

From: Anna Kartasheva Redacted@google.com>
To: Liza Ma Redacted@google.com>
Subject: Re: S20 Setup Experience - Invitation to comment
Cc: Sagar Kamdar Redacted@google.com>, Kesh Patel Redacted@google.com>, Christopher Li Redacted @google.com>, Susie Church Redacted @google.com>, Adrienne McCallister Redacted @google.com>, Jamie Rosenberg Redacted@google.com>

Oh sorry, and i just realized i didn't circle back on Magic eye question - no, we unfortunately can;t filter users out by carrier.
Thank you
Anna

On Fri, May 1, 2020 at 3:46 PM Liza Ma Redacted@google.com> wrote:

Can I be added to this as well? I would like to hear first hand from them on their thoughts on setup - we're doing work on the backup & restore side as well to simplify (and ideally standardize) flows for B&R.

On Fri, May 1, 2020 at 11:20 AM Sagar Kamdar Redacted@google.com> wrote:

+Christopher Li

Sounds good. Adding Chris so he can keep pushing on Samsung to get the carrier customizations.

--Sagar

On Fri, May 1, 2020 at 11:17 AM Kesh Patel Redacted@google.com> wrote:

+Jamie Rosenberg FYI.

Kesh Patel - Sr. Business Development Lead, Android Partnerships NA



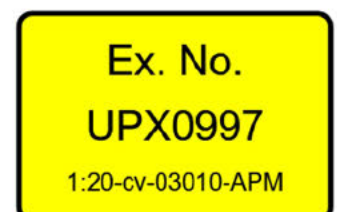
On Fri, May 1, 2020 at 10:58 AM Kesh Patel Redacted@google.com> wrote:

Sagar - hey there! While we wait for Anna to reply, Adrienne and I are planning on hosting an exec meeting with AT&T in the next couple of weeks (TBD). A part of the agenda will likely be a discussion on the philosophical differences on UX on Android. I spoke with their exec yesterday (Jeff Howard, VP of Product) and he more or less said we have philosophical differences on the UX on Android. And they want to differentiate the experiences so not all Android devices look the same. I explained that to a certain degree that makes sense, but there are many areas we should find alignment to create a good experience so it's consistent across devices and networks e.g. gpay, suw, comms etc.

Susie and I thought it would make sense for you to attend this session so you can deep dive with them on their thinking and hear their thoughts/fb directly. We have not filianized the logistics or agenda yet, but wanted to give you a heads up so you and the team can think about how to address this with them. I believe it should happen at this exec level meeting, because frankly, I don't think our working level teams will be able to crack the code with their teams. They will just keep blocking our suggested experiences where AT&T's revenue generating teams seem to strongarm the overall UX on Android.

Suggested Agenda Topics:

- CCMI/RCS
- Growing Android - 5G Device Oppty
- Device Experiences
 - SUW
 - Comms suite



Susie put together an awesome deck how AT&T makes the Samsung-to-Samsung experience worse than all other carriers (per my understanding the solution on Slide 2 launched everywhere else). I highly recommend folks check it out.

<https://docs.google.com/presentation/d/1Kei5FO3p4vWXZhYXJUKI3vO9UnpcRbAprUFskYc809c/edit#slide=id.p>

We still have work to do on iOS to Samsung, and Android to Samsung but my understanding is for the immediate term we want to focus on retention of Samsung users.

Thanks

--Sagar

On Thu, Mar 12, 2020 at 9:40 AM Sagar Kamdar [Redacted@google.com](#)> wrote:

Privileged and Confidential

Totally valid that there's a general issue and good to create awareness.

AT&T makes it a lot worse though. We are preparing a doc for you on the diff so you can see it. Would be good to highlight to AT&T how much worse they are doing vs others.

