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KMWorld

Moderator

Andy Moore
Publisher
KMWorld

KMWorld

Web Content Strategies:
Content is Everywhere, How Will You Use It?

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KMWorld

Speakers

Mike Vertal

President and CEO

Rivet Logic

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Mary Leigh Mackie

Director, Product Marketing

AvePoint

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Unleashing the Power of SharePoint™

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Enterprise Content Management for the Web

An Open Source Perspective

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President and CEO

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ARTISANS OF OPEN SOURCE

Rivet Logic Overview

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- Award-winning professional services focused on:
  - Enterprise Content Management
  - Web Content Management
  - Collaboration and Social Communities

- Using Leading Open Source Software

Alfresco LIFERAY lucid IMAGINATION

spring source JBoss by Red Hat Apache

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Outline

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- Business Drivers
- Enterprise IT Architectures
- Best Practices and Requirements Checklist
- Open Source Options
- Case Study
- Summary

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Business Drivers

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Where could enterprise content be used?

- Information Portals
- Corporate Intranets
- Partner Portals
- Sales Training Portals
- E-Learning Applications
- Media Websites
- Developer Networks
- Extranets
- Social Media
- Etc...

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Business Drivers

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- Productivity:
  - Enabling employees to get the right content at the right time
  - Training, E-Learning
- Loyalty:
  - Delivering rich & useful content to customers, partners, supply chain, sales force, etc.
  - Customer Self Service
- Revenue:
  - Enabling the sales and marketing process
  - Innovation and new product development

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Industry Analysts

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"WCM has transformed from a stand-alone application into one integrated into a larger environment."

Gartner

"Magic Quadrant for Web Content Management", August 2010

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Customer Examples

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- Retail Sector
  - WCM-managed global intranet
  - 200K+ users
  - Role-based security
    - Owner/Operators
    - Franchisees
    - Employees
    - Partners
  - Corporate-wide content

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Customer Examples

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- Consumer Products Sector
  - Information Portal
  - Sales Training Docs and Tests
    - Retailers
    - Internal Sales
  - Product Information
    - Technical
    - Digital Media
    - Pricing

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Customer Examples

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- Financial Services Sector
  - Information Portal
  - Highly Secure
  - Customer Self Service
    - Service Information
  - Partner Access
    - Product Information
    - Digital Media

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The Business Process

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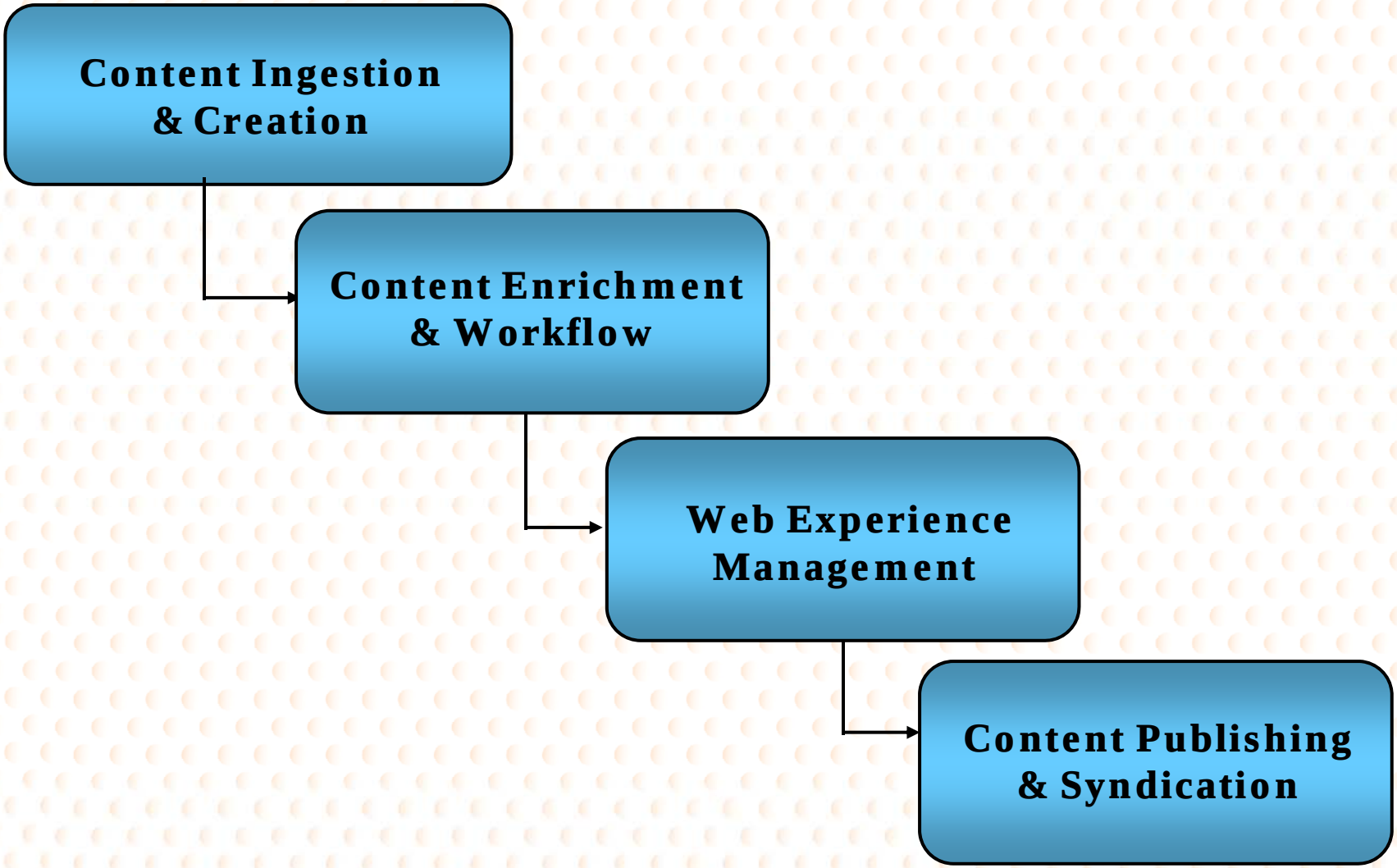

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IT Architecture

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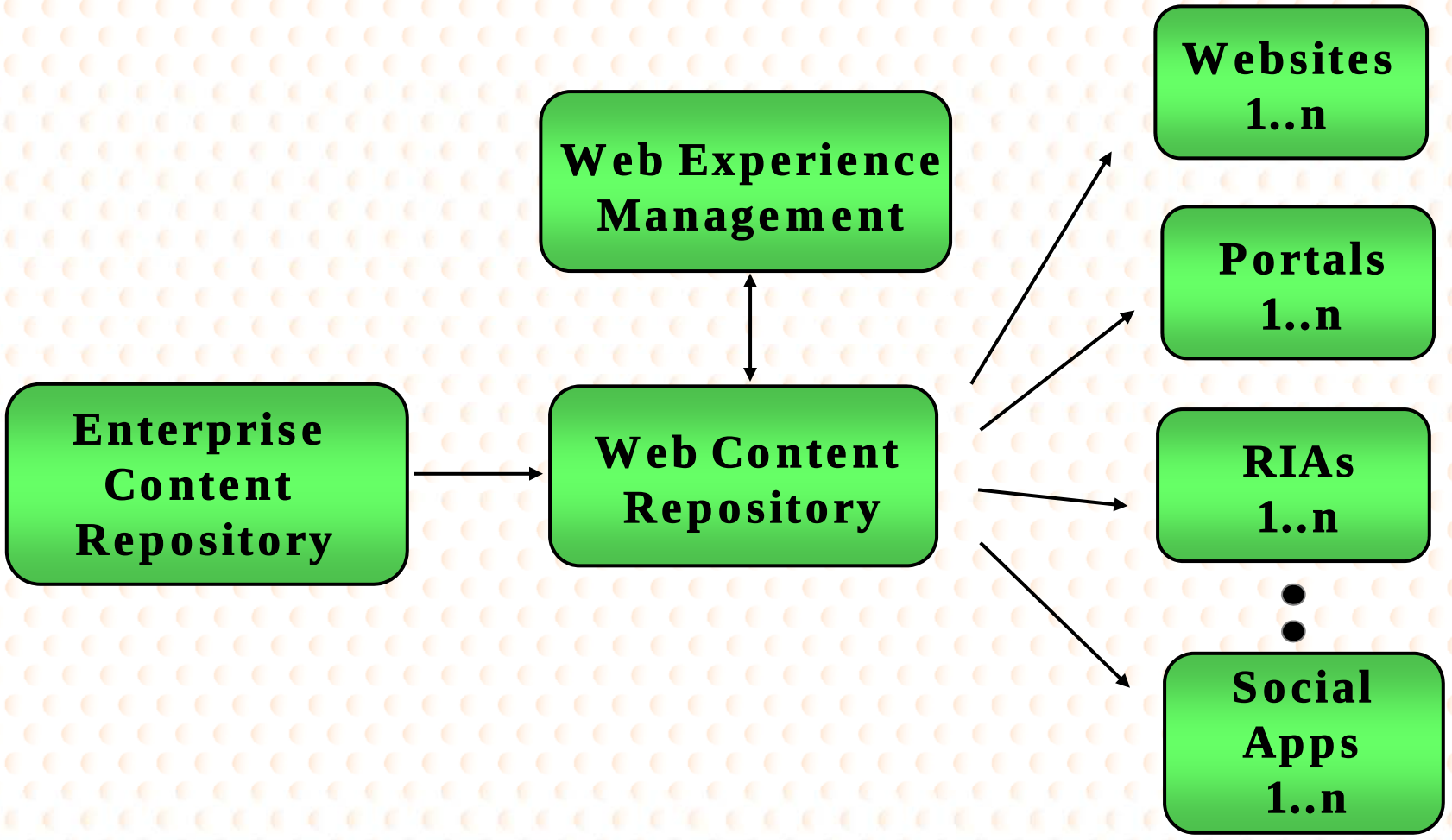

