

# SharePoint Takes the Gold



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- ▶ Contributing Editor, *Windows IT Pro* magazine
- ▶ Author: Microsoft Press
- ▶ MVP: Office SharePoint Server
- ▶ [danh@intelliem.com](mailto:danh@intelliem.com)
- ▶ <http://share.intelliem.com> → Blog
  - ▶ Scripts and tools for this session



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# What I did last summer...

My Perspectives on SharePoint



## Beijing 2008

- ▶ > 10,000 athletes
- ▶ > 10,000 journalists
- ▶ > 70,000 volunteers
- ▶ > 15,000 cast members

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## The NBC Broadcast

- ▶ > 3600 hours of content
  - ▶ Multiple networks
  - ▶ > 2200 hours of web content
- ▶ The most watched event in television history
  - ▶ > 210 million unique TV viewers
- ▶ Millions of page hits & streams
  - ▶ NBCOlympics.com
  - ▶ Silverlight
  - ▶ TV Tonic (Vista Media Center)



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## The Work Environment

- > 3000 employees
  - Mostly Beijing, but several hundred at 30 Rock, NY, NJ, and LA
- International Broadcast Center
  - 70k square feet
  - 2 studios



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## Unique Challenges

- Intensely short lifespan of a large enterprise
  - July 2008 – August 2008
- Best-of-class team
- High expectations
- High demands
- One-of-a-kind technologies
  - Ready 48 hours before Opening Ceremonies
- \$1 billion + on the line
- Live

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## Unique Requirements

- Quick turn-around
- Mission critical
- Limited resources
- Few standards
- Rollback & disposal
- Balancing act

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## Unique Solutions

- Planned
- Quick-and-dirty
- 80/20 rule
  - The Pareto Principle
    - *for many events, 80% of the effects come from 20% of the causes*
  - *Solve 80% of the problems with 20% of the effort*
  - "Low hanging fruit"
  - "Easy wins"

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## Our approach today

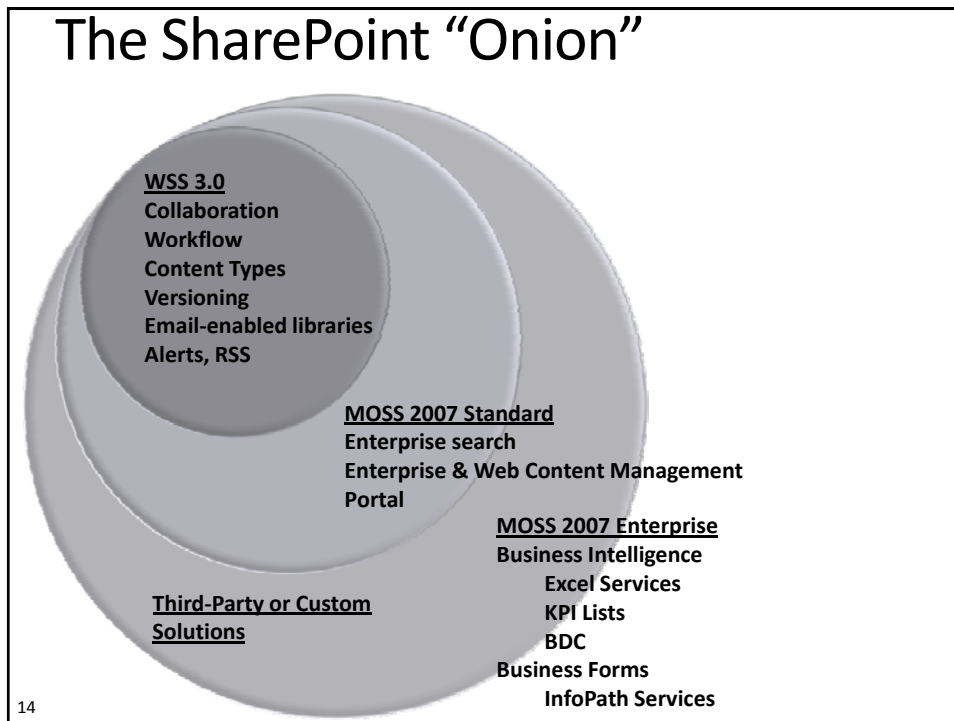
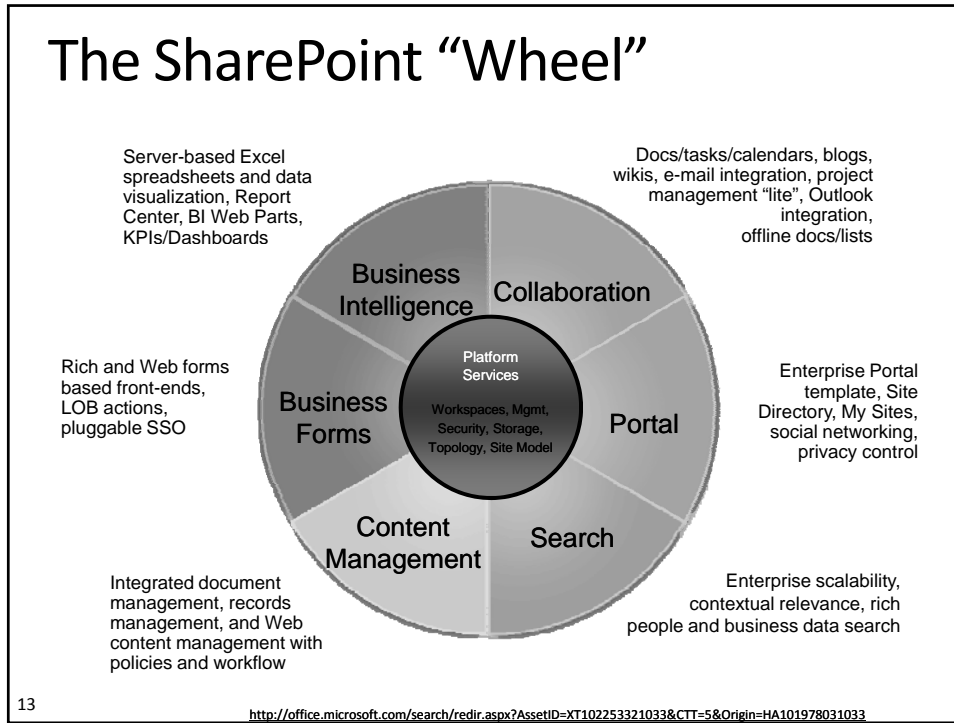
- 80/20 rule
  - *Solve 80% of the problems with 20% of the effort*
  - "Low hanging fruit"
  - "Easy wins"
- This session
  - SharePoint "value proposition" vs. "real world"
    - Experience of SharePoint consultants in the field
    - My work in Beijing 2008
  - Identifying low-cost solutions
    - WSS vs. MOSS vs. MOSS Enterprise
    - Out-of-box and no-code solutions

