



Microsoft®
SharePoint® 2010



Microsoft® SharePoint® Server 2010 Sites Whitepaper

For Information Workers, Decision Makers, and IT Professionals

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Executive Summary

SharePoint 2010 helps organizations and users improve efficiencies and effectiveness by enabling them to better manage their information sharing. The Sites capability of SharePoint 2010 serves as a “one-stop shop” for all of an organization’s business Web sites. Whether a team site for employees, an extranet site for partners, or an Internet site for customers, users can share and publish information using one familiar system. SharePoint 2010 Sites helps organizations and users to:

- **Easily Share & Publish Information:** Building a SharePoint site is simple. Several out-of-the-box features provide instant value by helping a site owner build the first page right away, as well as change content, add interaction, or apply a design theme. Novice or expert, anyone can quickly create, customize, and publish a site that looks great and meets their business needs.
- **Deliver Personalized Experiences:** SharePoint 2010 Sites allows users to receive and work with the content they need in ways that work best for them. Features such as Audience Targeting, multilingual interface support, and Tagging provide a highly customized Web experience for diverse users across workforces.
- **Ensure Broad Adoption:** SharePoint Sites are as easy to use as they are to make. That’s because SharePoint 2010 Sites work so well with the productivity tools workers use most. The new Office Web Applications make it a snap to work with Microsoft Office documents directly in SharePoint sites. End users can take their SharePoint data offline with SharePoint Workspace and synchronize changes just by reconnecting to parent networks. SharePoint 2010 also offers increased cross-browser support and a great mobile experience, allowing anyone to access and share content, whether in the office or on the road.

Who Should Read This Paper?

This paper provides business decision makers (BDMs), such as Chief Information Officers (CIOs) and Chief Financial Officers (CFOs), technical decision makers (TDMs) such as Chief Technology Officers (CTOs), and end-users with an overview of SharePoint 2010 Sites.

EXECUTIVE SUMMARY	3
WHO SHOULD READ THIS PAPER?	3
WHAT ARE SHAREPOINT SITES?	5
SHAREPOINT 2010 SITES: A SINGLE INFRASTRUCTURE FOR ALL YOUR BUSINESS WEB SITES	6
EASILY SHARE & PUBLISH INFORMATION	7
<i>Quickly and Confidently Publish What You Want To</i>	<i>8</i>
<i>Share Information to Allow Informed Decision Making</i>	<i>9</i>
<i>Decrease the Cost to Share and Publish Information</i>	<i>10</i>
DELIVER PERSONALIZED EXPERIENCES	11
<i>Targeted Audience Experiences</i>	<i>11</i>
<i>Share Organizational Expertise</i>	<i>12</i>
<i>Work in Your Language of Choice</i>	<i>13</i>
ENSURE BROAD ADOPTION	14
<i>Work with the Applications You Use Most</i>	<i>14</i>
<i>Anywhere Access to Your Information and Expertise</i>	<i>16</i>
CONCLUSION	17
MORE INFORMATION	17

What are SharePoint Sites?

SharePoint connects people to business-critical information, expertise, and one another through web sites. We refer to this capability as SharePoint Sites. SharePoint Sites are the gateway to valuable content and can take the form of an intranet site, extranet site, or even an Internet site. SharePoint Sites can help organizations improve business agility by giving workers the ability to collaborate and make quicker, more informed decisions. Sites allow users to share and discover information and quickly and easily connect with employees across disparate teams, departments, and organizations, as well as external partners and customers.

SharePoint Sites helps organizations of all sizes to address three critical challenges:

1. Share and Publish Information

- **Information Sharing and Publication:** Finding, accessing, editing, and sharing information can be complicated and time consuming. Information flow across audiences (employees, partners, customers, etc.) and mediums (across intranets, extranets, and the Internet) can be disjointed and often requires multiple handoffs and approvals.
- **Management and Governance:** Multiple infrastructures across intranets, extranets, and the Internet can be complex and demand costly investments of limited IT dollars (servers, updates, facilities, boxes, storage, network costs, etc.) Customization and integration of multiple systems are commonly not only risky, but very costly.

