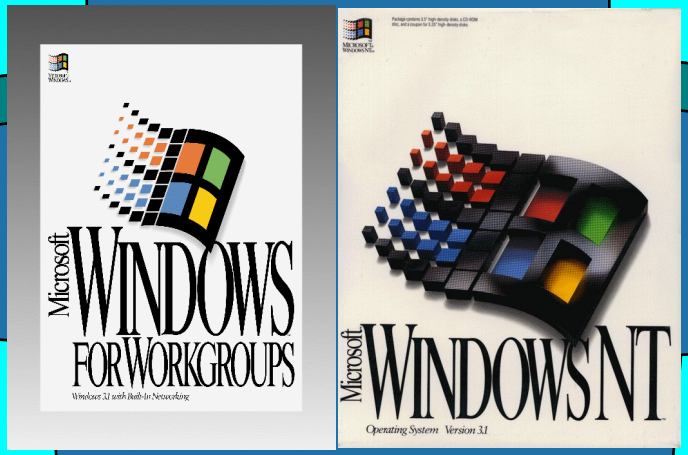
Attachmate, Andrew Co., Computer Logics, Data Connection, DCA, Easel Eicon, FutureSoft, IBM, ICOT, International Computers, Microsoft, Multisoft, NCR, Network Software Associates, Novell, Olivetti, Siemens-Nixdorf, Systems Strategy, Wall Data, Inc.

Supported By Over 100 Vendors!