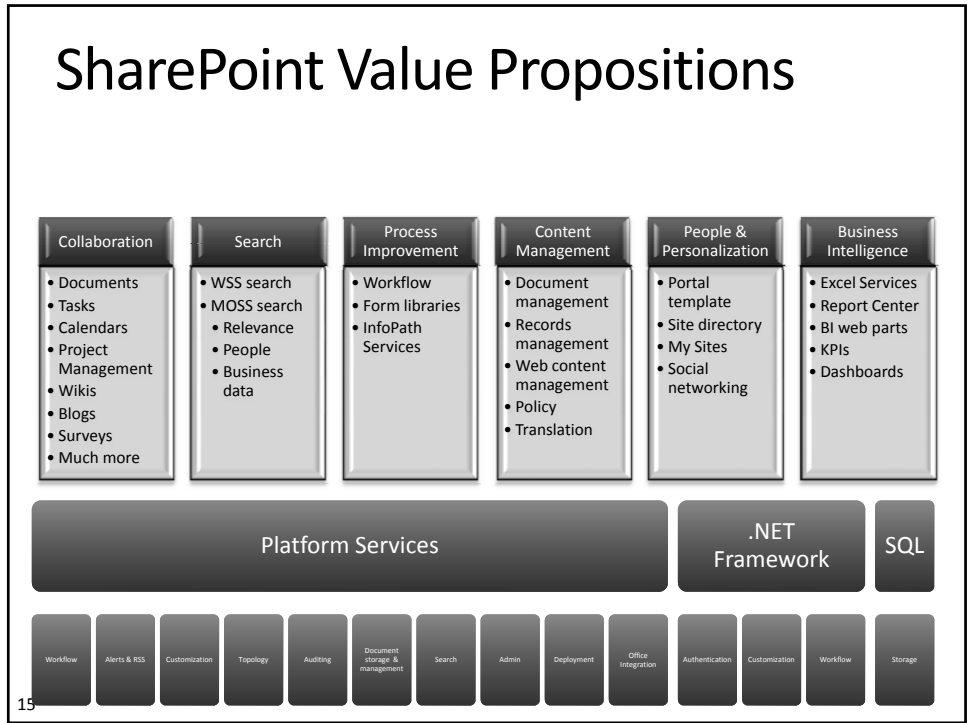


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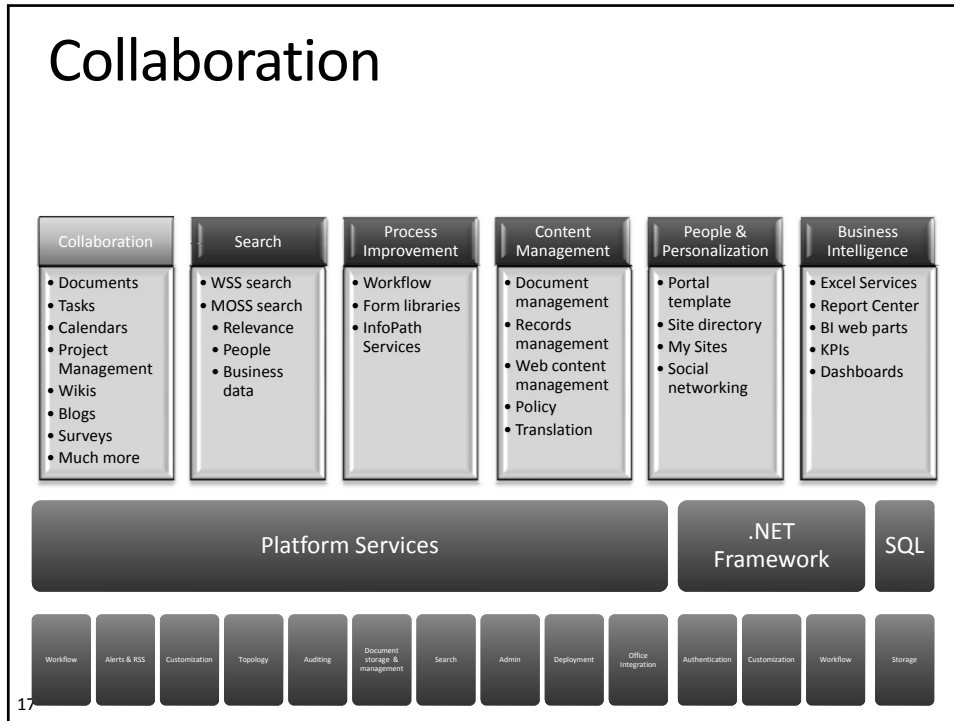
## SharePoint