2. User Experience

- **Targeting the Right Audience:** It can be difficult to target specific audiences for information sharing, and it is often easier to just send information to everyone rather than identifying and targeting audience segments. This contributes to information overload and requires users to spend valuable time sifting through data.
- **“One Size Fits All”:** Tools don’t account for users’ unique preferences and approaches to consuming information. This ranges from supporting the language needs of a globalized workforce to enabling new methods of employee to employee knowledge sharing and not just one to many corporate communications.

3. User Adoption

- **Unfamiliar Tools and Interfaces:** Users attempting to develop, publish, and share information in organizational environments repeatedly must learn to work within new UIs, and generally find that the solutions do not integrate well with their existing desktop productivity applications.

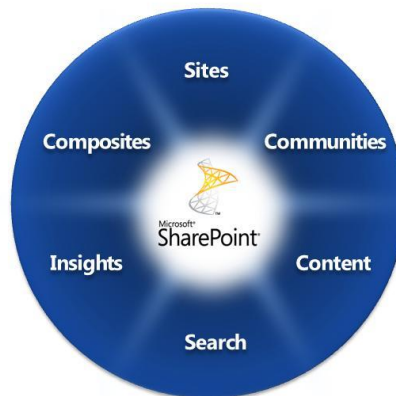
- **End User Training:** Many information solutions require a high degree of training to bring end-users up to speed and make them productive in their environments. These lengthy ramp-up times to learn new tools can reduce usage of the solution and prove costly, both in direct (i.e., formal training regimen) and indirect (i.e., lost employee productivity) costs.
- **Limited Access:** Accessing information when not within corporate networks can be difficult and slow, particularly when offline or when using mobile devices.

As more and more organizations look for solutions to enable the effective use of information share to drive increased efficiency and performance, many are turning to Microsoft SharePoint® 2010.

SharePoint 2010: A Single Infrastructure for All Your Business Web Sites

Microsoft SharePoint 2010 Sites provides portal and collaboration capabilities across intranet, extranet, and Internet sites, bringing users together to share information, data, and expertise across teams, departments, and organizations. With SharePoint 2010 Sites, users are able to work more efficiently and effectively by easily accessing critical information and collaborating with co-workers and partners. IT professionals are able to save time and resources enabling this sharing environment with a host of built-in tools and standardized development. Organizations are able to cut costs and increase agility with a holistic solution for their content and collaboration needs.

Figure 1: Sites is one of six integrated capabilities within the SharePoint 2010 solution.



For organizations seeking to increase productivity through information management, SharePoint 2010 Sites provides the web experience, out-of-the-box applications, and features they need. SharePoint 2010 Sites delivers immediate and lasting value, with three key benefits:

- **Easily Share & Publish Information:** SharePoint 2010 Sites makes it easy for users to share and publish information. Whether developing pages, adding or changing content, applying design themes, or simply providing feedback, SharePoint Sites gives users the tools they need get the job done.
- **Deliver Personalized Experiences:** SharePoint 2010 Sites enables users to personalize their experience, making it easier to find and use the right content

at the right time. With SharePoint 2010 Sites, users can customize their solution to target and communicate with specific audiences, tag content to improve visibility and distribution, and/or work in the language of their choice.

- **Ensure Broad Adoption:** SharePoint 2010 Sites encourages participation by making things easy. SharePoint makes it easy for users to distribute and consume information, and is accessible within the office or on the go through robust offline and mobile support. Users can view and edit content directly from the browser through SharePoint 2010's enhanced connections with Microsoft Office and Office Web Applications.