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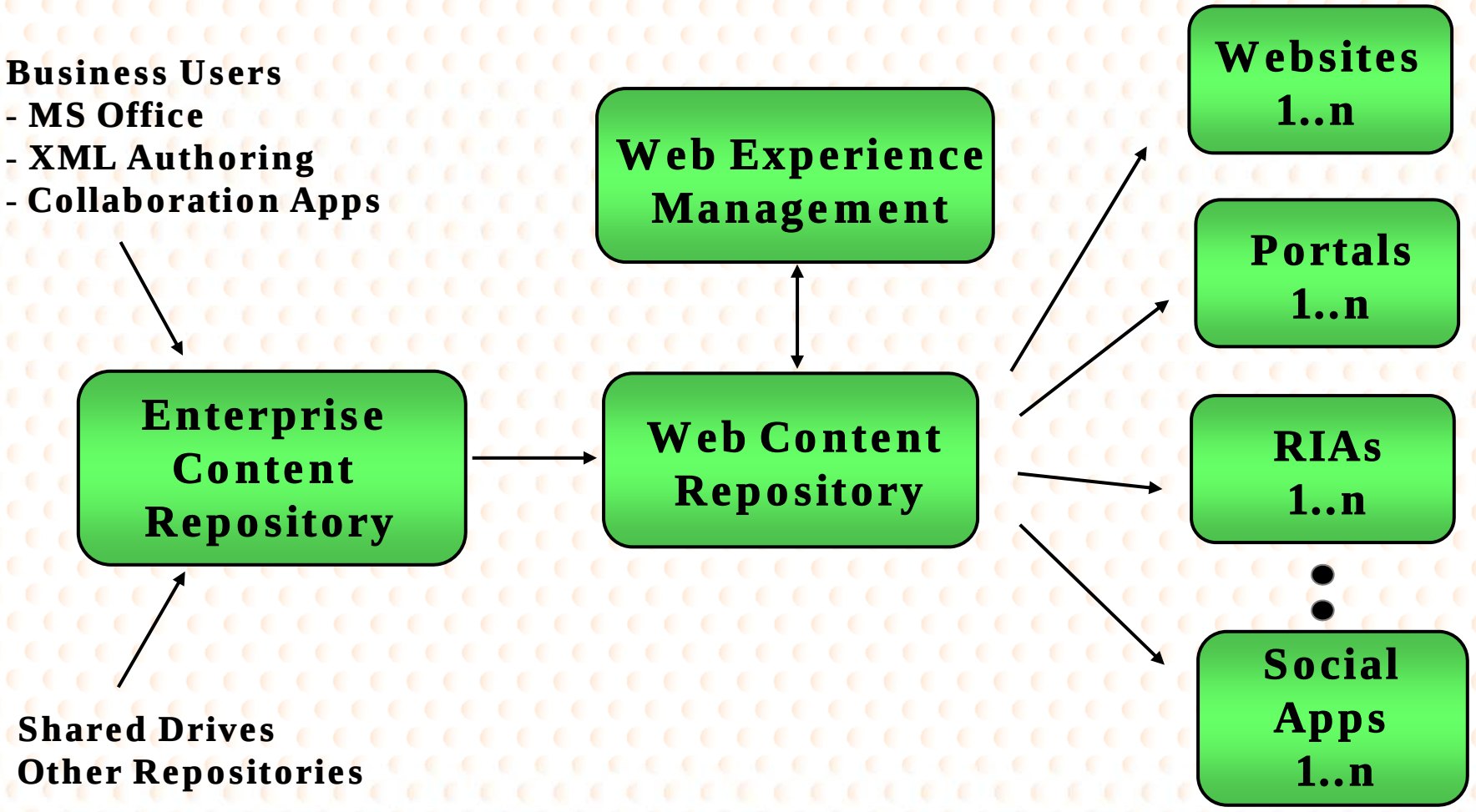
IT Architecture



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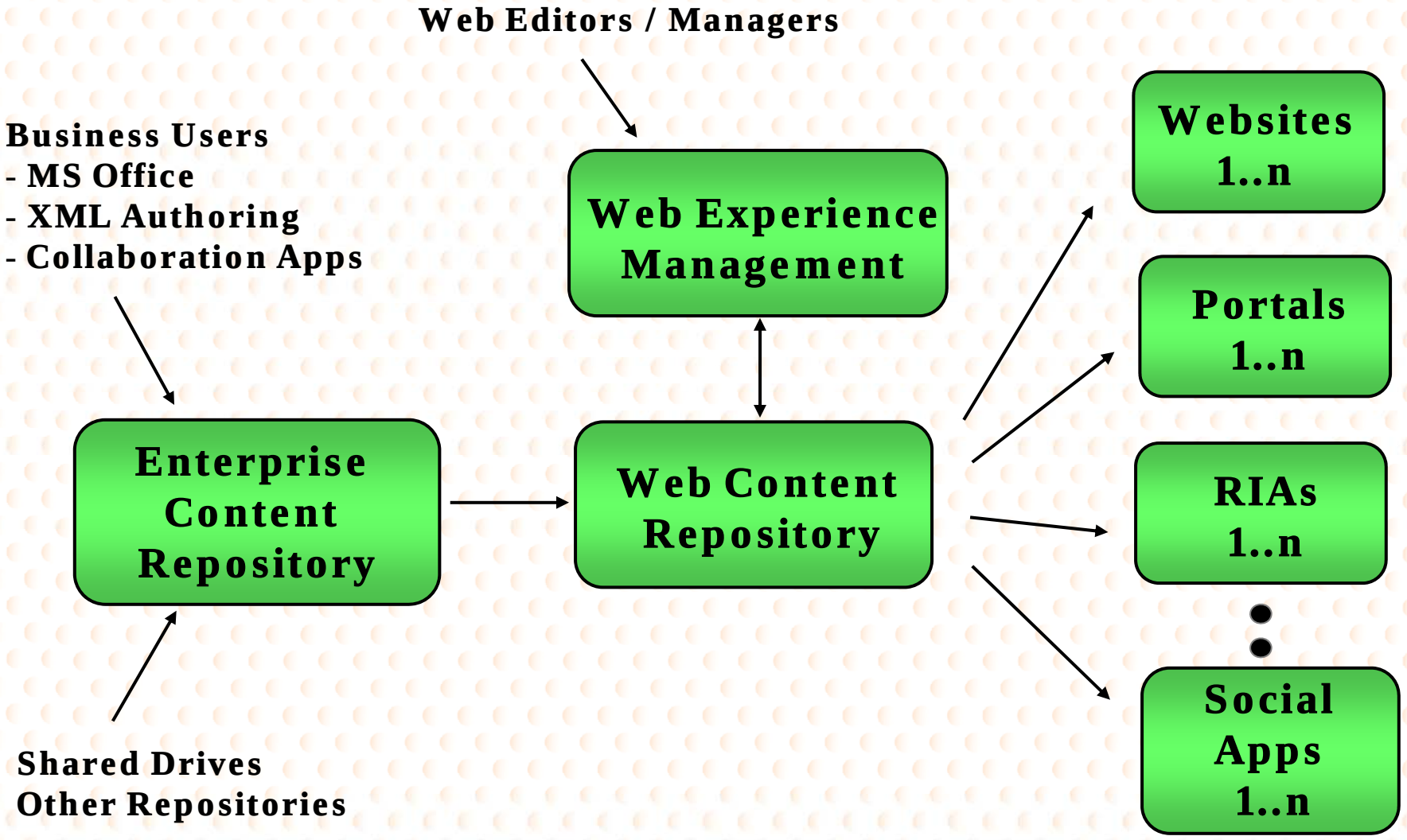
IT Architecture



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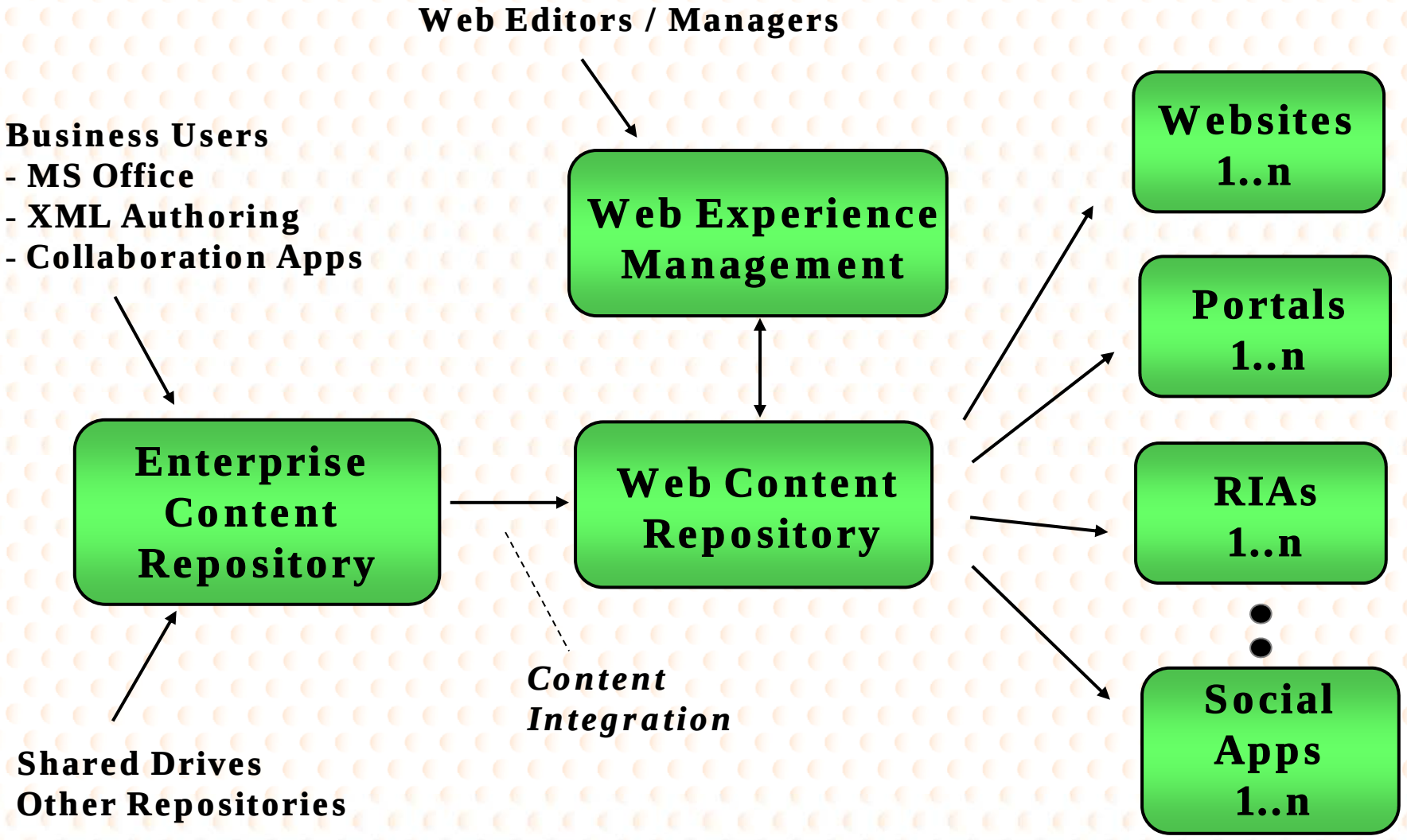
IT Architecture