Value Proposition vs. Real World









- # Collaboration
- ➊ Enhance knowledge workers' ability to work together (=Better Businesses aka \$\$)
  - ➋ Lists
    - ➍ Tasks, calendars, custom
  - ➌ Unstructured and interactive content
    - ➍ Discussions, wikis, blogs, surveys
  - ➍ Libraries
    - ➍ Documents, pictures, forms
  - ➎ Close integration with Office 2003 / 2007
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## Collaboration



- Lots of success in this scenario for different sized organizations
  - Single server WSS or MOSS installation
  - Small MOSS farm (2 server)
  - Medium or Large farms (multiple servers, multiple tiers)
- Intranet and extranet uses
- Enhancing project management
- Departmental use
- Workspace use
- Workflows

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## Beijing 2008

- Libraries
  - WebDAV as a "hook" for custom applications
    - Show Formats
  - WebDAV as a publication mechanism
    - PDFs scanned by an MFP (to a file share) pushed to libraries
  - WebDAV as a replication mechanism
    - Syntergy, DocAve
- Lists

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## Beijing 2008 Transportation

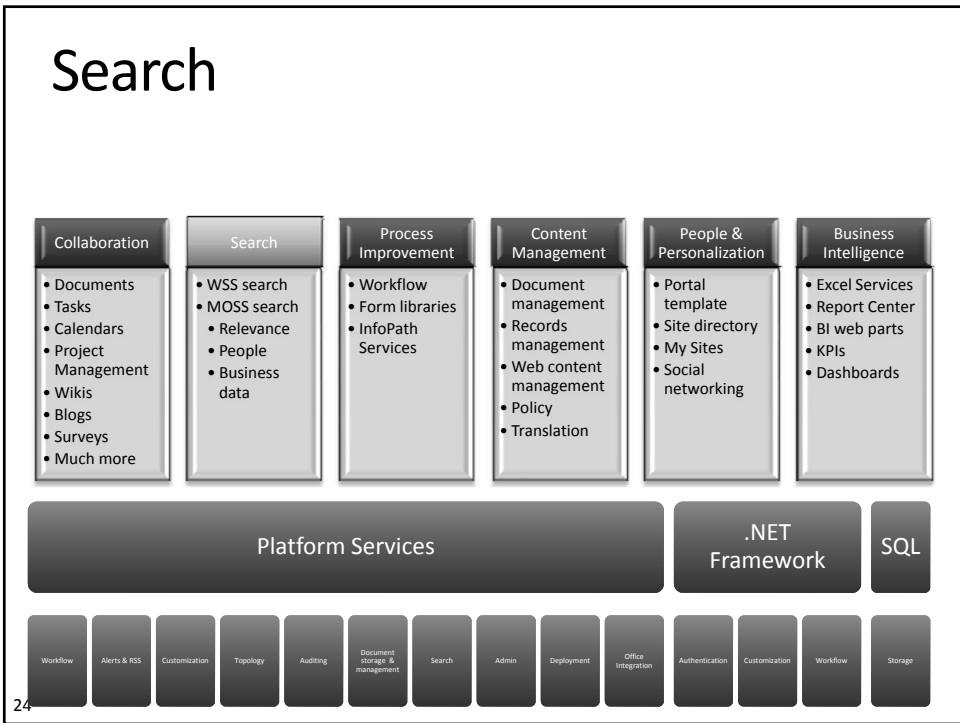
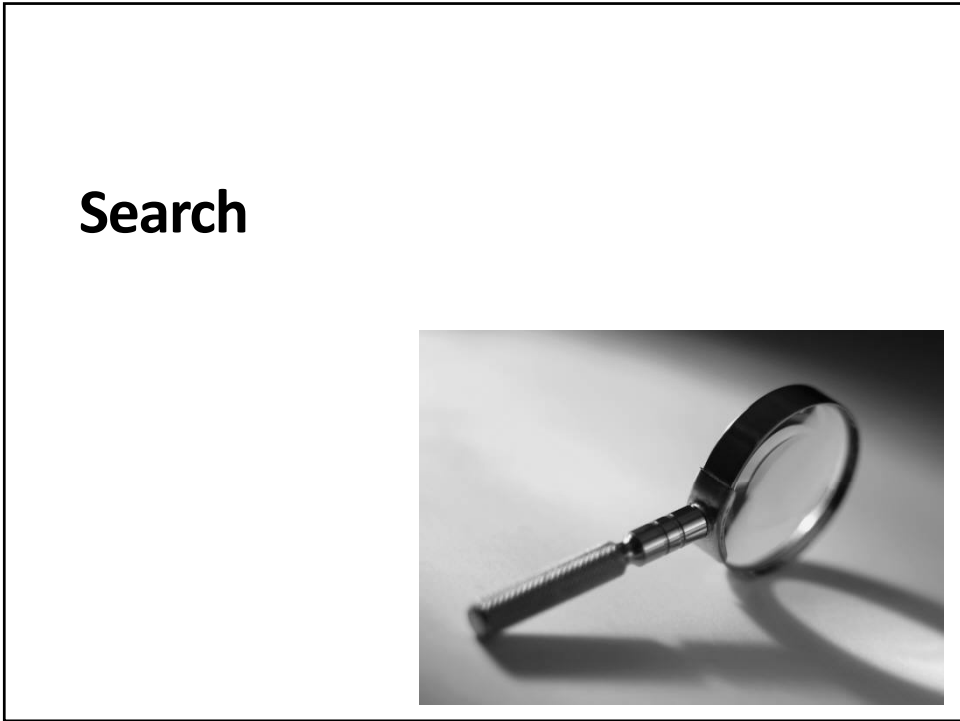
- Transportation management application
  - Managed request & fulfillment of over 11,000 journeys
  - SharePoint list (s)
  - MS Access front end for transportation managers
    - Rich forms
    - Relational database
      - True and pseudo (non-normalized) relationships between SharePoint lists
    - Business logic
    - Reports