Easily Share & Publish Information

SharePoint 2010 Sites provide users with a rich set of features to build a site from start to finish, regardless of the user's prior experience. Out-of-the-box features make it easy to quickly develop and modify pages, adjust content, add interaction, or apply design themes to make professional looking and well-organized sites. SharePoint 2010 Sites help users quickly publish the information they want to, share information more effectively to expedite decision making, and decrease the cost to publish and share information across the organization, using a number of key features:

- **Out-of-the-Box Web Parts:** Web Parts are content "containers" used to share and display information on a site. SharePoint 2010 provide users with a number of valuable Web Parts that can give users access to applications and information right out-of-the-box, reducing the time required to become productive. These Web Parts can be easily added or removed with simple point and click functionality.
- **Fluent User Interface (UI):** SharePoint 2010's new contextual Ribbon allows users to spend less time navigating their software and more time focusing on their work by helping users quickly and easily find the features they need when they need them.
- **Business Connectivity Services (BCS):** Business Connectivity Services (BCS) in SharePoint 2010 help users unlock critical enterprise data through integration and full read / write capabilities with backend systems. Features such as virtual lists within SharePoint 2010 further allow users to work with line-of-business data directly within SharePoint's user interface.
- **Unified Infrastructure & Centralized Management Tools:** Built on a single infrastructure that easily scales across intranet, extranet, and Internet sites, SharePoint 2010 allows organizations to better focus their IT resources. SharePoint 2010's range of management tools and reports, including a developer dashboard to monitor performance of pages, monitoring and alerts

based logs and events, as well as a web analytics service, all serve to increase IT department efficiency.

- **On-Premise or in the Cloud:** With SharePoint, customers can choice between a highly scalable on-premise solution or flexible, cloud-based solutions hosted through Microsoft's Business Productivity Online Services.

Quickly and Confidently Publish What You Want To

SharePoint empowers users to create workspaces, network with others, and share information assets. With other technologies, customizing and publishing across sites can be a significant challenge for end users. Users throughout organizations who would benefit from developing and utilizing sites may not have a technical background, and thus either need to involve corporate IT, or do without a site. This significantly limits the ability to publish and share information in an effective manner (i.e. users often resort to email or shared drives.) Even if users are able to create a team site with other technologies, those sites may need to be started from scratch, each web-part coded into the page, and access to critical line-of-business (LOB) application data may be difficult, if not impossible to incorporate without costly customization.

SharePoint 2010 Sites enables users to quickly create, publish, and share many types of content and information using the new SharePoint Ribbon, out-of-the-box templates, and Web Parts that simplify and speed site development with little or no coding. This empowers end users and allows them to spend more time analyzing and discussing decisions rather than gathering and reconciling content.

With SharePoint 2010 Sites, content can be edited with just one click, and live previews of new content can be seen as the changes are made. SharePoint 2010 Sites also lets users select and perform actions such as adding and deleting multiple files simultaneously and adding user ratings to documents for making future searches faster and more efficient.

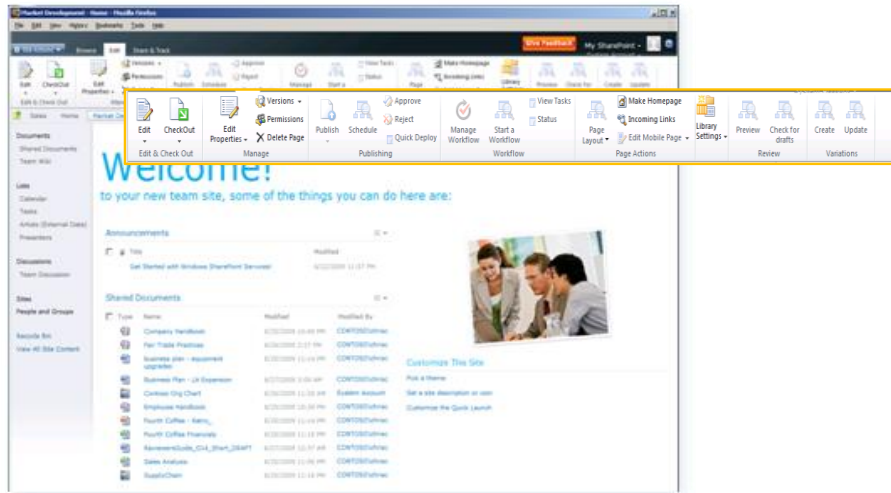


Figure 2: SharePoint 2010's Fluent User Interface presents the features users need in context.