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IT Architecture

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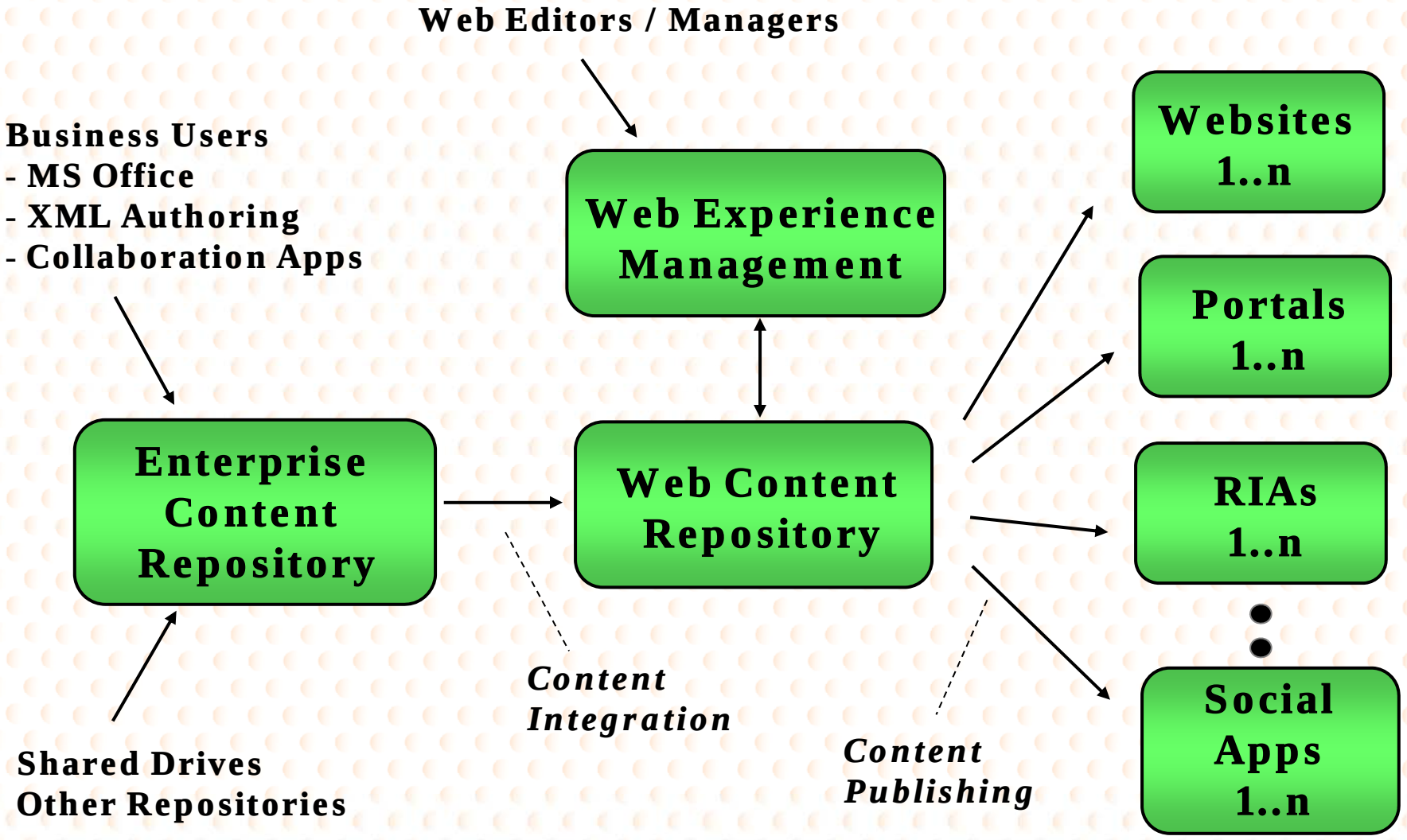

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Deep Dive

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- Today's Challenges
- Best Practices
- Requirements Checklists

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ECR - Deep Dive

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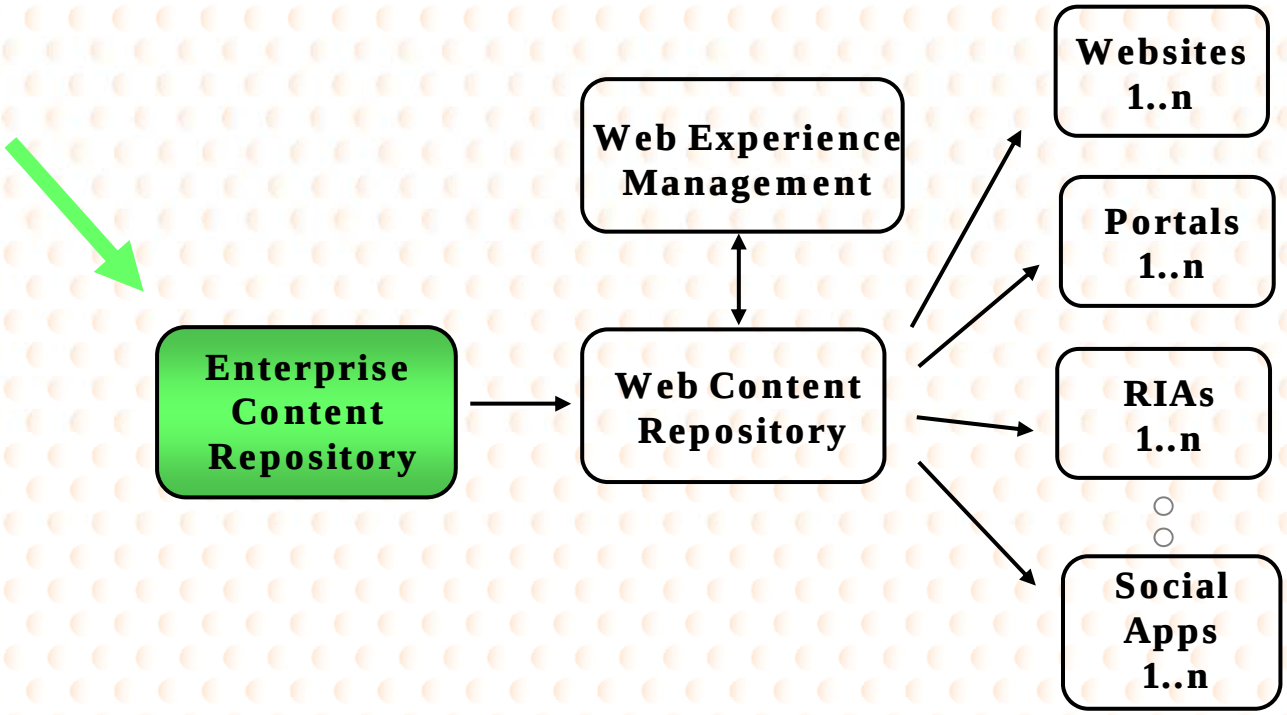

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ECR - Today's Challenges

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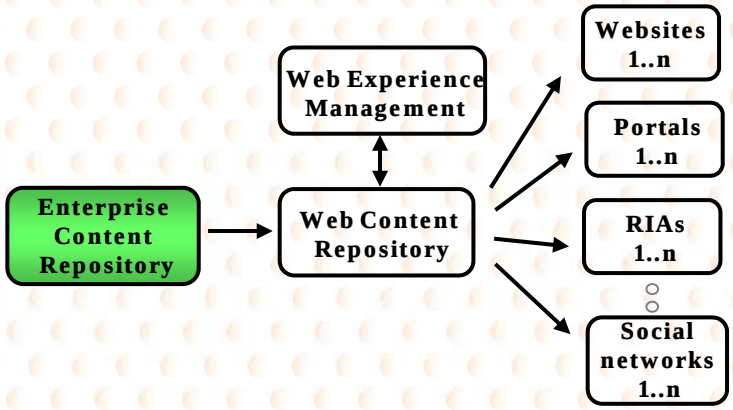
- Silo'd content
- Locked up in…
  - Shared Drives
  - Email
  - Laptops
  - Various Repositories
- Versioning
- Records and Rights Management
- Security



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ECR - Best Practices

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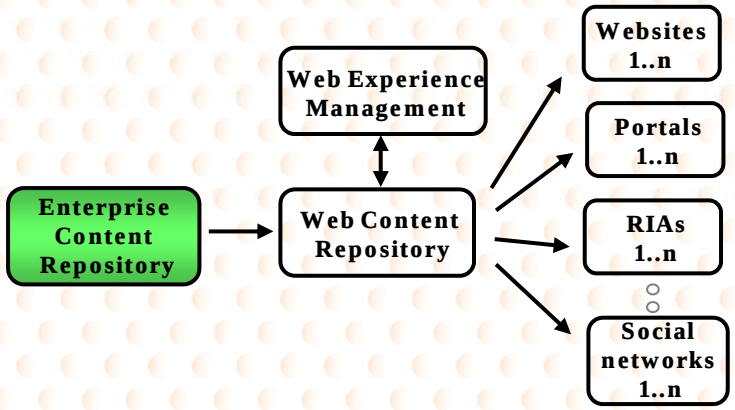
- Consolidated Access
  - Centralized repository, or at least..
  - Centralized access to multiple repositories (CMIS)
- User friendly, collaborative Web interfaces
- Tagging and taxonomies
- Easy search and findability
- Content integration



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ECR Software - Requirements Checklist

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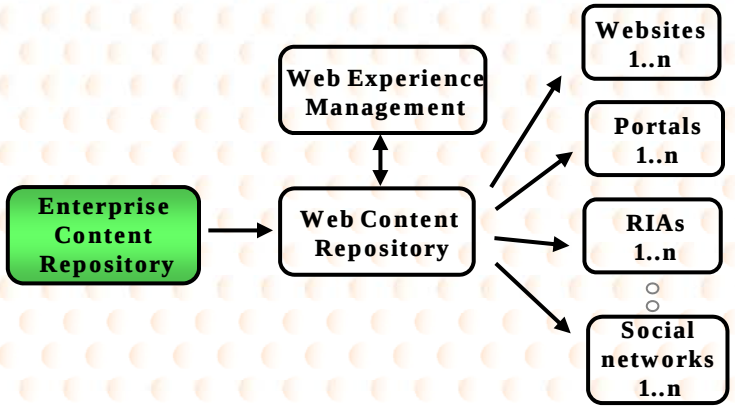
- User friendly content authoring and creation
- Rich content modeling
- Configurable, role-based security
- Content search and navigation
- Ease of integration
- Rights and/or Records Management



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WCM - Deep Dive

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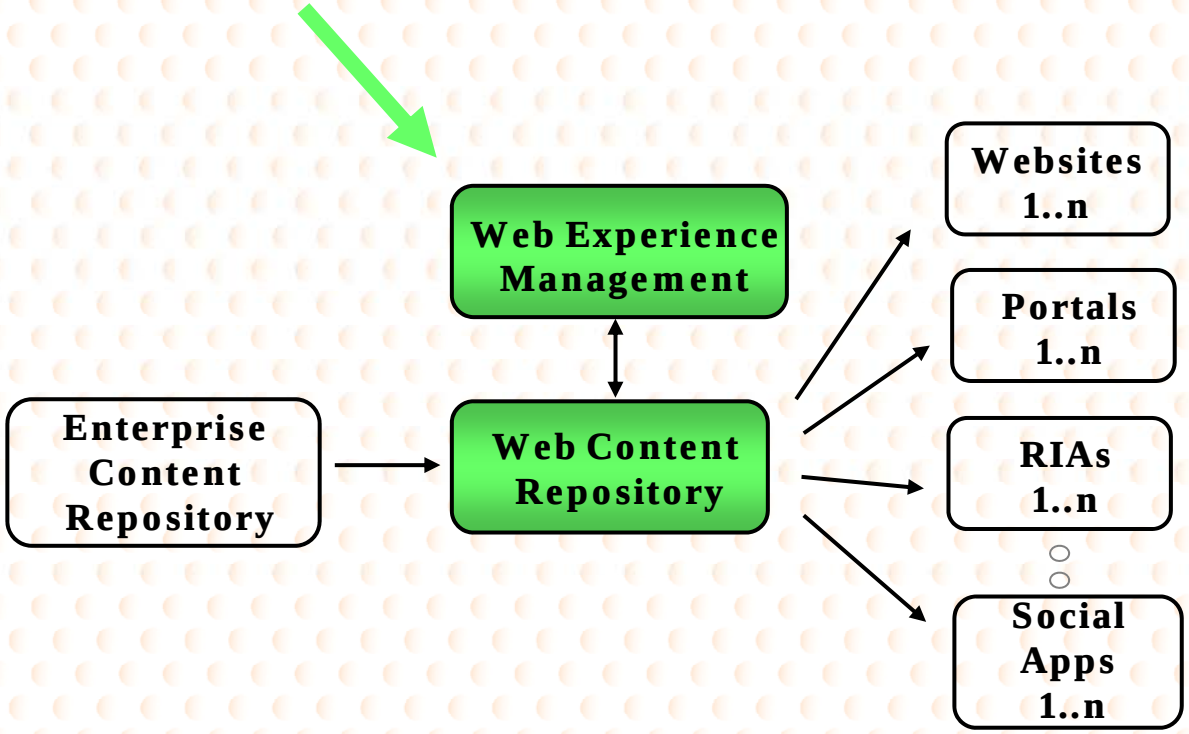