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## Beijing 2008 IT Help Desk

- Help Desk template – customized
  - How To: Changing CONTENT TYPES used by template
- Tools
  - "Who am I" (Page Viewer web part)
  - Directory lookup (Page Viewer)
- Staff contacts (contacts list)
- Staff schedule (custom list)
- IT asset tracking
- IT process requests
  - Accounts, applications

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## Search

- Search across
  - 200 file types
  - SharePoint sites
  - File shares
  - Web sites
  - Exchange Public Folders
  - Lotus Notes
  - LOB data (through the BDC)
  - People
- Ranking engine
  - File type biasing
  - URL depth
  - Anchor links
  - Metadata extraction
- Manageable
- Secure
- Good user experience

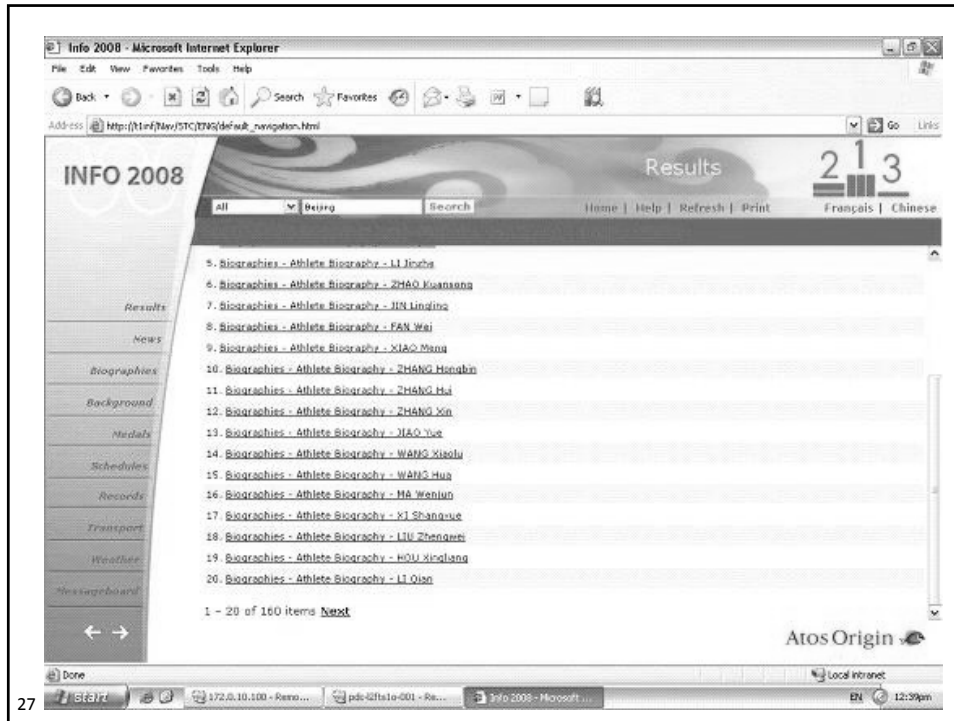
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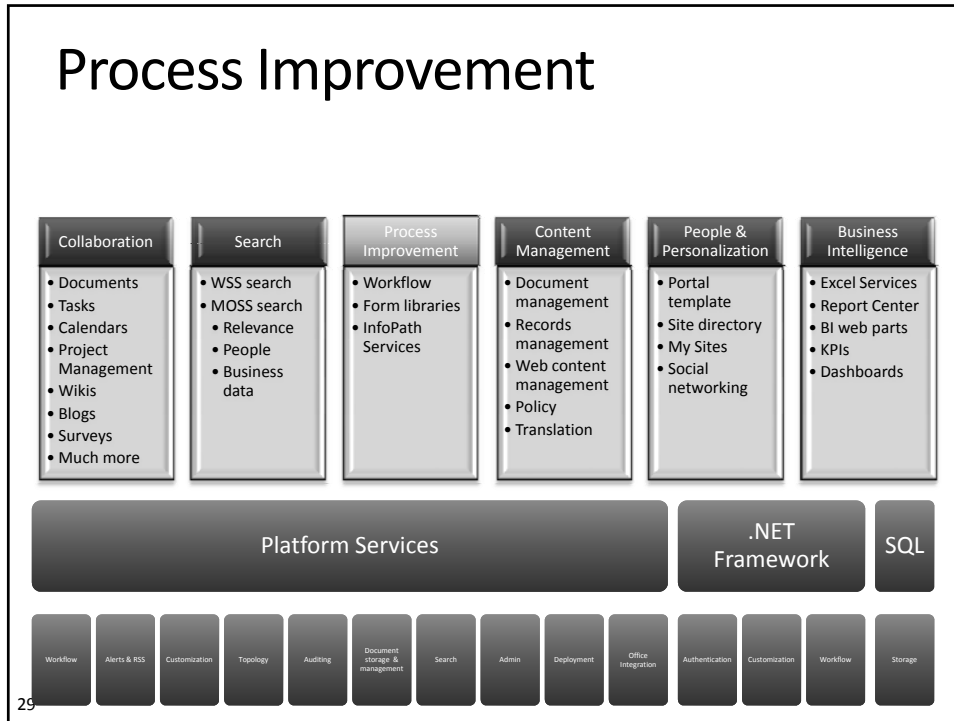
## Search