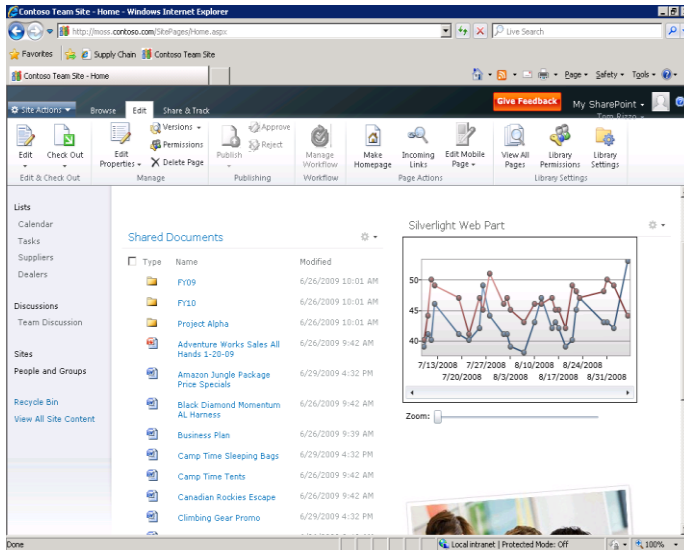
SharePoint 2010's new Fluent User Interface provides a seamless, familiar, and responsive user experience. The Ribbon, pinned to the top of a page even when the page scrolls, ensures users will have the same contextual menus visible and available throughout the interface. All of these features, coupled with SharePoint 2010's intuitive design, make it easier for people to access, edit, or publish information, limiting end-user resistance and increasing the value of SharePoint to the organization.

Share Information to Allow Informed Decision Making

For organizations providing employees with access to Line of Business (LOB) information, whether from ERP, CRM, or other applications and databases, SharePoint 2010 offers users more freedom and flexibility to access, modify, and share information to support their business needs. Without SharePoint, key decision makers and organizations needing Line of Business (LOB) data to make timely and informed decisions, may struggle to connect the necessary data with those who need it, leaving end users without the information they need to make informed decisions.

SharePoint 2010 Sites allow users to more effectively share business critical information, improving productivity and enabling creativity. SharePoint 2010 Sites easily surfaces Line Of Business (LOB) application information to users through SharePoint 2010's Business Connectivity Services (BCS), making it easy and inexpensive to work in context with data from other tools and systems.

Figure 3: The out-of-the-box Web Parts in SharePoint 2010 can be used to surface Line of Business (LOB) data in order to better inform decision making.



SharePoint’s Business Connectivity Services (BCS) enables organizations to connect with other business systems and provides read / write capabilities directly to back-end systems and tools. For example, an organization can connect to a CRM system, retrieve opportunity and sales data, and tie it with sales projections in the sales portal to track in real time how the opportunities are converting into actual sales—and the likelihood of meeting the sales target for a given period. Or, users attempting to review trends in expenditures from one month to the next can quickly access the appropriate ERP data on an internal team site, rather than identifying an appropriate contact, sending multiple emails, starting and/or redoing work already completed, and so forth. Because Business Connectivity Services (BCS) run with Microsoft Word, Outlook, InfoPath, and Workspace, you can extend the power of interaction with Line of Business (LOB) data from SharePoint into Microsoft Office applications and even offline with SharePoint Workspace.

Decrease the Cost to Share and Publish Information

SharePoint 2010 offers organizations and IT departments a holistic, cost effective solution that easily scales across intranets, extranets, and the Internet. Legacy solutions often piece together internal and/or external tools, which may lead to a disjointed user experience and complicated, costly IT infrastructures. SharePoint 2010 on the hand offers content management capabilities, collaboration, social networks and communities, business intelligence, and a robust ecosystem in a single, easy to use and easy to implement solution.

SharePoint 2010 allows IT professionals to centrally manage and monitor sites, integrate line-of-business (LOB) applications, and reuse popular solutions through Web Parts and templates, while deploying on-premise or in the cloud with Microsoft's Business Productivity Online Services. All of this adds up to significant cost savings for today's fiscally responsible organizations.