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WCM - Today's Challenges

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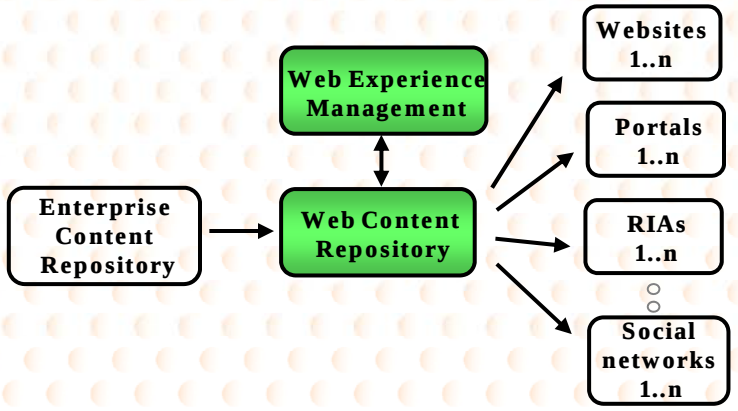
- Content tightly coupled to presentation
- Lengthy publishing cycles
- Heavy IT Involvement
- Inflexible
- Cost
- Lack of integration



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WCM - Best Practices

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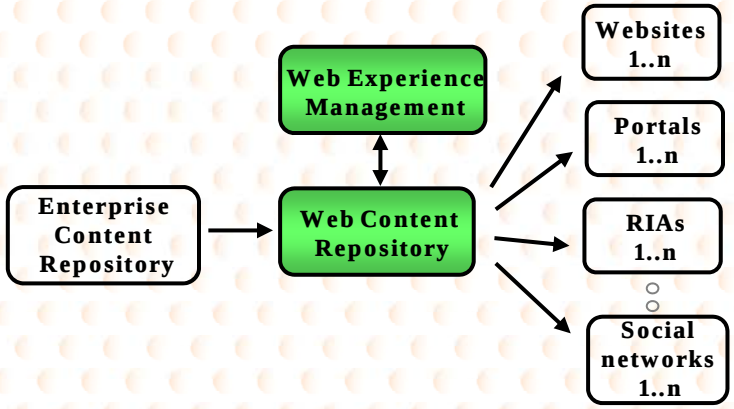
- Decoupling
  - Content from presentation
  - Management from delivery
- Full Editorial Control
  - Presentation Templates
  - Navigation
  - Analytics
  - SEO
- Rich authoring UIs
- Multi-user, multi-site support
- Publishing flexibility



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WCM Software - Requirements

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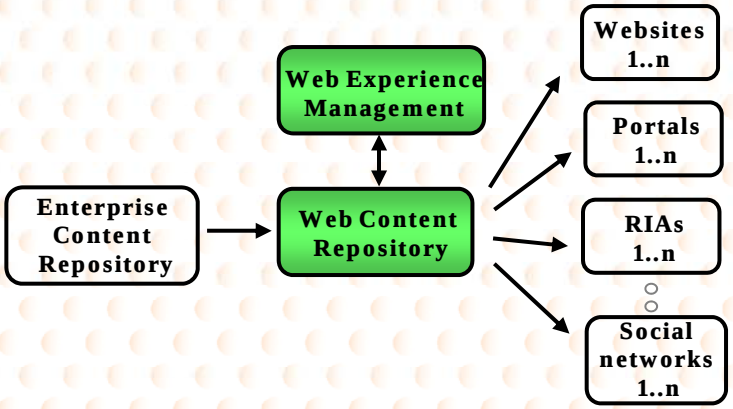
- Site visitor experience management
- User-friendly content authoring
- In-context preview
- Workflow and publishing
- Reporting and auditing



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Web Delivery - Deep Dive

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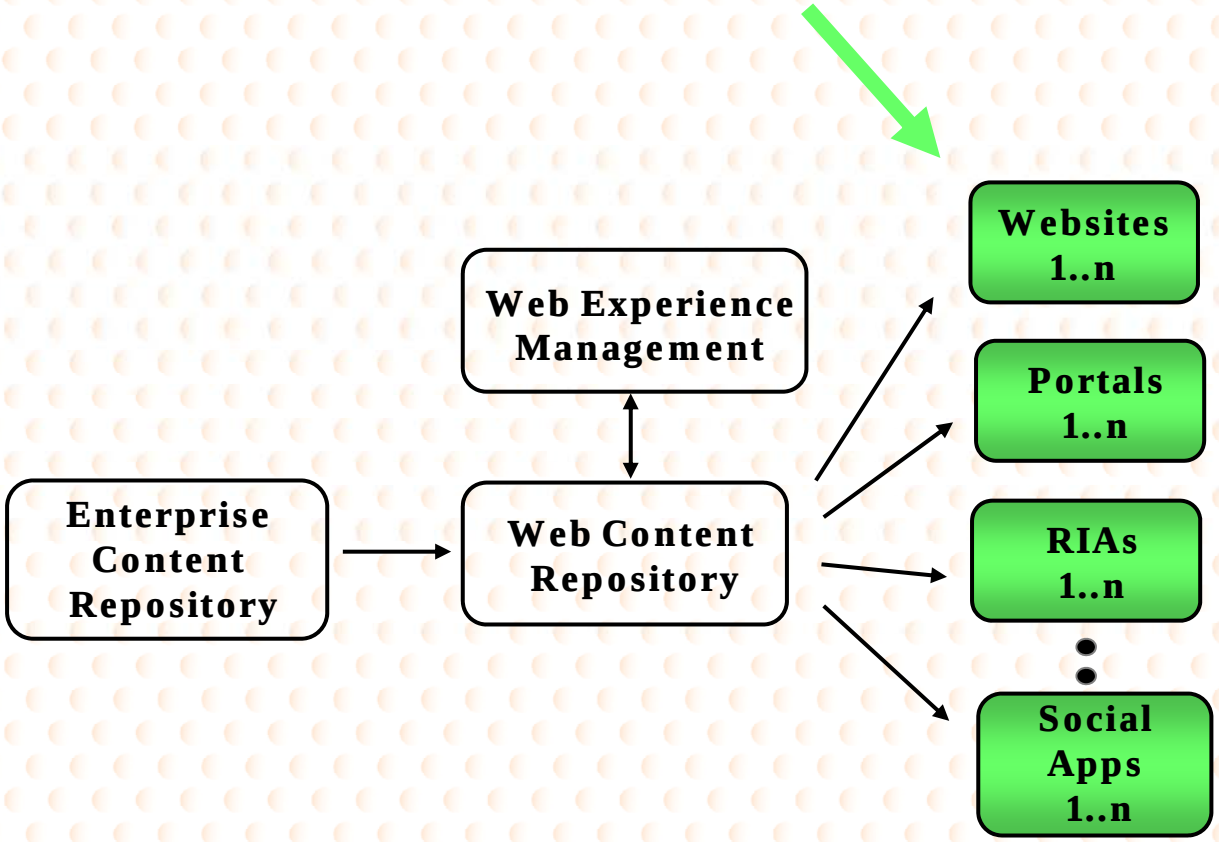

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Web Delivery - Today's Challenges

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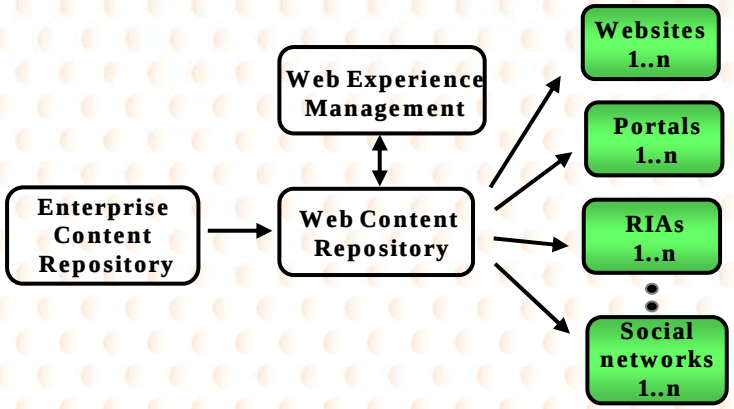
- Long development cycles
- Stability
- Scalability
- Inflexibility
- Cost



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Web Delivery - Best Practices

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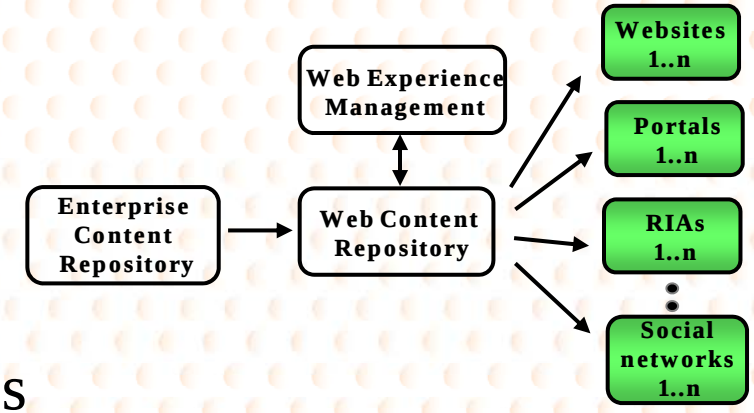
- Consolidated Delivery
  - Enterprise Content
  - Web Content
- Multiple Presentation Options
- Technology Flexibility
- Open Architecture
- Open APIs
- Open Standards



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Web Delivery - Requirements

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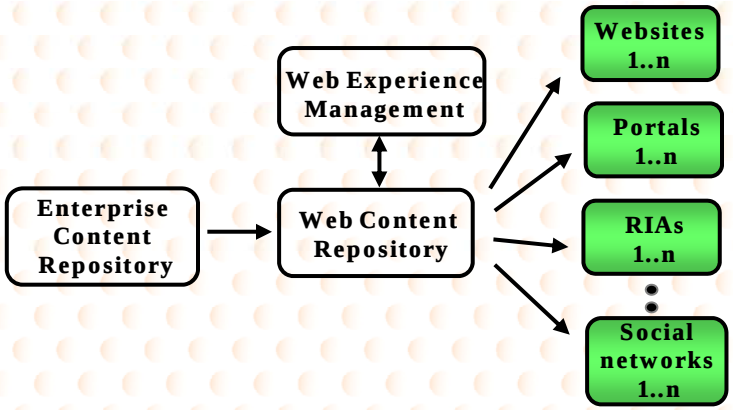
- Personalization, with role-based security
- Dynamic navigation and faceted search
- Social media
- Integration
  - Analytics
  - ERP
  - Email
  - Campaigns
  - E-commerce
  - Ad Servers
  - SEO



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Open Source - Platform Options