- Lots of success in this scenario
- Windows SharePoint Services
  - Search scope limited to the SharePoint *site collection*
- Small businesses
  - Search Server Express 2008
- Larger organizations
  - Search Server 2008
  - = or =
  - MOSS 2007 with the Infrastructure Update

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## Forms


- A great opportunity for success
- Custom list forms
  - Requires: WSS + SharePoint Designer
  - Browser-based interactions with data
- InfoPath client storing form / form data in library
  - Requires: WSS + InfoPath client
  - Fill-in form with InfoPath
- Browser-based forms with InfoPath Services
  - Requires: MOSS Enterprise
  - Fill-in form with browser
  - Mobile access

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## Workflow




- E-mail alerts
  - Requires: WSS
- Out-of-box workflows
  - WSS: Tri-state
  - MOSS: Approval, collect signatures
- No-code
  - Requires: WSS + SharePoint Designer
- Visual Studio (Windows Workflow Foundation)




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## Lightweight applications



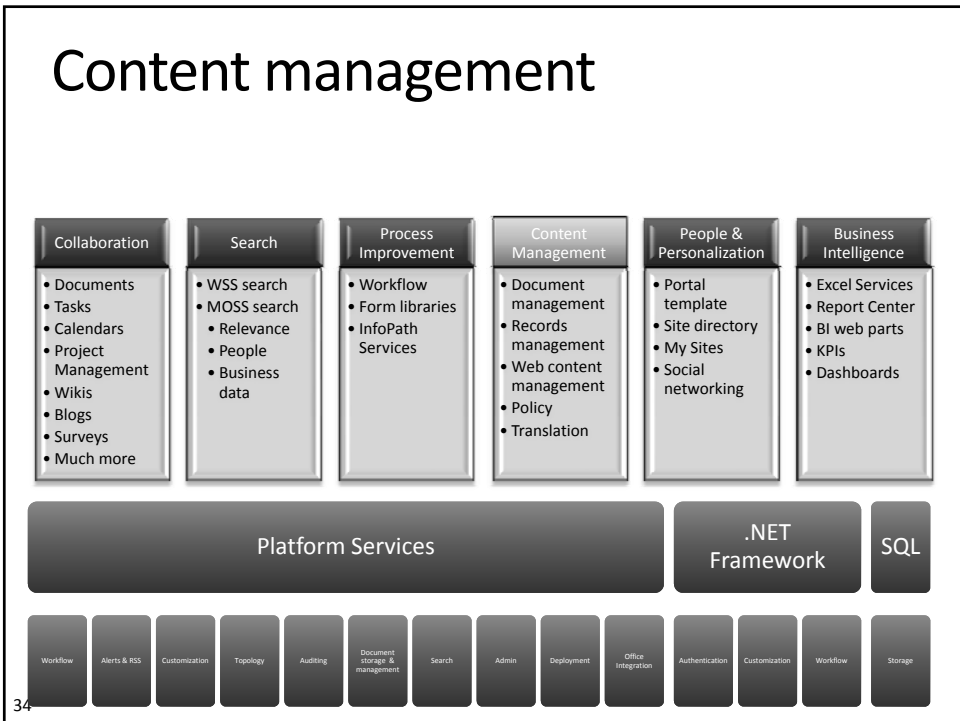
- Access client front-end
- Excel client front-end
- SharePoint Designer
  - Custom forms
  - Workflows



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# Content Management

# Web content management

- Expensive
  - Not as much, relative to competitive solutions
- Feature-Rich
  - Rapid content authoring
  - Translation
  - Content deployment: intranet, extranet, Internet
  - Branding & navigation
  - Metadata & taxonomies

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We believe our creative culture and desire to seek creative excellence is what drives our success. And the development of original content for everything from MTV Networks and BET Networks to Paramount Pictures is a direct result of that dedication to innovation and our audiences.

All statistics and other data listed throughout the following pages are as of January 4, 2008. Statistics and other data are derived from external sources such as Nielsen Media Research and comScore Media Metrix where possible and otherwise from internal data which we believe to be reliable.

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# The Body Shop

**THE BODY SHOP** wise woman™

Language: Select GO

Home | The Range | Expert Tips | Self Esteem | Join In

welcome

This site is dedicated to you, the wise woman who knows how to indulge her inner girl, be it with laughter, love, or lipstick...

In celebration of you and the age you are, we are proud to launch the Wise Woman™ skin care range. The result of listening to wise women the world over, and harnessing our skin care expertise to bring tangible benefits.

Laura's Expert Tips  
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This month's Wise Woman Interview  
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# Hawaiian Airlines

The screenshot shows the Hawaiian Airlines website with a dark background and a scenic mountain landscape. At the top, there are navigation links: EXPLORE, BOOK A FLIGHT, and MANAGE. Below this is a 'Book Travel' section with tabs for FLIGHTS, HOTELS, CARS, and VACATION PACKAGES. The flight booking form includes fields for TRIP TYPE (Roundtrip), TRAVELERS (1), DEPARTING FROM (Oahu - Honolulu), GOING TO (Oahu - Honolulu), DEPARTING DATE (3/17/2008), and RETURNING DATE (3/17/2008). A 'CONTINUE' button is at the bottom of the form. To the right of the form is a badge that says 'most #1 Airline Serving Hawaii'. Below the booking form are sections for 'Vacation Packages' and 'Special Offers'. The 'Special Offers' section includes 'Low Unadvertised Fares Email', 'Hotels: Save Up to 25% Off', 'Cars: Find Lowest Prices', and 'Next Stop: Maunaloa'. At the bottom of the page, there is a footer with 'ABOUT US | HELP | SITEMAP | CONTACT US | PRIVACY' and '#1 in On-Time Arrivals | Japan Site | ©2008 Hawaiian Airlines'.