Deliver Personalized Experiences

SharePoint 2010 delivers tailored Web experiences that allow users to work in ways that work best for them. SharePoint 2010 Sites provides the infrastructure and tools needed, including Audience Targeting, tagging, My Sites, and multilingual interface support, for users to create individualized experiences.

- **Audience Targeting:** Content owners can expose specific information to one or more audiences across multiple sites within a single deployment in SharePoint 2010 through the use of rule-based audience targeting. This allows users to deliver the right information to the right people.
- **Tagging:** Using tags in SharePoint 2010, users can receive updates on content, people, and projects directly within their personal My Sites. Applying tags to content helps users organize and share information according to concepts that make sense to them. Tags can be applied using predetermined taxonomies, which can be managed in SharePoint, or by creating end-user tags as part of a folksonomy.
- **My Sites:** In SharePoint 2010, users can quickly build personalized My Sites that serve as a public profile. My Sites give individuals control over what is shared, and helps users structure information components in ways that work best for them.
- **Multilingual Support:** SharePoint 2010 provides global and multinational organizations and their users with multilingual support of critical site components, including site headings and menus to make it easier for all workers to benefit from SharePoint Sites, regardless of language or location.

Targeted Audience Experiences

SharePoint 2010 allows users to target information and content to unique audiences, including SharePoint 2010 groups, distribution list memberships, and a host of other rules-based audiences. In the past, delivering information to specific groups or individuals could be a fragmented, laborious process and it was often easier to just publish or send information to everyone. Information relevant to a specific audience

could be drowned out by large volumes of extraneous information, limiting the effectiveness of communications. This can create a classic problem of information overload.

For example, developing a site for a manufacturing department that includes regular and timely updates about the health of the business, new products under development, and different team contacts could easily result in an overwhelming volume of information posted to a site for a large company. Manufacturing staff from a specific local region in the United States might not be interested in the dynamics of the Japanese market, and those focused on developing one product generally would want updates on their specific product and its performance, rather than on the whole breadth of products under development. Without the ability to tailor a site to specific audiences, the site itself loses value.

SharePoint 2010 addresses these challenges through content targeting using rules-based audiences. With Audience Targeting, content and information specific to an audience member's role, group, or business unit can be published to those who need it without displaying to those who don't. SharePoint users are able to target precise groups or individuals to share, review, publish, and control the distribution and viewing of pages, Web Parts, and content. Following the example above, with a geo-specific Web Part, SharePoint would allow manufacturing employees based in the United States to see information specific to their projects and employees based in Japan to see information relevant to their work and projects. In tailoring sites and information to specific audiences, organizations can help personalize each user's experience and provide only the most relevant information to successfully reach target audiences, cutting through the communication "noise" and delivering immediate and lasting value.

Share Organizational Expertise

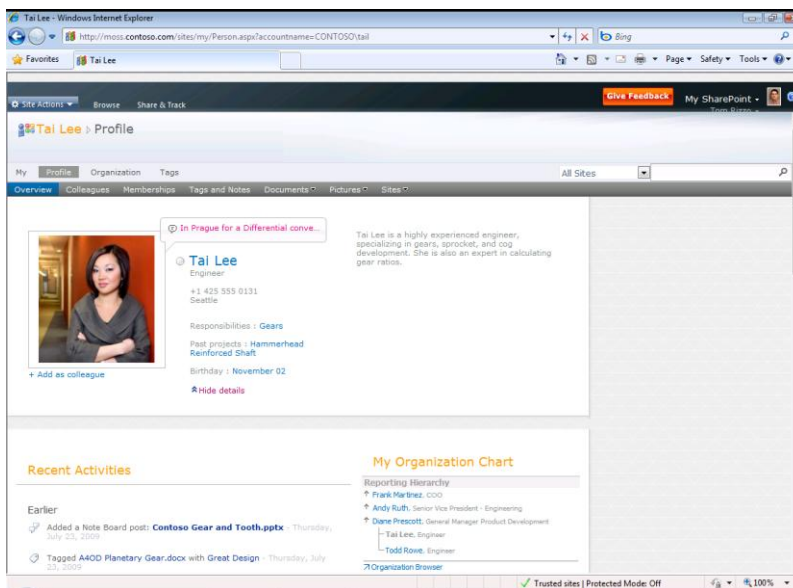
While publishing and sharing information is vital in any organization, sharing professional expertise may be even more important. Expertise, an undocumented form of information, is often hidden within and across organizations (i.e., tacit knowledge.) Building connections between content owners and those seeking the content can be a more efficient way to connect users with the content they need. Without SharePoint, finding critical experts may depend on "who you know" in the organization, which has a number of consequences, including:

