

Build Customer Connections



Overview

Companies today struggle to help their people be more effective so that they can stay competitive. Improving operations, driving innovation, and building better connections with customers and partners are all critical to achieving success in today's business climate. One way to address these challenges and turn them into opportunities is by employing Web 2.0 models that support deeper, collaborative relationships with customers. Establishing a strong and flexible portal and collaboration infrastructure built on top of a common technology platform can allow people to easily find and access the information and personal connections they need to be most effective, while sharing their feedback and comments completes the cycle. Utilizing existing information from multiple sources can create the type of Enterprise mash-ups that give visibility into the metrics and value of your connections with customers.

Solutions based on the 2007 Microsoft® Office system and SharePoint® Products and Technologies provide a strong foundation to meet these challenges. The latest SharePoint Products and Technologies provide solutions ranging from collaboration sites for small workgroups to enterprisewide portals, partner extranets, and public Internet Web sites, all seamlessly integrated with the familiar programs in the Microsoft Office suites. A rich marketplace of system integrators and independent software vendors ensures you have a choice of value-added services and solutions for this extremely popular platform. And tools like the Microsoft Silverlight™ browser plug-in give your developers a competitive advantage in building rich Internet applications to support advanced information visualizations for customer insights.

By delivering simple and powerful collaboration, rich personalization and social networking, Internet-scale Web content publishing, business analytics and reporting, document and record management, and comprehensive search capabilities, all on a single, consistent platform, Microsoft software can help you company build better connections.

Objectives

Build an understanding of how an effective collaboration environment can directly affect the performance of your business through:

- *Improved productivity and personal effectiveness:* A good portal and collaboration system provides one-stop access to resources throughout the enterprise.
- *Targeted information delivery:* Content is exposed to users according to their role, saving them the time and effort of sifting through information not relevant to their job.
- *Search technology:* Users can have immediate access to documents, people, and business data throughout the enterprise.
- *Knowledgeable, effective people:* Integrated business intelligence and analysis tools keep people informed and enable better decision making.
- *Insight into the value of relationships:* Enterprise mash-ups connect on-premises data with data in the cloud so that your people can use customized dashboards to see information in new ways.
- *More security for corporate assets:* Users see only the data and features they are permitted to see, and security settings are easy to set up, so they can be delegated to the most appropriate people regardless of technical skills.
- *Compliance with regulatory requirements:* Enterprises can enforce information policy such as retention schedules, auditing, and rights management.
- *Reduced costs:* Automating manual processes through self-service access and structured workflow removes bottlenecks and delays.

Microsoft Products/Methodologies Involved

Some or all of the following may be involved in the engagement:

- Microsoft development technologies, including:
 - Microsoft ASP.NET including Asynchronous JavaScript and XML (AJAX) extensions
 - Microsoft Silverlight
 - Microsoft Visual Studio® Team System
- Microsoft Exchange Server
- Microsoft Office system, including:
 - Microsoft Office Communications Server
 - Microsoft Office SharePoint Server
- Microsoft SQL Server® and related analytics tools
- Microsoft Commerce Server

ARCHITECTURE DESIGN SESSION	PROOF-OF-CONCEPT WORKSHOP
<p>OVERVIEW</p> <p>This intensive, two-day session is structured to find solutions to business challenges within your enterprise's unique technical and cultural environment. Microsoft Technology Center architects take the time to understand your unique situation, and then structure presentations and demonstrations tuned to your enterprise. Significant time is spent collaborating and whiteboarding architectural options that can meet your organization's needs while challenging you to find new ways to look for opportunities.</p>	<p>OVERVIEW</p> <p>This one- to three-week workshop gives your technical team risk mitigation information and knowledge transfer on the latest Microsoft technologies. Our experts work side by side with your developers and architects to prove out the riskiest and most challenging parts of a potential solution.</p> <p>Many proof-of-concept workshops focus on functional, performance, and scalability concerns by building out slices of the solution and demonstrating exactly what the solution can and cannot do in practice. Others focus on business risks by building a prototype that allows business users to see and touch a portion of the solution to ensure it meets their needs. In either case, the opportunity for your technology experts to learn in an immersing and dynamic environment is a great way to start benefiting immediately from new technologies.</p>
<p>DELIVERABLES</p> <p>During the architecture design session, we will plan a high-level architecture framework and conceptual design for a solution based on your organization's business goals and technical requirements. In addition to a written summary of the engagement, you will also have acquired information around:</p> <ul style="list-style-type: none"> • <i>Enterprise content management:</i> Create, publish, and manage both document-based and Web-oriented content. • <i>Access to enterprise information:</i> Quickly find and discover the information users need using Microsoft search and business intelligence technologies. • <i>Site personalization:</i> Enhance the user experience through targeted interaction. • <i>Application integration:</i> Integrate line-of-business applications with employee, customer, and partner Web sites. • <i>Integrated communications:</i> Provide the ability to locate the right people through rich social networking, and then collaborate with them through simple and consistent tools. • <i>Enterprise mash-ups:</i> Consolidate applications into a single, consistent user interface. Connect application data to unstructured information such as documents and people. • <i>Methods of information aggregation:</i> Discover ways to bring customer feedback and knowledge into your environment to provide better means of supporting customers. 	<p>DELIVERABLES</p> <p>At the conclusion of the workshop, your development team will have gained working knowledge in the following areas:</p> <ul style="list-style-type: none"> • <i>Enterprise content management:</i> Use Microsoft Office SharePoint Server to create, edit, approve, and publish documents and Web-based content. Customize the system through configuration and development tools to meet your needs. • <i>Finding and using enterprise information:</i> Configure and customize Microsoft Office SharePoint Server search features. Integrate Office SharePoint Server with analytics tools such as Microsoft SQL Server data management software and Microsoft Office PerformancePoint® Server 2007. • <i>Application integration:</i> Deliver line-of-business applications to provide one-stop, self-service access to key applications within a familiar, Web-based environment. • <i>Collaboration:</i> Customize collaboration workspaces specifically for your business. Use Office SharePoint Server to develop new collaborative applications. • <i>Web 2.0 models:</i> Build solutions that support the modern needs of collaboration, including mash-ups and integration with cloud-based services. • <i>Process simplification:</i> Automate processes using the Microsoft Office InfoPath® information-gathering program, workflow-enabled applications based on SharePoint Products and Technologies, and composite user interfaces. • <i>Scalability and performance:</i> Test your solution under simulated load conditions on production-quality hardware to determine the capacity and evaluate the user experience.
<p>PRIMARY AUDIENCE</p> <ul style="list-style-type: none"> • Technical and business decision makers • IT managers • Architects • Developers • Business managers 	<p>PRIMARY AUDIENCE</p> <ul style="list-style-type: none"> • Architects • Developers • Operations engineers • Test/quality assurance (QA) engineers • Technical staff

Contact Information

To schedule an architecture design session or proof-of-concept workshop, contact the Microsoft Technology Center in your area:

Atlanta • Bangalore • Beijing • Boston • Chicago • Dallas • Dubai • Dublin • Irvine • Munich • New York • Paris • Reston
 • Silicon Valley • Taipei • Thames Valley (UK)