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# Document & records management

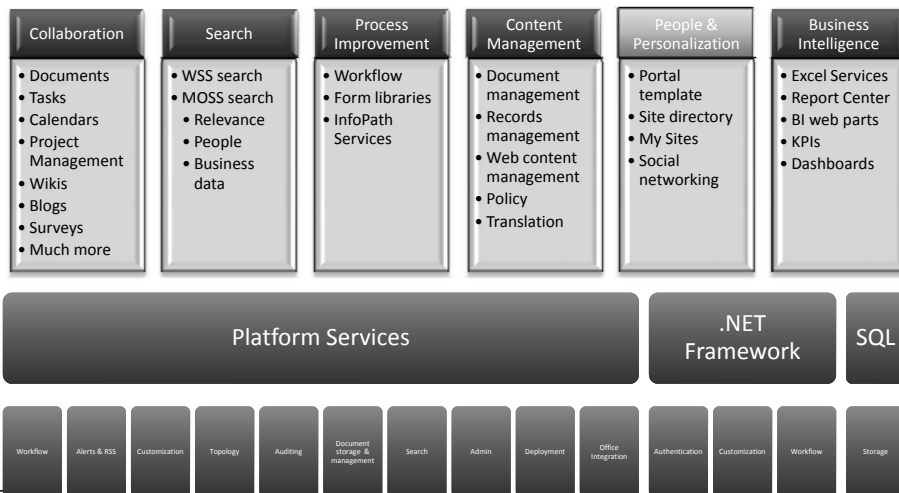
- Document management
  - Manage diverse content
    - Organization, categorization, navigation, search
  - Protect sensitive information
    - Information Rights Management
  - Often requires additional tools for geographic replication, navigation and workflow
- Records management
  - Improve legal & regulatory compliance
    - Policies: retention, protection, auditing
  - Secure business & vital records
    - Repository: records “locked” in final state
  - Facilitate discovery
  - Often requires additional tools for industry specific solutions

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# People and personalization



# People & personalization



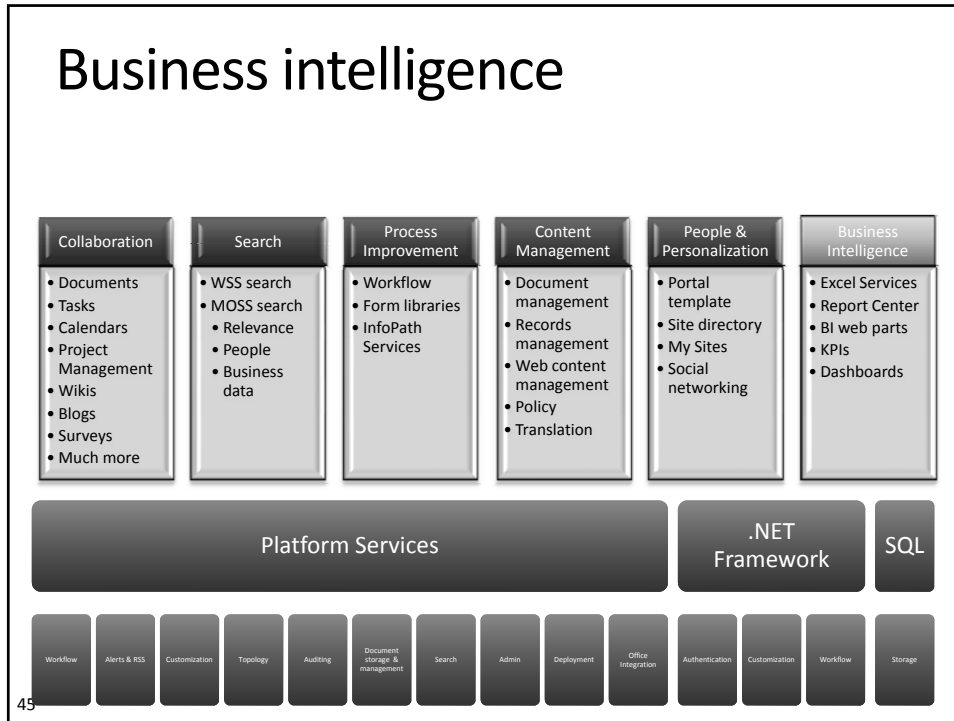
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## People & personalization

- ▶ My Sites
  - ▶ Personalized portal
  - ▶ Share files and information with colleagues
- ▶ Site directory
- ▶ Social networking

## Business Intelligence





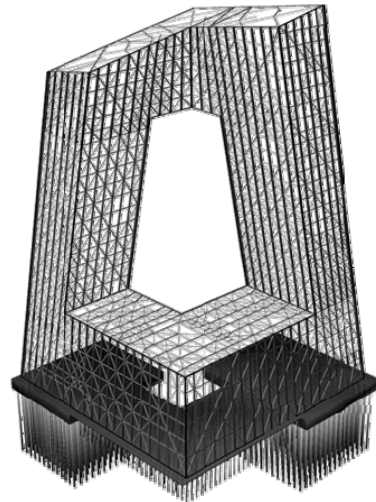
- ## Business intelligence
- Excel Services
    - Secure, “one version of the truth” published worksheet
    - Integration into dashboards
  - Data connection libraries
    - Pull data from multiple sources
  - Dashboards and Report Center
    - Web parts including KPIs
  - Business Data Catalog (BDC)
    - Connect to LOB applications
  - Performance Point
    - Free with MOSS Enterprise
    - Integrated into SharePoint 2010
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## Business intelligence