- Decreased productivity as people "recreate the wheel" while searching for the right information, discuss options, and make decisions that have been previously addressed
- Decreased work product quality – if one cannot find the right person, teams will continue moving forward in a vacuum, potentially repeating mistakes or ignoring valuable information

- Diminished on-boarding effectiveness, as new team members must develop their own “tribal knowledge” before becoming truly effective (this can apply in any role transition, including roles within organizations, as well as roles added from mergers and acquisitions)

With SharePoint 2010 My Sites, users can search both content and organizational expertise, enabling users to discover and connect with subject matter experts across disparate teams. With SharePoint 2010, users can create a My Site profile listing skills, areas of expertise, interests, etc., and provide links to any content they have created or believe is useful to others. Users are given freedom to personalize My Sites to fit their needs. This style of business oriented social networking empowers organizations to connect their people to share information, skills, and knowledge, enabling them to solve problems faster, recognize new opportunities, and increase overall effectiveness.

Figure 4: SharePoint 2010’s My Sites enable users to share and discover valuable expertise.



Work in Your Language of Choice

With today’s increasingly globalized workforce, it is important to offer local language experiences. SharePoint 2010 allows users to change the user interface language so that the Ribbon, menus and site navigation, and standard fields within individual lists all appear within the language of choice. This cuts down significantly on localization costs, as well as custom application development and testing, all while increasing usage and value to end users.

Ensure Broad Adoption

SharePoint has always been designed for high usability and convenient interoperability with other software. With SharePoint 2010, the enhanced mobile, offline, and cross-browser capabilities make it easy for people to access sites and stay productive wherever they may be. This makes SharePoint Sites more readily adopted and popular among users.

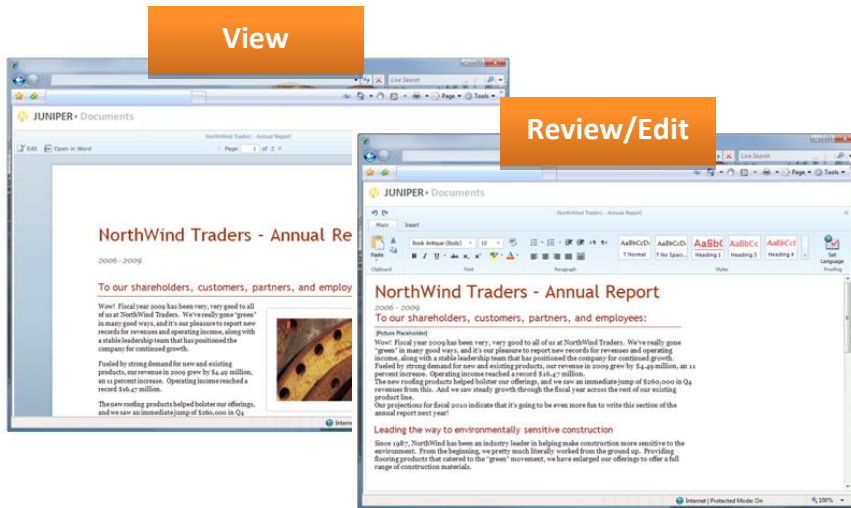
- **Microsoft Office and Office Web Applications:** Office 2010 users can use Office Web Applications in SharePoint 2010 to view and make essential edits to Microsoft Word, Excel, PowerPoint, and OneNote documents directly over the Internet with no loss of formatting. Users can open, edit, and save documents or files just as they do with Microsoft Office client software.
- **Broad Browser Support:** SharePoint 2010 supports many of today's leading browsers, making it easier to work with employee populations, partners, and customers with different browser requirements.
- **Mobile Connectivity:** SharePoint 2010 makes it easy to work on the go with a new SharePoint Workspace mobile client for Windows Mobile devices, support for a variety of popular mobile browsers, and support for a mobile software development kit (SDK) to customize mobile experiences.
- **SharePoint Workspace:** SharePoint 2010 Workspace is the re-named, new version of Microsoft Groove and with SharePoint 2010 provides a robust offline experience, allowing users to take content from individual libraries or entire sites offline, make changes, and easily synch edits back to host servers.