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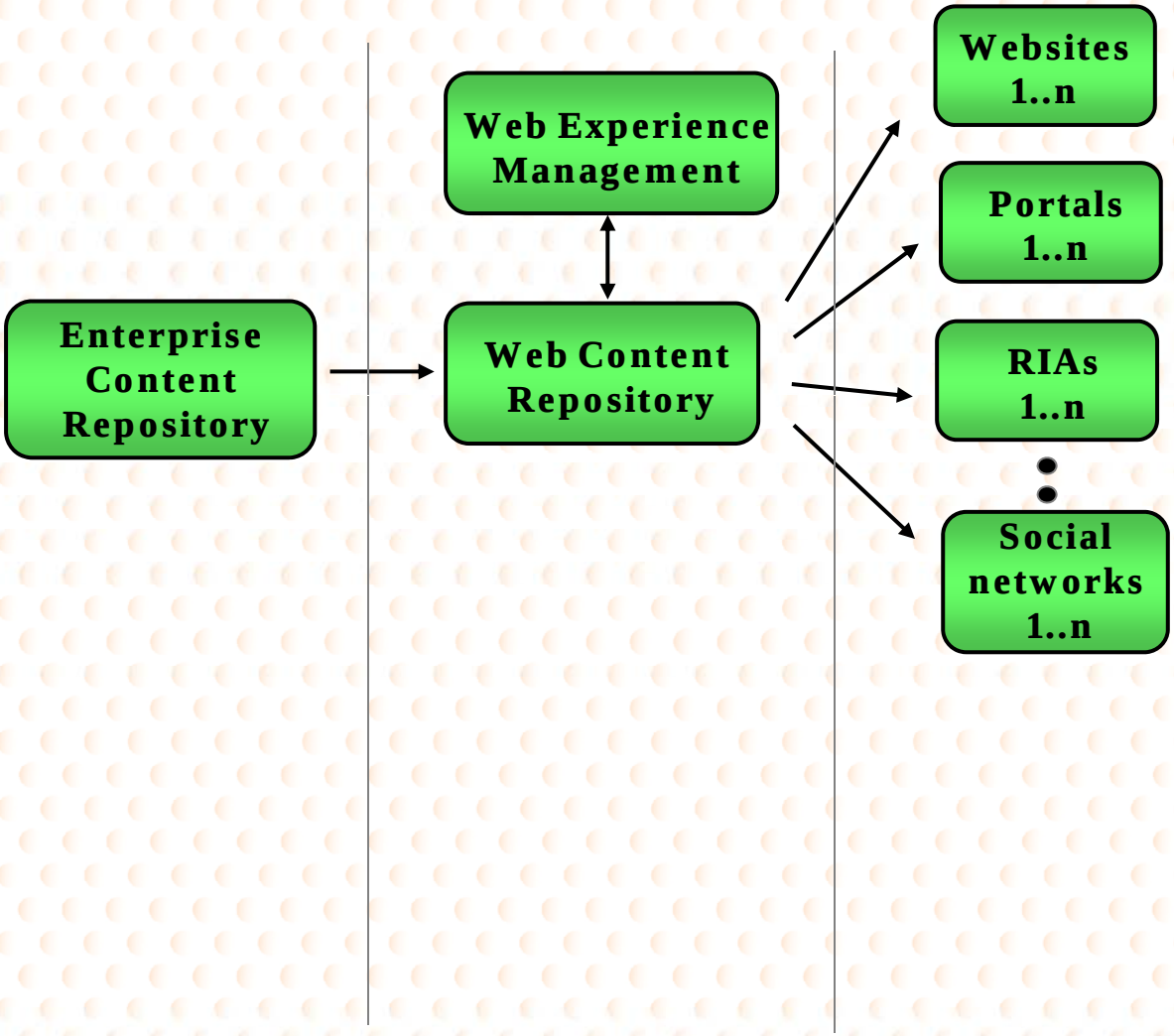

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Open Source - Platform Options

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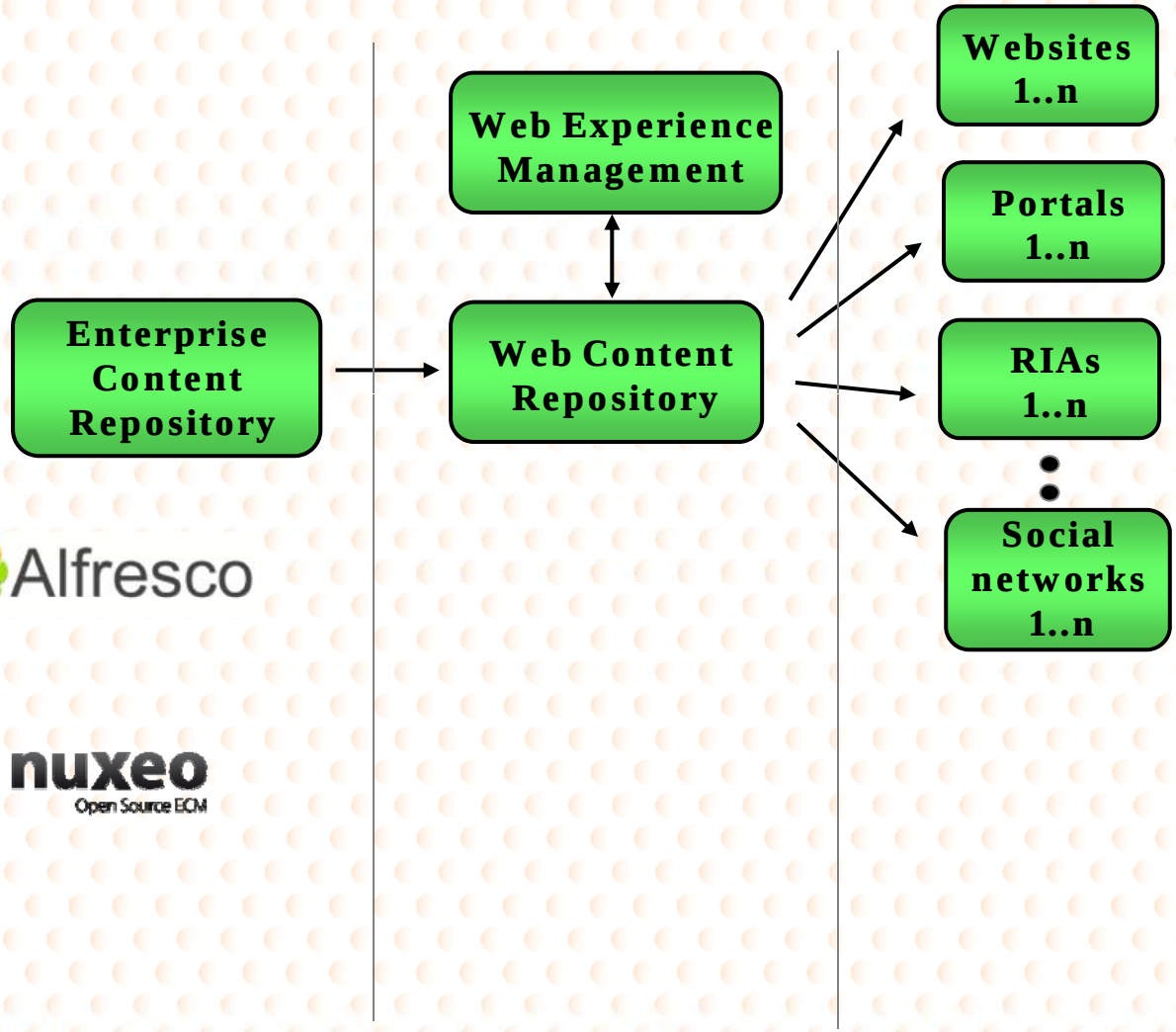

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Open Source - Platform Options

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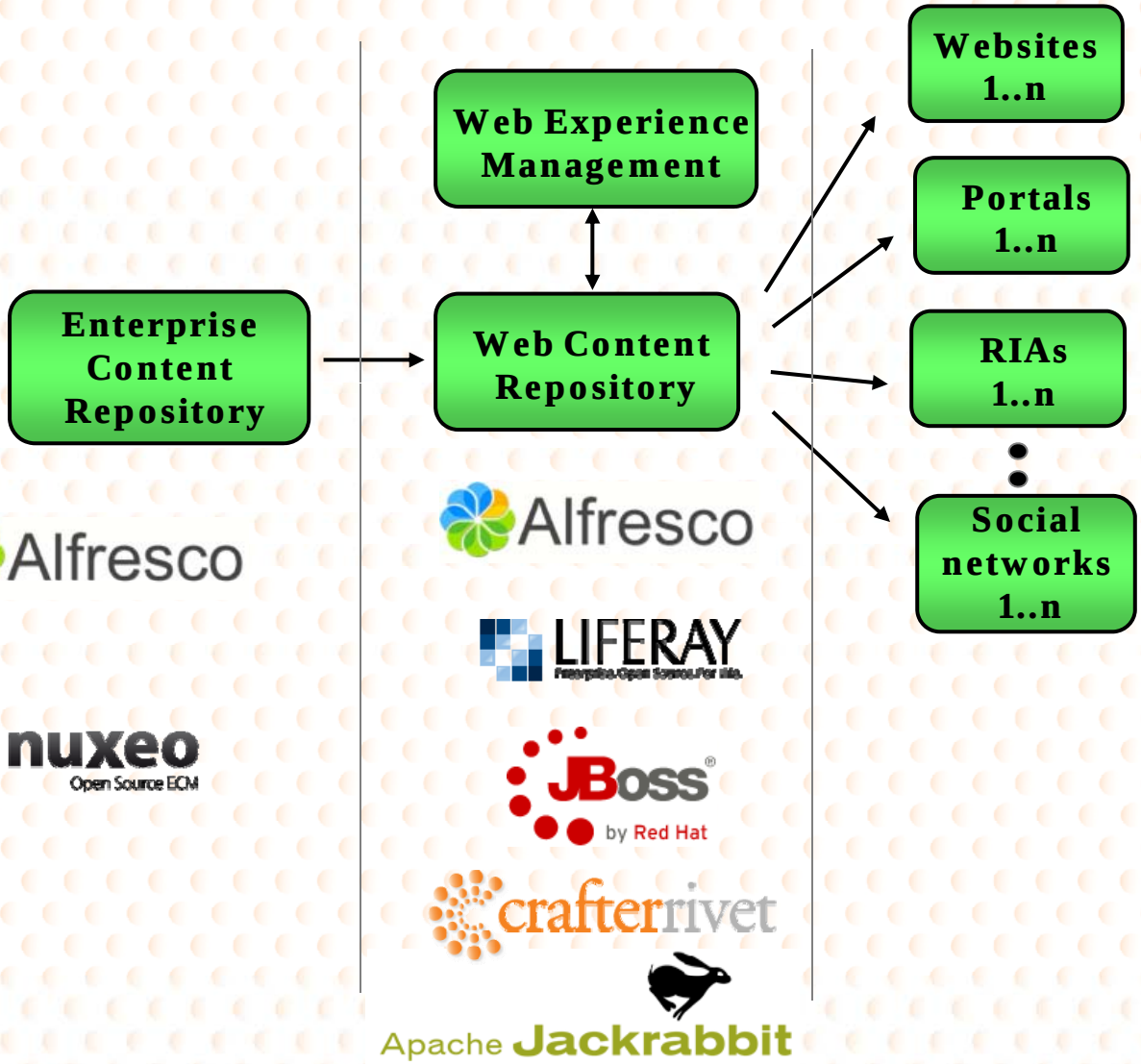

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Open Source - Platform Options