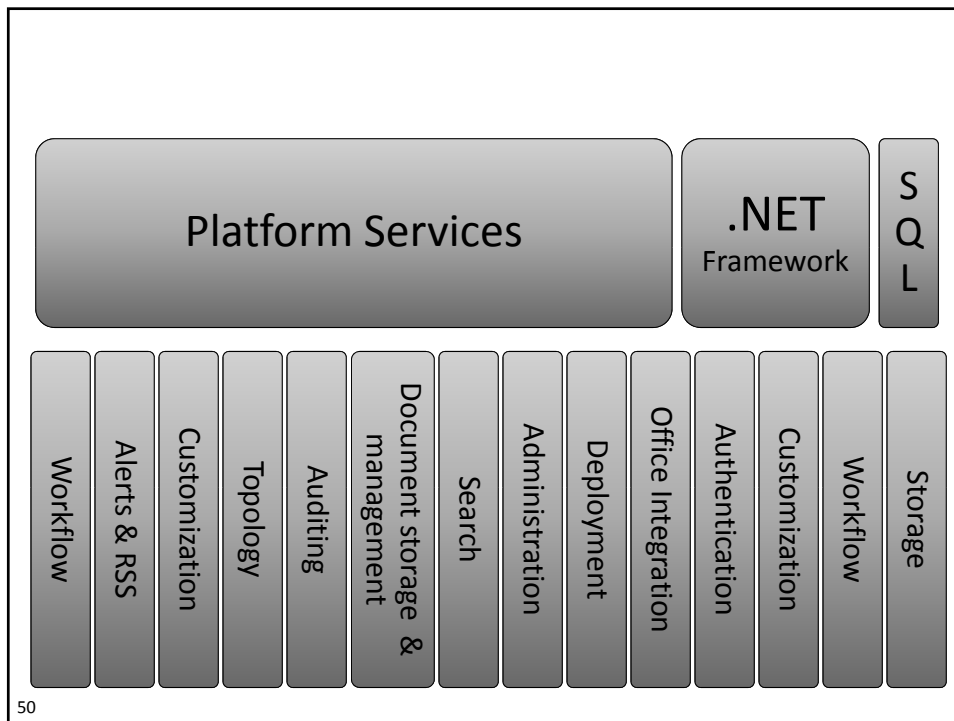
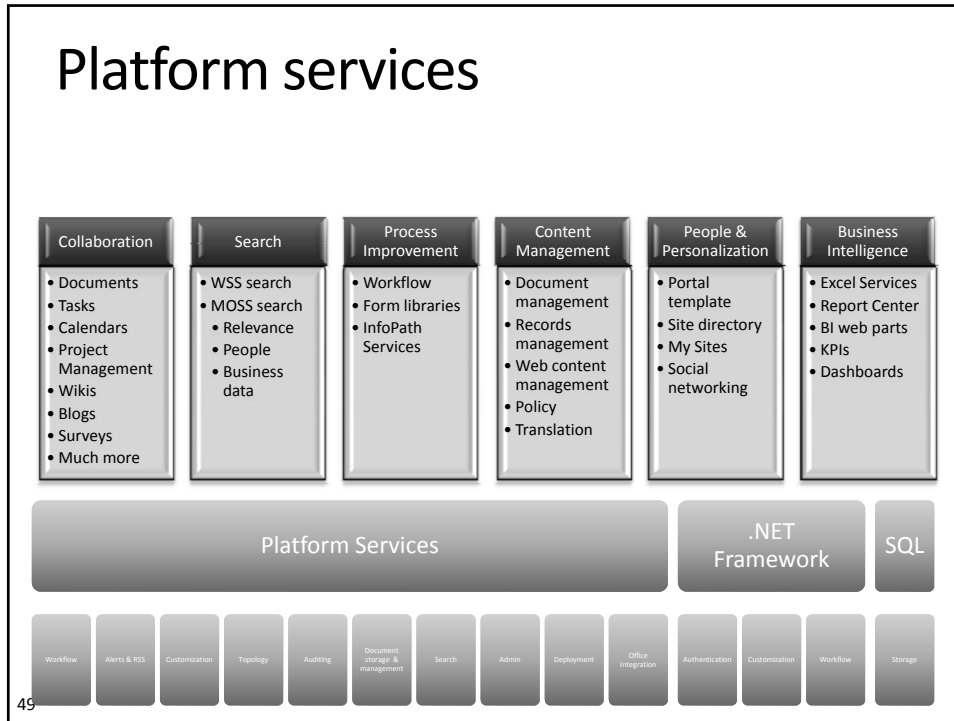
- BI (Microsoft's definition) is not an "easy win"
  - Cost: Enterprise license
  - Complexity of implementation
  - Significant cultural & political barriers
    - Business analysis required to *design* B.I. solutions
    - Many organizations are simply not ready for the type of "visibility" provided by B.I.
- BI (Dan's definition) full of "big wins"
- This afternoon: *Big Wins with "Business Intelligence Lite": High Value, Low Effort Solutions*

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## Platform Services







## Platform services

- Build applications *on top of* SharePoint
  - WSS or MOSS
  - Leverage the “plumbing” and platform services
- Rapid development






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## Beijing 2008

- SharePoint → Anystream
  - Manage very complex media metadata for each 'outlet' (NBCOlympics.com, TVTonic, Amazon, mobile, etc.)
  - Metadata sent as an XML file to Anystream application, which manages streaming to outlets
- Solution
  - InfoPath Forms Services
    - Data validation & user interface
  - Custom application page published item as XML
  - Anystream consumes XML

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## Delivery Choice for Flexibility and Control

<b>On-Premise</b>	<b>Hosted Service</b>
 <p style="text-align: center;">Control and ownership Customization</p>	 <p style="text-align: center;">Rapid scalability Advanced manageability</p>
	
	

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## SharePoint Online

- **Managed Service on the net**
  - No SharePoint Server deployment, configuration, and management needed
  - Unified administration center
  - Single sign on
  