Work with the Applications You Use Most

SharePoint 2010 encourages broad user adoption because it empowers users to work with the tools they use most. SharePoint 2010's deep connection with Microsoft Office and Office Web Applications offers users comfort and a familiar user interface, and organizations improved efficiencies and reduced worker ramp times. With SharePoint 2010, user adoption begins with the first click.

While SharePoint has always been known for working well with Microsoft Office, SharePoint 2010's connection with Microsoft Office Web Applications grant users full fidelity viewing and essential editing of Microsoft Office files in the browser with no loss of formatting. This allows users to be productive with the Microsoft Office client or Office Web Applications.

Figure 5: SharePoint 2010 and Microsoft Office Web Applications offer seamless integration with Microsoft Office and allow users to view, edit, and review content over the Internet.



Furthermore, SharePoint 2010 offers improved cross-browser and microbrowser support, making it easier to collaborate with internal and external stakeholders regardless of their preferred browser. In the past collaborating with customers or partners working with different browsers would require additional development, testing, and support in order to collaborate effectively. With SharePoint 2010 these challenges are addressed for you, saving IT departments time and resources, and improving customer and partner satisfaction.

Anywhere Access to Your Information and Expertise

One of the today's challenges with technology solutions is the ability to access, publish, and share information when away from the office or outside of the corporate network. SharePoint 2010 Sites enables workers to share, edit, and comment on documents from a host of mobile devices and while offline. SharePoint 2010 provides mobile users better mobile experiences with Web Parts and My Sites that easily render on mobile devices, and more customizable user experiences, including the ability to customize or create new mobile Web Parts.

SharePoint Workspace, which is available in the Microsoft Office 2010 Professional Plus edition, allows users to remain productive even when not connected to the corporate network by taking the content from entire sites or single libraries offline with just one click. When disconnected from corporate networks, SharePoint Workspace provides users with full read / write capabilities, as well as the ability to edit metadata and quickly synch back changes to network servers and sites. When updating, only changes are transmitted, reducing end-user network headaches, reducing bandwidth costs, and expediting updates over remote and low bandwidth connections.

Both mobile access and a great offline experience make SharePoint 2010 Sites an inclusive and easy to use solution, ensuring users can access, share, collaborate, and publish content from around the world, remaining productive no matter where they are.

Conclusion

SharePoint 2010 is the business collaboration platform for the enterprise and the Internet, which empowers individuals and organizations to share the right information with the right people, boosting productivity, innovation, and agility. SharePoint's unique combination of collaboration, enterprise information management, content management, business intelligence, social networking, and Line of Business (LOB) capabilities, enables organizations to deploy unified solutions to address critical business needs.

SharePoint 2010 Sites enables users and organizations to easily share and publish information, deliver personalized experiences, and ensure broad adoption. With SharePoint 2010, users are empowered to collaborate with their colleagues, partners, and customers quickly and easily without ever having to think about the complexities of the underlying software.

More Information

- Product site for SharePoint 2010 with white papers and other resources for SharePoint 2010 products and technologies:
<http://sharepoint.microsoft.com/>
- Case studies describing customer experiences with SharePoint 2010 products and technologies:
<http://www.microsoft.com/casestudies> (search for "SharePoint 2010")
- TechNet resources about how to deploy, manage, maintain, and support SharePoint 2010:
<http://technet.microsoft.com/en-us/sharepoint/default.aspx>
- Find a Local SharePoint Partner using Microsoft Pinpoint:
<http://pinpoint.microsoft.com/en-US/default.aspx>