Thanks

Sagar

On Thu, Mar 12, 2020 at 9:18 AM Hiroshi Lockheimer [Redacted@google.com](#)> wrote:

PRIVILEGED

Thanks for all the activity on this. I happened to use an AT&T device -- and I'm sure there are specifics about it that make it worse in some ways -- but I think this is a general problem. I plan to send this doc to TM + Patrick, and also David, Ronan etc.

On Thu, Mar 12, 2020 at 7:59 AM Jamie Rosenberg [Redacted@google.com](#)> wrote:

PRIVILEGED

BTW, the current direction notwithstanding, this is one area where Blue Ocean could help... a fresh start with a new set of rules and principles about what can be customized. That's another way to approach all of it... but all of the reasons why Samsung will be hesitant on the product side likely also flow through to the Sales organization, for the turbulence it would create.

On Thu, Mar 12, 2020 at 7:54 AM Jamie Rosenberg [Redacted@google.com](#)> wrote:

ATTORNEY CLIENT PRIVILEGED

(Adding Tristan for legal advice, since I'm about to use some trigger words)

Sadly, I think this is all about leverage and money. We need to find a way for AT&T's decisions to have meaningful financial consequences for them (in either direction). I'd like to think that providing them with user research, etc. would move the needle and it might in some fringe areas... but likely not as comprehensively as we need. A couple of thoughts:

* RSA renewal -- AT&T's RSA is up this year and it's meaningful \$\$ -- maybe more than Samsung spends with them. The team is already working on a restructured RSA model that requires more of the dollars to be put directly into GTM activities. We could additionally tie it to a broader set of product principles. It would be somewhat seismic from a relationship

standpoint, but i think we're at a place where we need to do these things. Otherwise we'll just be paying TAC to Apple and not AT&T anyway.

* PAI -- We could make a more aggressive push around PAI and improving the preload experience... but we'd need to develop a commercial model around this .. either by continuing to foster that marketplace in a healthier way... or by weaning them off of \$\$ from preloads by cultivating economics in other areas.

That said... I think we could smoke this out by starting with a product discussion. When we were at CES, Jeff Howard from AT&T acknowledged there might be things they've been doing for a while that aren't making them much money (and maybe even burdening cost) and that they don't need to continue to do as long as they are made financially whole in some way. (This came up in the context of a discussion about Comms suite and some random premium services they have).

We could create a name for a "better Android experience on AT&T" (a la project Napa) with a set of concrete recommendations and ask for AT&T's specific feedback on what it would take to get there. We might then get some sense for how all of this adds up for them financially or strategically and the bar we'd have to clear. It reminds me in some way of the browser discussion with Samsung and how we smoked out the size of their bookmark preloading business.

Sagar, if your team + Glen's could put together this POV, I can help facilitate the AT&T discussion. And we'd likely want to have that discussion with the other carriers as well.

On Thu, Mar 12, 2020 at 7:31 AM Sagar Kamdar Redacted@google.com> wrote:

Jay resounded back RE: AT&T ♦ The point Cristiano made yesterday about carriers focusing on Apple since setup process is easier has been echoed elsewhere. AT&T is definitely making it worse with their decision. Anything we can do to help the Samsung team?

Hi Sagar,

We still struggle to convince ATT on this and not sure yet if we can resolve this by Note.

To be earnest a bit stuck on how to resolve this at this point as ATT is very firm on this one.

Jay

On Wed, Mar 11, 2020 at 11:00 PM Sagar Kamdar Redacted@google.com> wrote:

+Jamie Rosenberg

Ugh my guess is Samsung delivered the SUW used on Android P where they don't lead with SmartSwitch coz AT&T was pushing back on all the clean-ups we did in Android Q to make the experience better. That would have resolved a number of your issues, a few others would have come up.

This was in Jiyoung's update in October of last year:

- Q issues blocking Q upgrade on S10 (20 last week, deadline 11/1). Highlights from 11 issues on Google:
 - AT&T restore shows up ahead of Samsung-Google unified restore ([b/142553606](#)) - message to AT&T under internal review.