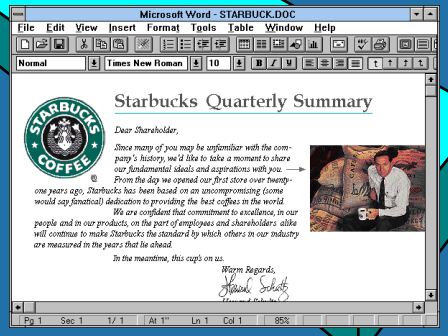
Windows Futures

User Interface

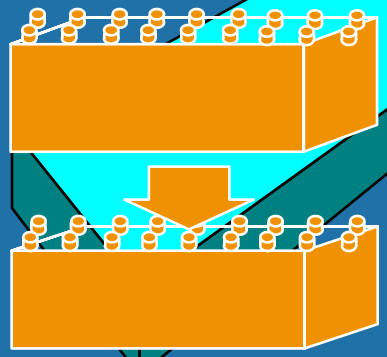
Object Model



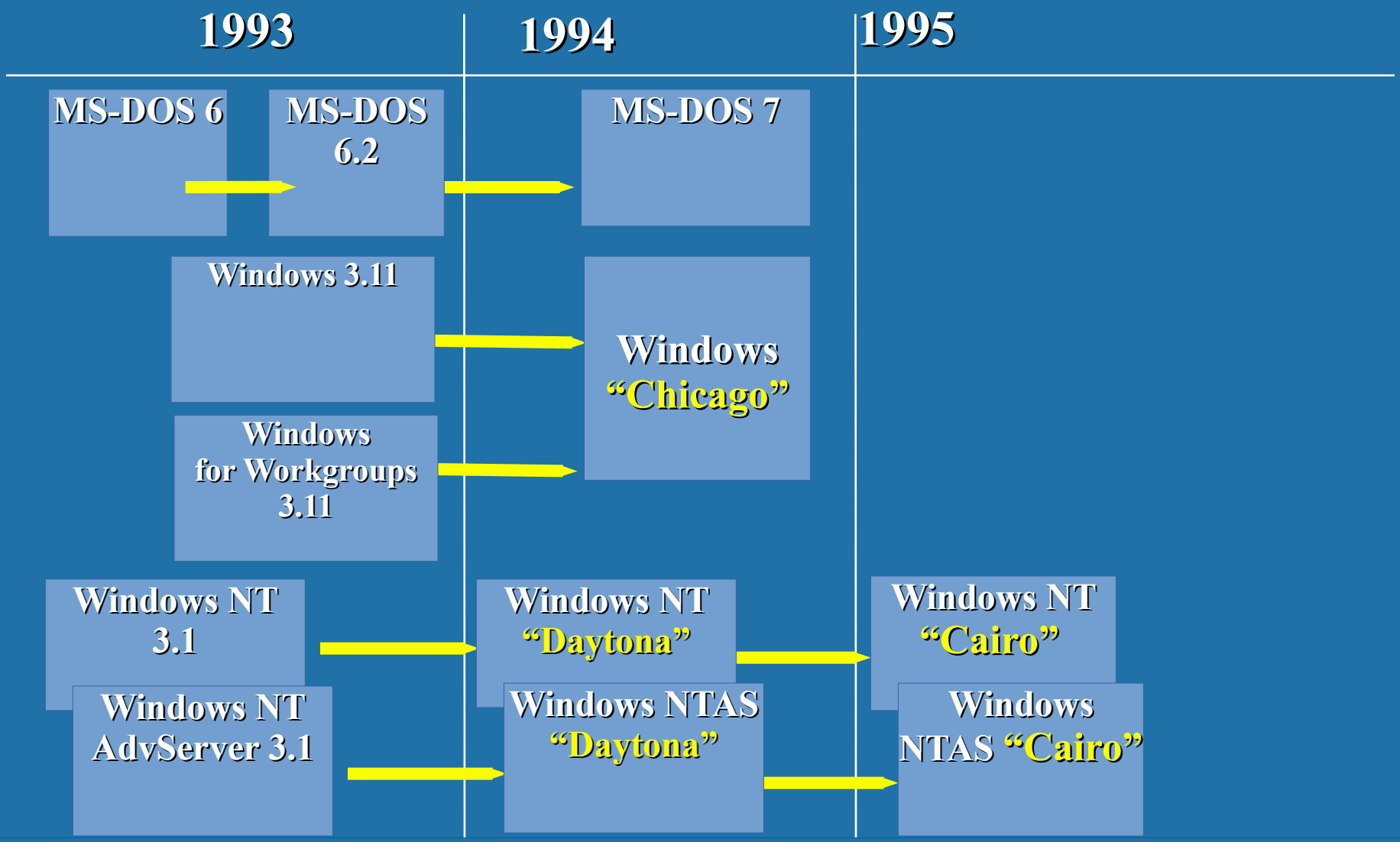
Document centric



Plug and Play



Windows Family
Planned Future Releases



Mission of Windows *Chicago*

- Customers
  - Make using PCs easy for everyone
  - Reduce cost of PC deployment
- The industry
  - Create a no-excuses standard for PC hardware
  - Enable great new applications on a mainstream platform

Customer Benefits Of Windows *Chicago*

- Easy to use
  - Plug and Play architecture
  - Intuitive interface
- Powerful multitasking system
  - Complete, 32-bit preemptive multitasking OS
  - 32-bit applications interface
- Great platform for communication
  - LAN, WAN; client, peer
  - Messaging and mobile solution

Safe, Hassle-Free Upgrade

- Compatible
  - MS-DOS®-based applications and drivers
  - Windows 3.x-based applications and drivers
- Performs well on mainstream platform
- Easy transition for Windows 3.x-based users
- Reliability improvements throughout

Windows NT "Cairo"
The Next Generation

- **Open Client**
  - Information at Your Fingertips
  - Object-oriented frame work
  - Query based information access
- **Powerful Server**
  - Distributed computing infrastructure
- **Unified Networking**
  - Single System View

Instant Information Access

- Changes the users work with information
  - Rich model for information objects (type, content, properties, commands, etc)
  - New storage system for rich information (ofs)
  - Instant retrieval based on content, property queries (query)
  - Scalable to the enterprise network
  - Customizable platform for business information solutions

Preparing For The Next Generation

- Win32 API
- OLE 2
  - Expose application's controls as OLE controls
  - Expose applications services as OLE/COM interfaces
- WOSA services
  - MAPI, ODBC

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