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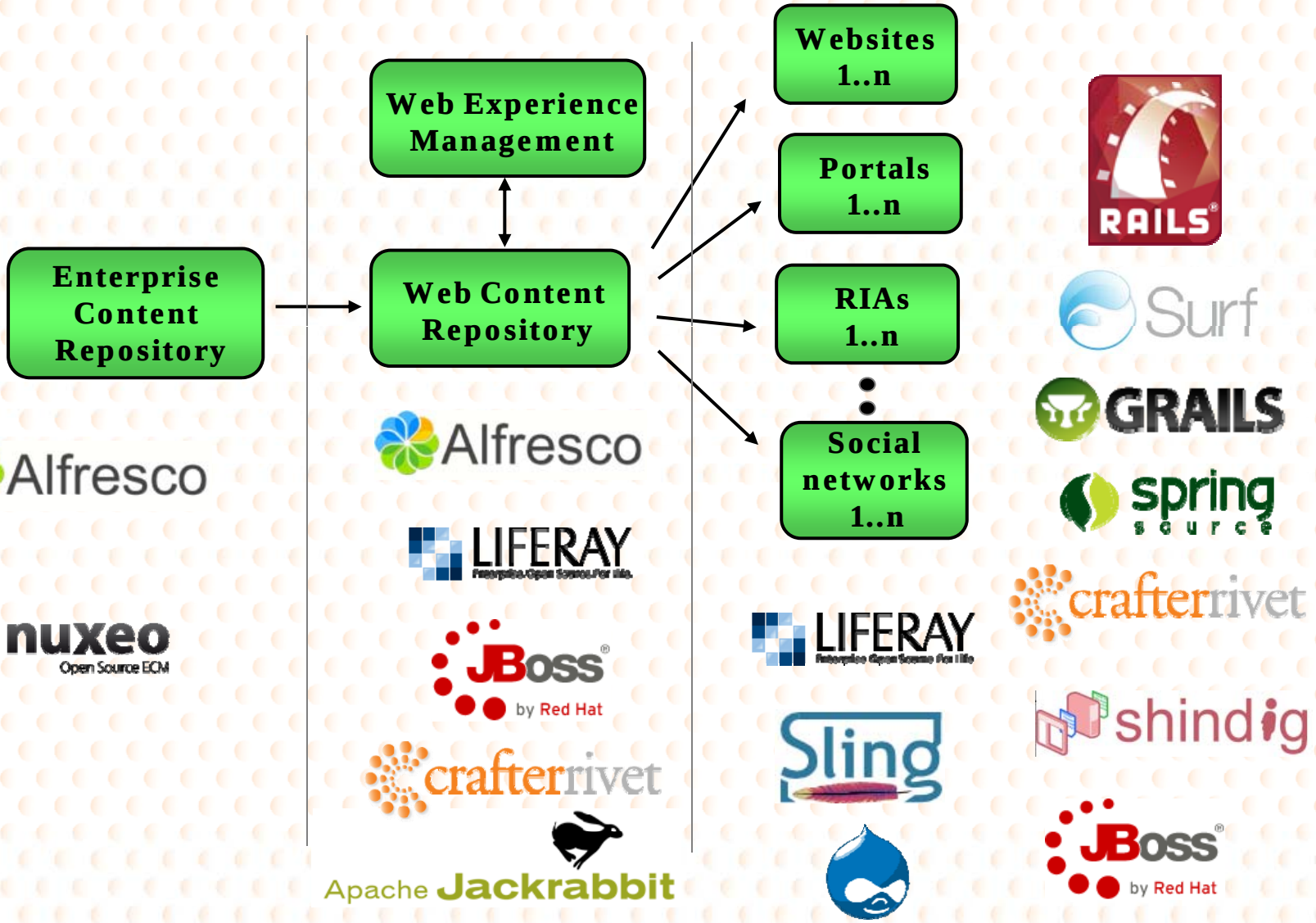

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A Logic Stack

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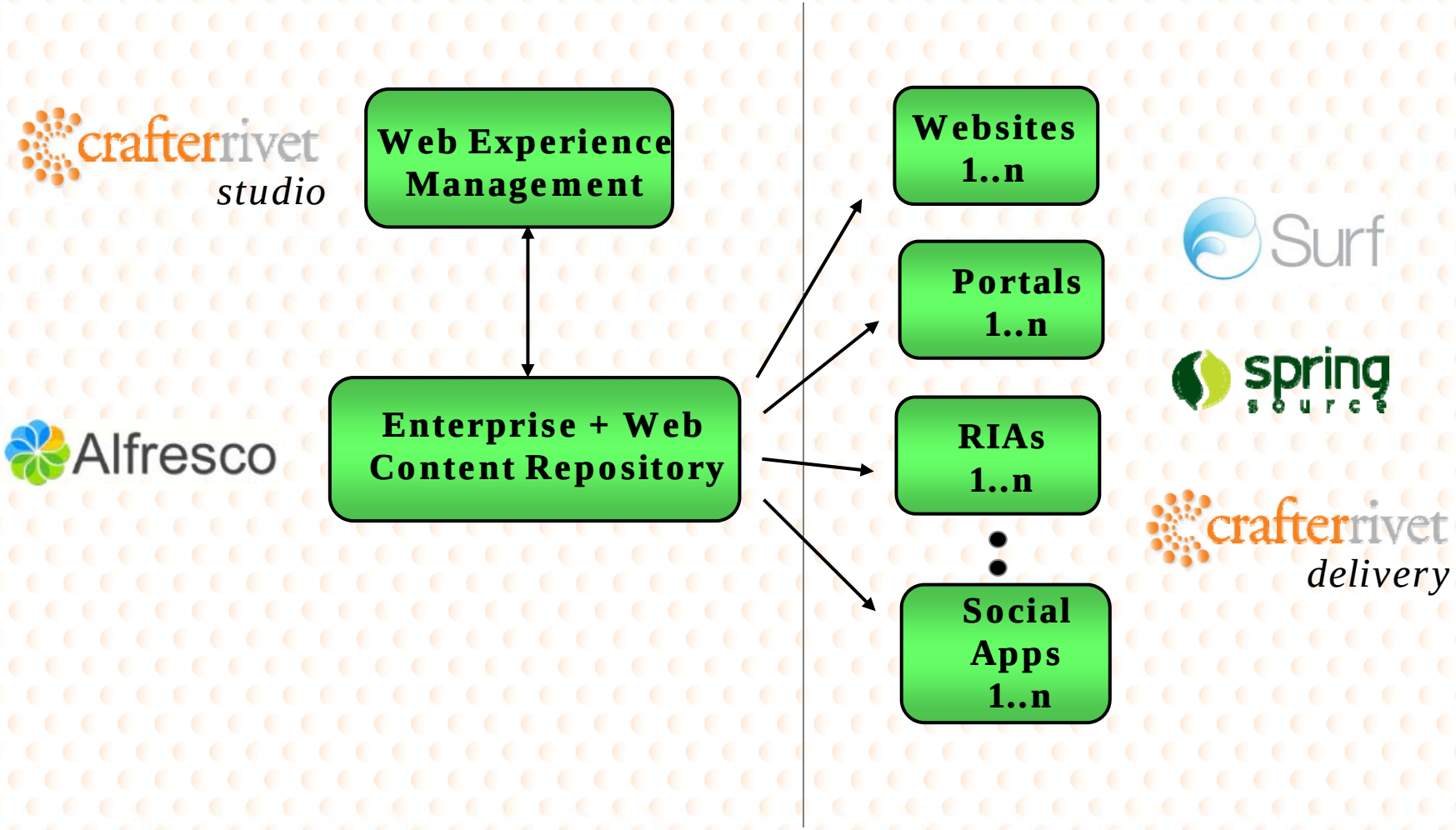

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Customer Case Study

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Case Study

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HARVARD BUSINESS PUBLISHING

- ECM (Alfresco)
  - 1M+ high value content items
  - Replaced Documentum and shared drives
  - Content collaboration throughout the enterprise
- WCM (Alfresco)
  - Enterprise and Web content publishing
  - Multi-channel content delivery
  - Social media and communities
  - E-commerce

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Summary

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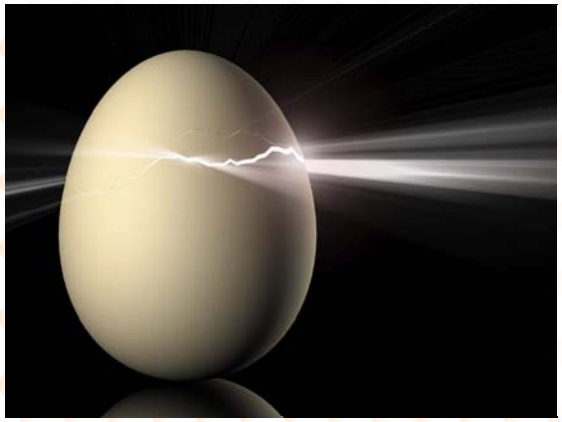
- Extend the value of enterprise content to all your Web channels
- Utilize best practices to integrate enterprise and Web content
- Emerging open source solutions
  - Innovation
  - Flexibility
  - Proven robustness
  - Cost effectiveness



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AvePoint®

Unleashing the Power of SharePoint™

Web Content Management

Leveraging Existing ECM Infrastructure

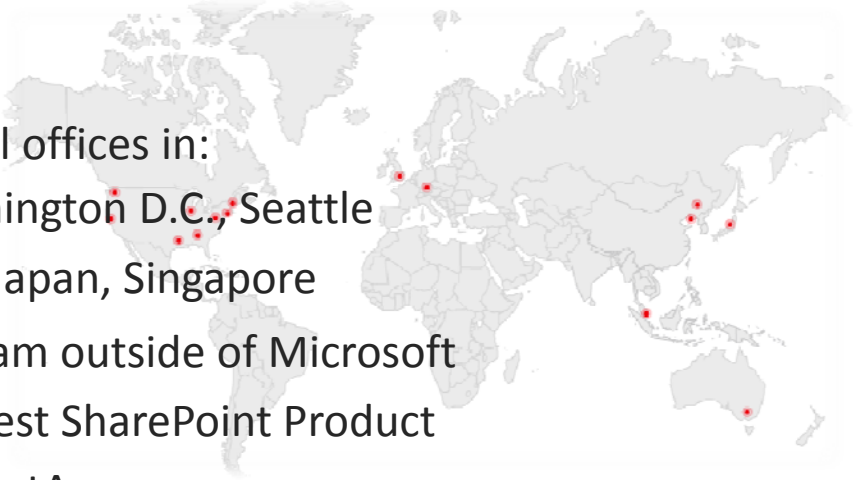
Mary Leigh Mackie

Director, Product Marketing

AvePoint – Who we are

Global Leader in SharePoint Infrastructure Management

Data Protection, Administration, Replication, Reporting and Testing, Migration, Compliance, Storage Optimization



- Founded in 2001
- Headquartered in Jersey City, NJ, with global offices in:
  - USA: Chicago, San Jose, Houston, Washington D.C., Seattle
  - International: UK, Germany, Australia, Japan, Singapore
- R&D team of 400+ –> Largest SharePoint team outside of Microsoft
- Winner of 2008 *Best of Tech Ed* Award for Best SharePoint Product
- Exclusive OEM relationships with IBM and NetApp
- A **Depth Managed** Microsoft Gold Certified ISV Partner
  - MTC Alliance Member; Notes Transition Partner; Office TAP 14 Member

