

From: Eddie O'Neil </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP

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**Sent:** Wednesday, November 13, 2013 1:26 AM

To: Ling Bao; Ilya Sukhar; Francis Larkin; Eddie O'Neil; Jonathan Thaw; Douglas Purdy;

Vladimir Fedorov

**Subject:** Message summary [id.619575061436315]

Douglas Purdy:

>PS12N -> Login v4

>

>I think we are closed on using login v4 as the launch vector for most of ps12n.

>

>I want to get this out to the team ASAP as I think it stops a bunch of bullshit that lingers from platform 3.0 and ps12n as horizontal "efforts" not products.

>

>One vector is the platform HPM. How do we feel about that?

>

>BTW: I have data that we are not communicating to the eng team enough about product strategy/decisions we are making, so I am likely going to use the HPM for more "directional" things like this moving forward. Thoughts on that too?

#### Ilya Sukhar:

>Sounds fine to me but curious about the following: What does it actually mean to tie ps12n to login besides synchronized timing? Is it just the messaging? What's the bullshit that you refer to?

#### Douglas Purdy:

>Mainly Messaging. We are launching a new login product with these changes for users and developers. I also think we are going to talk about the product much differently to developers as a result.

#### Ilya Sukhar:

>What problem are we solving by conjoining the two?

## Douglas Purdy:

>What product is ps12n?

## Ilya Sukhar:

>None?

#### Douglas Purdy:

>That is the problem. This whole thing has been structured wrong. We are thinking about it as some hortizonial effort because that was how the team was organized, we talked about it internally. When you step back, it is really just the developer side of Facebook login. Our products have two sides: user and developer. We are just shipping new e2e product that has a consistent story and value to both users and developers.

#### Ilya Sukhar:

>Yeah I agree with that framing.

Douglas Purdy:

>My new motto is "the graph API is not a product"

# Douglas Purdy:

>I am learning the parse way.

## Ilya Sukhar:

>Can't argue with that. Ling are there any practical implications on you? Or just more messaging? Also can you send me the latest gameplan for Login when you have a chance.

# Ling Bao:

>yea, Doug and I have discussed. framing sounds good; i think there are some details we need to sort in timing. i'm going to discuss further w/ Eddie. can loop you in if that sg

>

>yup will send you stuff for Login tomorrow

## Ilya Sukhar:

>Cool. I think Eddie can handle timing. Let me know if I can help.

# Ling Bao:

>(y)