HOW TO TEACH AN OLD DOG 'IT TEAM'

New Tricks
About Me…

- Paul Papanek Stork, MVP, MCT, MCSE, MCSA, MCSD, MCDBA, MCITP, MCPD
  - Chief Architect for ShareSquared, Inc
  - Contributing Author
    - Developer’s Guide to WSS 3.0
    - MOSS 2007 Best Practices
  - Author
    - MCTS: WSS 3.0 Configuration Study Guide (70-631)
- Email: Paul.Stork@sharesquared.com
- Blog: http://dontPaPanic.com/blog
- Twitter: @PStork
Agenda

- A Brief History of the Problem
- Why is SharePoint the Solution?
- 5 Ways to Improve your site without needing “IT”
  - Improving Search with Site level managed metadata
  - Learn to use SharePoint Designer
  - Turn on ratings, tagging, and commenting for Folksonomy
  - Categorize based on metadata not folders
The Stone Age - Mainframe

- Everything Centralized
- Information Owned and Controlled by Centralized Staff
- Slow Response to Request by Information Workers
- Frustrated Users and Burned Out IT Staff
- Us vs. Them Mentality
The Iron Age - PC Networks

- Decentralization Begins
- Information often Controlled by Departmental Staff
- Silos of Information Develop
  - No Universal Access
  - Backup Disasters
- More Frustrated Users and Burned Out IT Staff
- Factions
The Modern Age - SharePoint

- Re-Centralization of Information
- Decentralized Ownership/Control
- Self-Service Access
- Frustrated Users?
- Burned Out IT Staff?
- “We Have Met the Enemy and They is US!”
SharePoint Changes the Rules

**Old Model**
- Business Users design site on paper and document content
- IT builds Web site with static content
- Web site changes require same paper based process
- IT is a bottleneck

**New SharePoint Model**
- IT builds SharePoint Infrastructure
- Business Users manage content, hierarchy, and security
- IT builds enhanced tools and provides disaster recovery
- Content Owners modify Content
- Best guarantee of Accurate and Timely Content
Tip#1 – Publishing with Approval

- Basic Publishing Feature Set
  - Build Content based pages without knowing HTML
  - Provides an approval process to control message consistency
  - Provides scheduling to allow Pre-staging

- Overlooked capabilities
  - Create additional Web part page layouts
  - Adding Comment field for Folksonomy
Publishing with Approval/Scheduling
Tip#2 – Delegated Security

- Traditional Security Model
  - Security by central committee
  - Access request infrastructure required (time consuming)
  - Content owners become lax

- Decentralized Security Model
  - Security the responsibility of the Content Owner
  - Access can be granted quickly
  - Content owners maintain vigilance
Delegated Security
Tip#3 – SharePoint Designer

- Workflows to automate business processes
- DataForm webpart
  - Better Grouping/Sorting/Filtering
  - Conditional Formatting for Dashboards
- External Content Types/Lists
  - Not everything is stored in SharePoint
  - Almost everything can be accessed from SharePoint
- Better Access Control than SPD 2007
SharePoint Designer
Tip#4 – Enable Ratings for Folksonomy

- Taxonomy is categorization from the Top Down
- Folksonomy is categorization from the Bottom Up

Ratings
- Ratings entered once per user
- Ratings averaged by timer job once an hour
- This is a common model used on the Internet
Folksonomy
Tip#5 – Local Managed Metadata

- Managed Metadata improves Findability
- Managed Metadata can be maintained without Farm Admins
- Add Managed Metadata column
  - Local Site Collection based
  - Open or Closed Metadata termset
  - Termset Editor available at Site Collection level
  - Management can be delegated
Local Managed Metadata
Best Practices

- Do unto IT as you would have IT do to you!
  - Treat IT as Partners
- Ask for Training to learn new Features
- Help create appropriate Governance Policies - and - Support Enforcement of Governance Policies
- Ask IT to focus on disaster recovery and custom tools
- Strive to keep content Accurate AND Timely
QUESTIONS?

Contact Information
Email: Paul.Stork@sharesquared.com
Blog: http://dontPaPanic.com/blog
Twitter: @PStork