- **Enterprise class reliability**
  - 99.9% uptime with financially-backed SLA
  - Forefront anti virus protection
  - Off-site data backup
  - Geo-redundant data centers

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## Vancouver 2010

- SharePoint hosted service for preparations
  - Allows multiple vendors to collaborate without requiring access to NBC Universal network

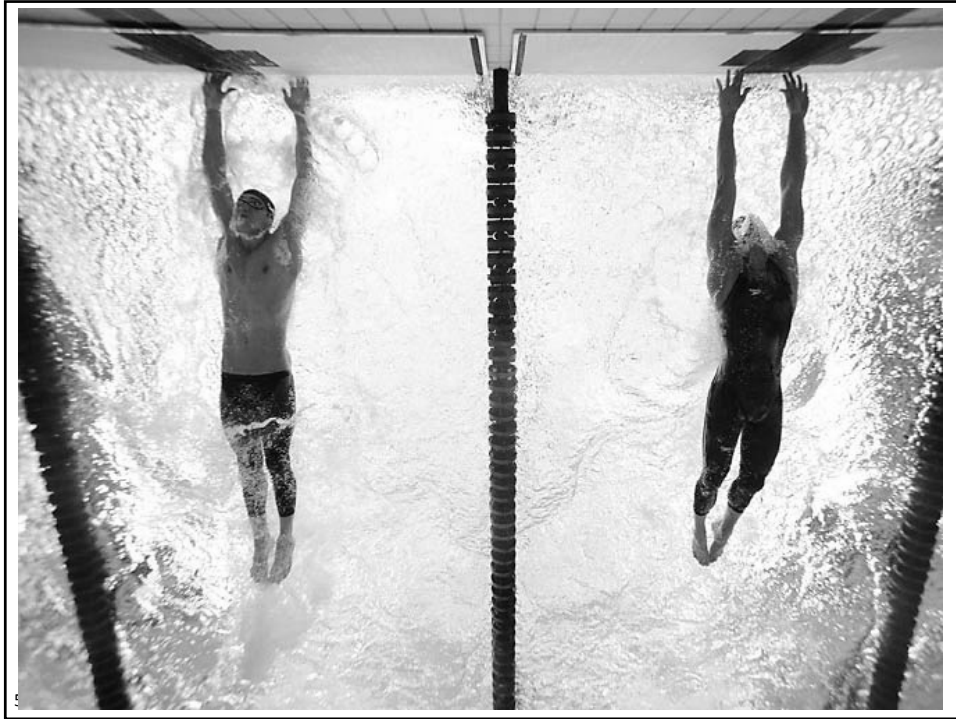
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## Olympic Lessons for SharePoint

### Pros

1. Sometimes, the extra effort *really* pays off!
2. "Impossible Is Nothing" or "Just Do It"
3. Don't wait til you're too old
  - Don't *over develop ... spiral develop*
4. Know the limits of your equipment
  - What SharePoint can do out-of-the-box
  - What SharePoint can do when extended
  - What SharePoint can't do (now)
5. Learn from your peers
6. Train hard


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DAN HOLME

**LEAD SOFTWARE ARCHITECT,  
INFORMATION TECHNOLOGY**  
BARRY SWANSON



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## Resources

Take your learning to the next level

## Resources

- 🔗 [sharepoint.microsoft.com/pedia](http://sharepoint.microsoft.com/pedia)
- 🔗 [www.microsoft.com/sharepoint](http://www.microsoft.com/sharepoint)
- 🔗 [office.microsoft.com/sharepoint](http://office.microsoft.com/sharepoint)
- 🔗 [technet.microsoft.com/windowsserver/sharepoint](http://technet.microsoft.com/windowsserver/sharepoint)
- 🔗 [technet.microsoft.com/office/sharepoint](http://technet.microsoft.com/office/sharepoint)
- 🔗 [msdn.microsoft.com/sharepoint](http://msdn.microsoft.com/sharepoint)
- 🔗 Downloads: Application templates

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## SharePoint Community

*beyond Microsoft.com, MSDN and TechNet*

- SharePoint Team Blog
  - <http://blogs.msdn.com/sharepoint>
- SharePoint Community Portal
  - <http://sharepoint.microsoft.com/sharepoint>
- CodePlex
  - <http://www.codeplex.com>
  - Community Kit for SharePoint (CKS)
  - Accessibility Kit for SharePoint (AKS)
- SharePoint Resources
  - <http://www.wssdemo.com>

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## Resources

- SharePoint Designer free training
  - <http://office.microsoft.com/en-us/help/HA102199841033.aspx>
- Joel Oleson's SharePointLand
  - <http://blogs.msdn.com/joelo>
- MOSS SDK
  - [msdn.microsoft.com/MOSS](http://msdn.microsoft.com/MOSS)

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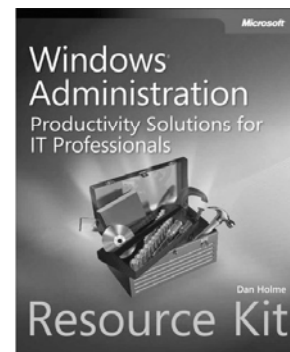
## Great free tools

- Telrik's WYSIWYG text editor
- Quest's SharePoint discovery
- CodePlex (all kinds of tools)
- Office Live

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## Resources

- [www.officesharepointpro.com](http://www.officesharepointpro.com)
- *Windows IT Pro* magazine
- *Windows Administration Resource Kit: Productivity Solutions for IT Professionals*
  - Solutions Collection 4:  
SharePoint Document Libraries
- Blog  
<http://share.intelliem.com>
- [danh@intelliem.com](mailto:danh@intelliem.com)
- Q & A



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