

Message

From: Donald Harrison [REDACTED@google.com]
Sent: 3/6/2020 11:12:20 PM
To: Joan Braddi [REDACTED@google.com]
Subject: Re: SA 360

thank you

On Fri, Mar 6, 2020 at 2:08 PM Joan Braddi [REDACTED@google.com] wrote:
Spoke to Jon and passed along the SA360 feature priorities for 1H2020.
He will get back to me if there are any questions.

He raised again the conspiracy theory from the Bing team and signalled it may cause exec escalation. At that point,

I reiterated that unlike some companies we actually do what our users/customers prioritize. Does not help to build features that our customers do not use frequently or find much value (as we will just deprecate the feature after wasting valuable engineering resources).

Unlike Bing's recent announcement, we try and do what users/customers want most. (I also mentioned that we were told Satya was not very sympathetic to our concern about Bing "forced" install idea.)

Second topic, he raised the ARM 64 question on asking Chrome to consider a native build for this platform. Told him that Panos had raised with Hiroshi and the fact is ARM 64 does not have enough use/distribution to warrant a native build of Chrome. He understood and will take that back to the team.

Joan

On Thu, Mar 5, 2020 at 6:19 PM Donald Harrison [REDACTED@google.com] wrote:
that is the best of all answers - perfect

On Thu, Mar 5, 2020 at 5:23 PM Joan Braddi [REDACTED@google.com] wrote:
I will. We are talking tomorrow afternoon.

Btw - we did pick up 3 of their feature request because it matched what our customers wanted.

On Thu, Mar 5, 2020, 4:50 PM Donald Harrison [REDACTED@google.com] wrote:
no - try your way - let me know how it goes.

On Thu, Mar 5, 2020 at 2:15 PM Joan Braddi [REDACTED@google.com] wrote:
Jon and I are trying to find time tomorrow to talk. If you wish, I can push him to next week. (Please let me know).
Happy to grab time with you beforehand.

Here is the proposed messaging:

Based on our customer request/requirements the following item are included in our roadmap for the 1h2020:
- parallel tracking

EXHIBIT
PSX00378

- prominence metric
- expanded support for DSA

Note: this is only for the first half of the year and we will be assessing features/work for second half now.

Don, I will reiterate to Jon our process is based on our customer (advertiser) request. All of the features MS has ask us for can be done by advertisers via MS/Bing UX. If advertisers were using the Bing UX heavily, we would think adv would request support in SA360, but they don't. Our guess is advertisers don't care (not using). Which is why we can't invest in building features that won't get used or is not heavily requested. (Btw, I'm told we get many more request for Amazon support from our advertisers than we do for Bing).

I'm not sure why they think this is an escalation topic considering how MS has never granted any of our requests even when clear their users want us (hiding search setting as one of many examples). Not to mention their recent forced install on chrome.

We are building products with features requested by our customers.

Let me know if you wish to talk before I talk with Jon.

Joan

On Thu, Mar 5, 2020, 1:26 PM Donald Harrison <REDACTED@google.com> wrote:

I think you reaching out to him would be best. Let's talk for a bit first if you could find 15 minutes. Jon and Rajesh both bringing this up (and Peggy) means I think Satya could possibly escalate this and it is a bit of an open flank. In my ideal world our ads product team on its own would come up with the right priorities but some of those priorities would pick up some small number of MSFT asks (vs. none). Thoughts?

On Tue, Mar 3, 2020 at 10:56 AM Joan Braddi <REDACTED@google.com> wrote:

I don't think we should be linking this to progress on the other agreement pieces - but let those be standalone.

We will confuse MSFT if we are linking everything to their contractual commitments (as we do not wish to allude they will get something from us on SA360 if they meet their contractual obligations under Android). We are not agreeing to any "custom" work for them on SA360 but simply deliver for our customers per their requests.

Jon seems to be creating drama around this hoping we would bend on how we prioritize features; we are perfectly in our rights to design our own product based on customer requirements.

Let me reach out to Jon and set up time to discuss SA360. I have confirmed with the SA360 team that we have our short list of features for the 1H2020 (we will have other features for 2H2020 but those are undecided).

On progress on 10S/EdgeUX, we had a second call with MSFT Friday afternoon. We are still not there yet on 10S (but we think they heard our opinion to their proposal). Next step is one more high level meeting in 2 weeks and then allow the eng team to meet. On Edge UX, Joe owes us a contact on that front. They don't seem to be anxious to share (even though this is a minor change for MSFT- they don't plan to deliver until the very last moment).

Joan

On Tue, Mar 3, 2020 at 10:10 AM Donald Harrison <[REDACTED]@google.com> wrote:
feels like I should respond that we would like progress on the actual deal we negotiated before we talk about progress on side issues... but open to other responses. Have we made any progress on confirming their progress on the Duo/10S access side of things?

----- Forwarded message -----

From: **Jon Tinter** <[REDACTED]@microsoft.com>
Date: Tue, Mar 3, 2020 at 10:01 AM
Subject: SA 360
To: Donald Harrison <[REDACTED]@google.com>

What is the status on this?

Our team has not heard anything back. Temperatures inside MSFT on this topic are rising rapidly. Satya is pushing me to figure out how we make progress.

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