IBM Tivoli software | NetApp | TREND MICRO | rackspace IT HOSTING | GSA | Best tech-ed 2008 WINNER | Microsoft GOLD CERTIFIED Partner

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Agenda

Introduction – Evolution of WCM

The Business Case for Leveraging SharePoint

Summary & Conclusions

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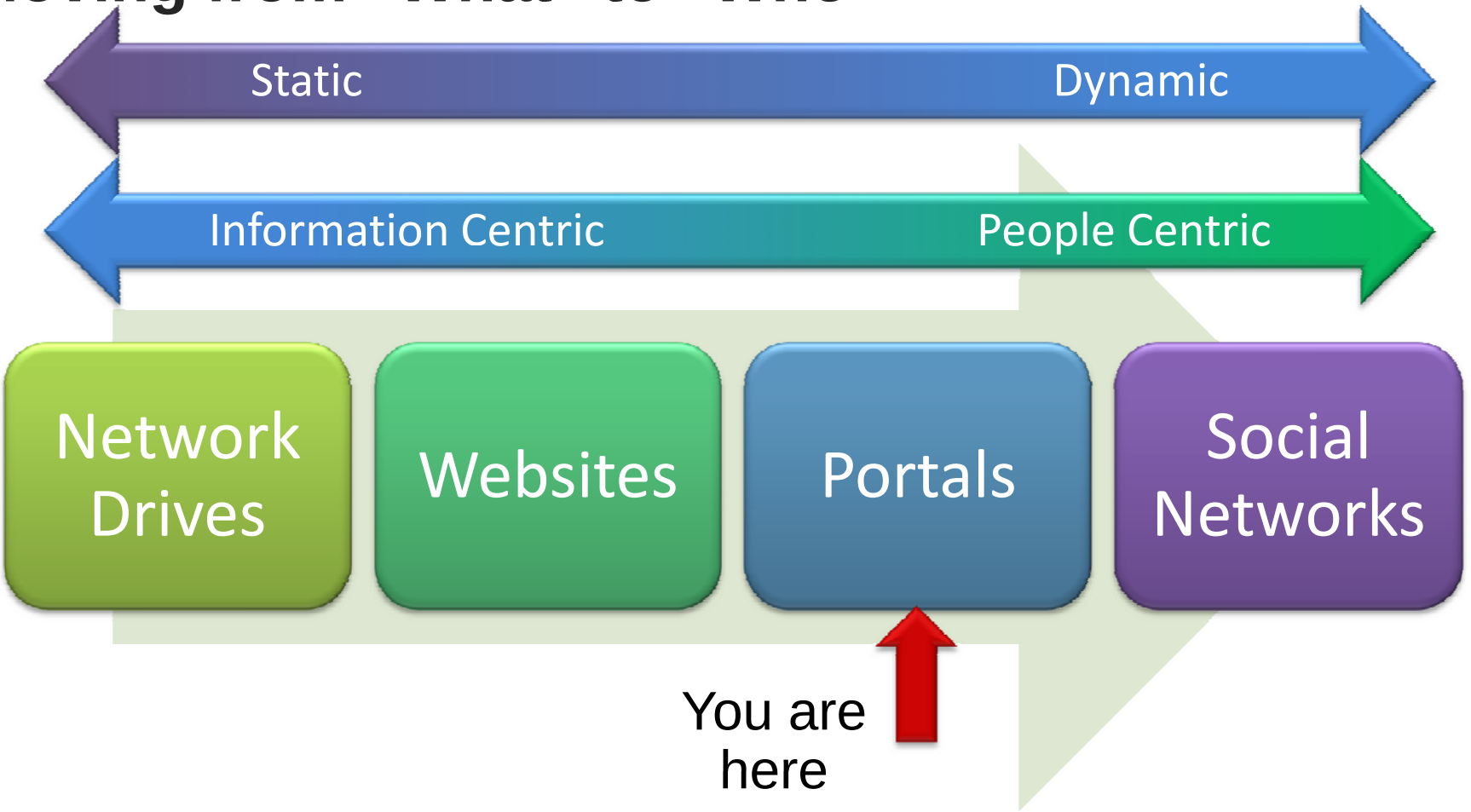
Evolution of Corporate Intranets

Moving from “What” to “Who”



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Requirements for Dynamic Websites

- Website must be:
  - Scalable
  - Compliant
  - Offer global management
- IT would like:
  - Reduced responsibility for managing content
  - Efficient Administration
  - Streamlined Deployment

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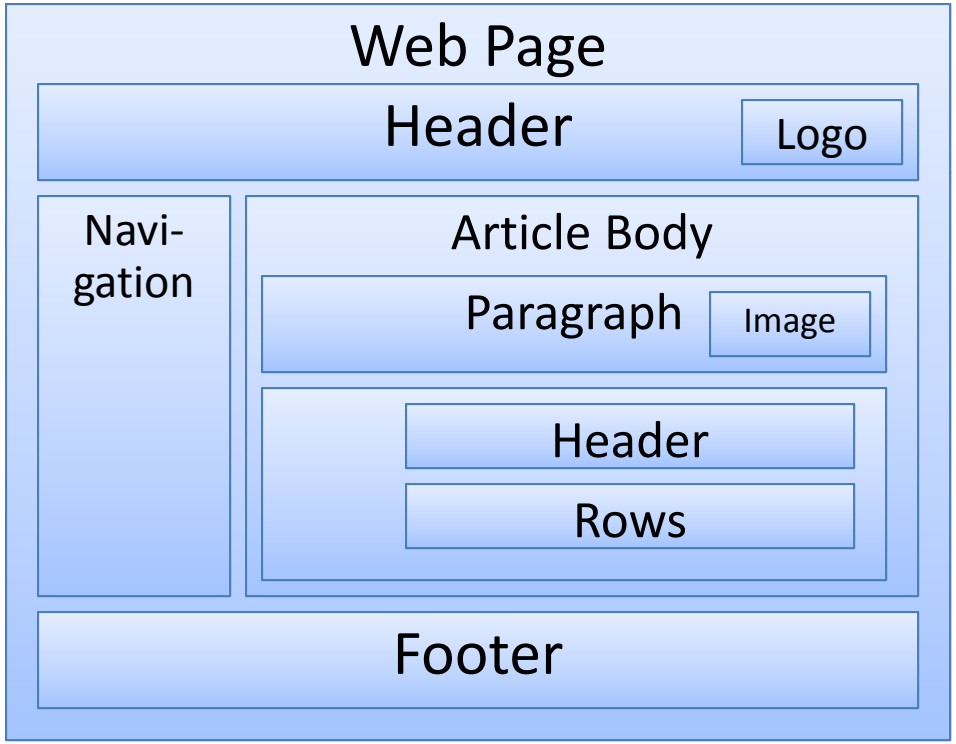
What is the Structure of HTML?

It has a hierarchical tree structure

- A Sample Page:
  - Header
    - Logo
  - Navigation
  - Article Body
    - Paragraph
      - Image
    - Table
      - Header
      - Rows
  - Footer



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What Else is There?

Pages also include other resources

- Images – these are just URLs to image files
- Style Sheets (CSS) – includes information on the font, colors, and general design of page
- Client-side Code (JavaScript) – provide some functionality right in the browser
  - E.g. Google Maps, Gmail, are rich client web applications

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Why SharePoint?

Unified Platform for Individual Agility

- Streamlines & simplifies IT management
  - Unified storage architecture
- Enables individual agility for business users
  - Functionality is accessible via familiar tools (browsers, office-based apps, etc)
  - Offers consistent functionality across components
  - Can leverage Windows AD+FBA permissions

- Allows for:
  - Establishment of enterprise platform for WCM
  - Increased IT manageability and efficiency of Web solutions
  - Simplified content publication lifecycle
  - Integration and extension of WCM solutions

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Why SharePoint?

Scalable Solution

- Multi-tiered publishing
  - Content Deployment feature (Export/Import site collections/sites)
- Advanced Caching
  - Output caching for 2007
  - BLOB caching for 2010 for rich media
- 2010 Enhancements
  - Large Pages Library and Content Organizer
  - Content Query Web Part optimization

- Third Party solutions available for Replication, Connecting media content/large files

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Why SharePoint?

Enables Policy Enforcement for Compliance

- Master Pages
  - Branding consistency, leverage CSS and security trim elements
- Enforce Web content policies
  - Unified system for ECM/WCM subjects WCM content to same controls as other enterprise content
- Auditing and reporting capabilities
  - Export excel reports to keep track of action history

- Third party solutions available for streamlining policy management and comprehensive auditing and reporting

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Why SharePoint?

Simplified Management of Global Web content

- Site variations feature for multi-language support
  - Edits to site structure in ‘Master site’ are rolled out automatically
  - With 2010, 1-click access to view what has changed in source sites to better determine translation requirements
- Workflow integration
  - Establish approval processes for translated content
- Ability to view on mobile devices

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Why SharePoint?

Increases IT Efficiency

- Business users manage creation, approval, publication
- Corporate governance policies apply, as SharePoint is part of whole ECM system for Document Management, etc
- Efficient Administration
  - Consistent interfaces
  - Ability to delegate management tasks
  - Single Shared Services for multiple farms
  - Unified content store
- Efficient Deployment
  - Content deployment feature, Quick Deploy, Solution deployment
  - For 2010, Sandbox, improved content deployment, publishing workflows (Visio integration with Designer)

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Why SharePoint?

Simplify Content Publication Lifecycle

- Authoring
  - Multiple options for collaborative or individual authoring
  - Office integration
  - What You See Is What You Get (WYSIWYG) editor with MSFT Web Content Mgmnt solution
  - SP2010: The Ribbon, Dynamic Layout editing, 1-click page creation, improved Rich Text Editor, easier to add rich media, additional browser support
- Simplified Management of Web Content
  - Workflows for approval
  - Configurable navigational controls
  - Standard content mgmt capabilities (check in/out, versioning)
- Simplified Publication
  - Multistage publishing model, Quick Deploy
  - Site Manager

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Why SharePoint?

Additional benefits

- Extensibility by integrating third party solutions
- Robust search (FAST with 2010)
- Allows for development and customization
  - Visio and Visual Studio with 2010

- Additional ways 2010 Extends WCM capabilities:
  - Rich media integration (asset libraries, Silverlight players- min. Standard)
  - Dynamic content (Content Query Web Part)
  - Management Metadata tagging (min. Standard License)
  - Social enhancements for community building (ratings, comments, etc)
  - Web analytics (min. Standard License)
  - Server Health Monitoring

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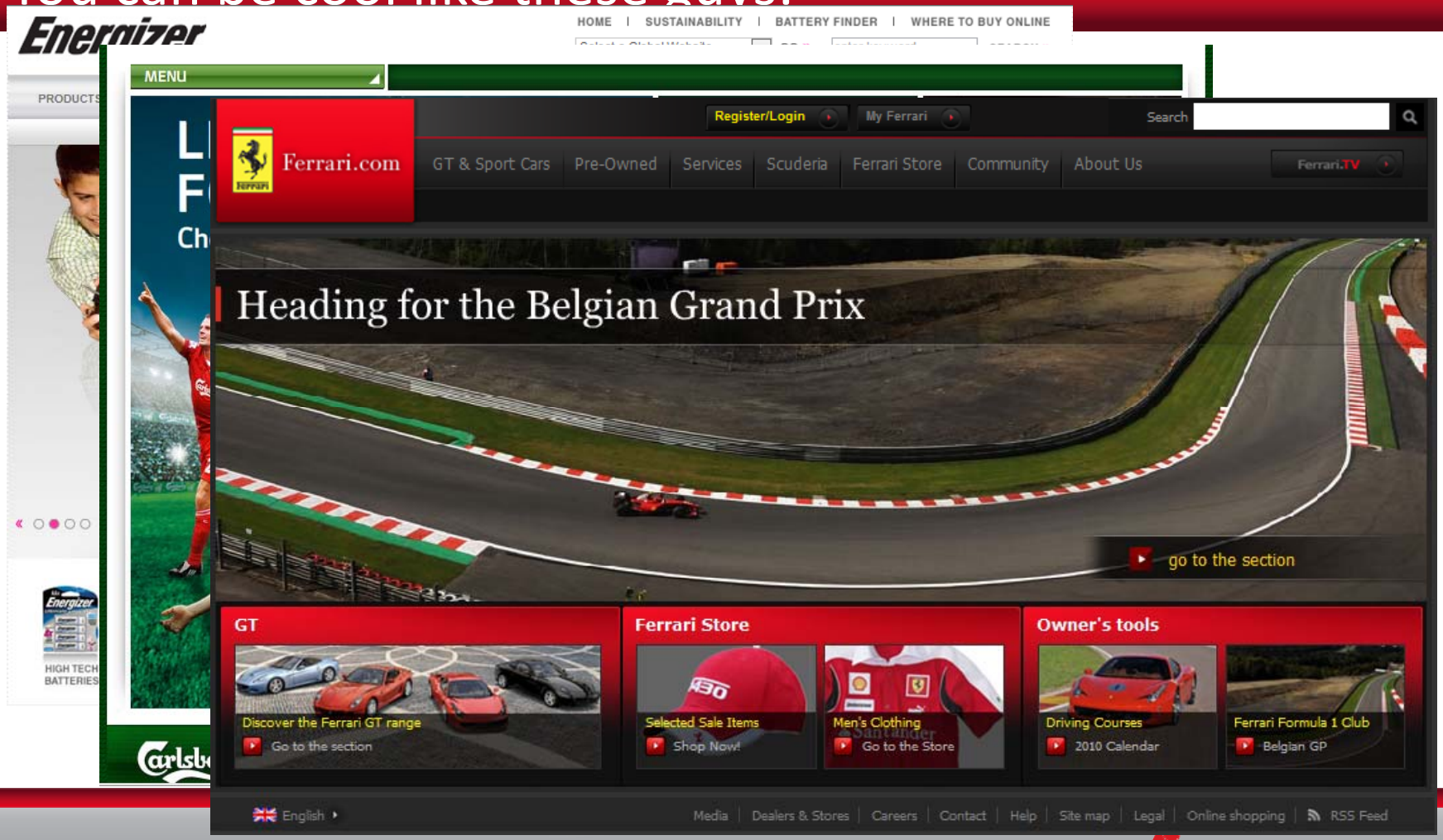
Why SharePoint?

You can be cool like these guys:



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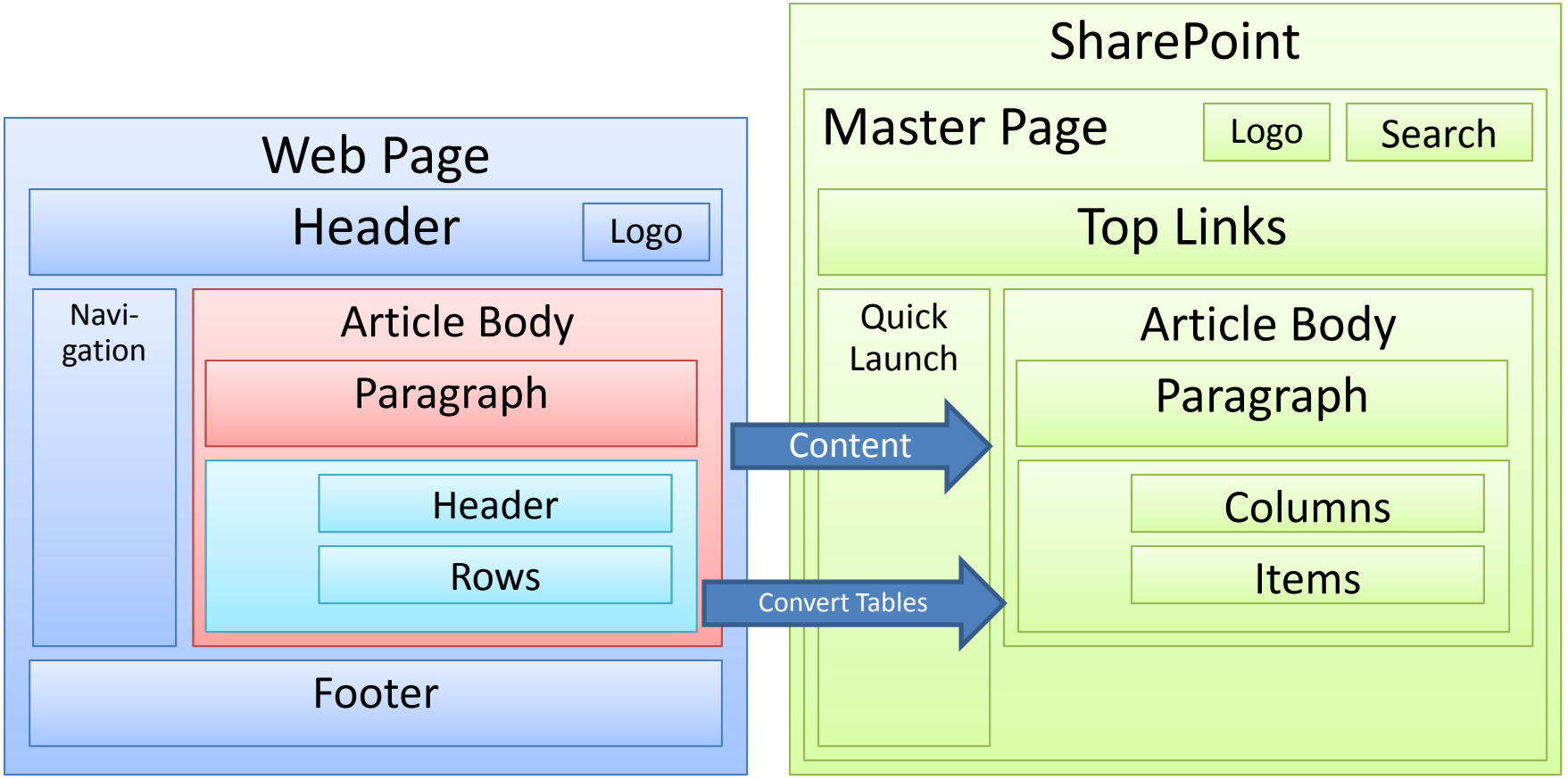
Web Content to SharePoint Content



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Agenda

Introduction – Evolution of WCM

The Business Case for Leveraging SharePoint

Summary & Conclusions

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Summary

1. **Increasing Reliance on Web Content for daily productivity**

   The demand for a solution that empowers both business and IT users to efficiently and effectively manage multiple, complex Web sites has increased.

2. **Websites are transitioning into Dynamic, People-centric portals**

   Websites have become dynamic environments for managing customer relationships, collaborating with partners, and communicating with employees

3. **Consider SharePoint to Manage Web Content**

   Leverage SharePoint as a WCM to simplify management of enterprise content, increase IT efficiency, enforce compliance, and simplify content publication

4. **Expand SharePoint's WCM Capabilities with 3rd Parties**

   Enhance SharePoint's offering for WCM by leveraging 3rd parties for streamlined deployment, administration, content management, and storage management

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Resources

- Technet Article: Plan Web content management (SharePoint Server 2010)
  http://technet.microsoft.com/en-us/library/ee476993(office.14).aspx
- Whitepaper: Web Content Management with Microsoft Office SharePoint Server 2007
  http://www.microsoft.com/downloads/details.aspx?FamilyId=5DDA96C8-3744-48C4-9BDA-C271929FD4AA&displaylang=en
- SharePoint Experts Blog
  http://blogs.technet.com/sharepointexperts/archive/2010/03/12/microsoft-lead-program-manager-sangya-singh-explains-web-content-management-in-sharepoint-2010.aspx
- 3 Part Blog Post re: SharePoint 2010 and WCM
  http://www.andrewconnell.com/blog/archive/2009/10/19/part-1-improvements-to-the-core-sharepoint-platform.aspx
- Public Websites hosted on MOSS by Industry
  http://www.wssdemo.com/Pages/websites.aspx
- Blog Post: Top 10 Cool Branded SharePoint Internet sites…
  http://www.sharepointjoel.com/Lists/Posts/Post.aspx?ID=202
- Blog Post: SharePoint Internet-facing Sites
  http://www.mossgeek.com/2009/06/sharepoint-internet-facing-sites/?

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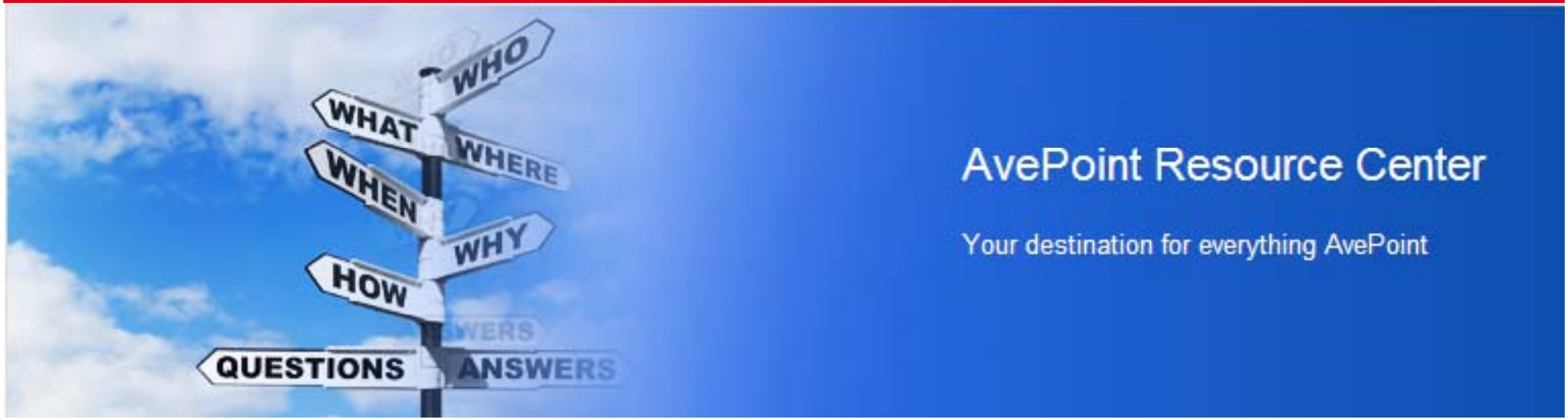
Resources - www.AvePoint.com



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Discussion

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Rivet Logic

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ARTISANS OF OPEN SOURCE

Mary Leigh Mackie

Director, Product Marketing

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Unleashing the Power of SharePoint™

Question and Answer Session

(please submit questions)

KMWorld

Q & A

Mike Vertal

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Mary Leigh Mackie

Director, Product Marketing

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Unleashing the Power of SharePoint™

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