Building a SharePoint 2013 Public Web Site

Presented by Peter Carson
President, Envision IT

March 27, 2013

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- Twitter @carsonpeter
- VP Toronto SharePoint User Group

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Agenda

- Envision IT Overview
- Example Public Sites
- Hosting and Licensing
- SharePoint 2013 Web Content Management Features
- Christie Medical Business Case
- Hosting in Azure
- Wrap-up and Q&A

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SERVICES

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PRODUCTS

Products to Enrich your SharePoint Experience

Envision IT Services Overview

Focused on complex SharePoint solutions, Envision IT is the “go-to” partner for Microsoft SharePoint, building integrated public web sites, Intranets, Extranets, and web applications that leverage your existing systems anywhere over the Internet.

Microsoft Partner
Gold Digital Marketing
Gold Portals and Collaboration
Silver Content Management
Silver Search
Silver Independent Software Vendor (ISV)

2010 IMPACT AWARDS WINNER

CANADIAN IT SECURITY AWARDS WINNER

CDN CHANNEL ELITE AWARDS 2009 SILVER WINNER BEST GREEN SOLUTION

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Products

Envision IT Extranet User Manager for SharePoint

Envision IT Digital Marketing Suite for SharePoint

Envision IT Video Player for SharePoint

Envision IT Image Rotator for SharePoint

Envision IT Photo Viewer for SharePoint

Envision IT Custom 404 for SharePoint

Public Web Sites and Extranets on SharePoint

- Public web sites are pure anonymous sites
- Extranets are sites that allow external users to authenticate to consume or contribute content securely
- These can be combined in a single site
- SharePoint is ideal for all of the above

EXAMPLE PUBLIC SITES

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Clubs Garçons et Filles du Canada

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Get Involved

Sign-up For Newsletter

Find a Club

- select a province - GO >

- enter a postal code - GO >

Start a Club

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Latest News

3/5/2012
Boys and Girls Clubs of Canada and Capital One Launch Capital One Race for Kids
It's not a run. It's not a walk. It's something...

2/23/2012
Boys and Girls Club of Canada and President's Choice® Children's Charity Partner to Fuel Brighter Futures for Canadian Children
Boys and Girls Clubs of Canada (BGCC) is proud to...

Our Mission

To provide a safe, supportive place where children and youth can experience new opportunities, overcome barriers, build positive relationships and develop confidence and skills for life.

More

Did You Know?

For over 100 years, Boys and Girls Clubs have used the model of learning through play in our after-school programs.

This Globe & Mail article examines how play -based learning and a focus on building emotional intelligence can help kids be more

Partner News

AMD Foundation

BGCC partner AMD Foundation Named a 2012 Computerworld Honors Laureate

AMD Changing the Game, the Foundation's signature initiative, has reached more than 75,000 youth in six countries with video game design opportunities. The program's

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Problem Gambling Institute of Ontario

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camh
Centre for Addiction and Mental Health
Centre de toxicomanie et de santé mentale

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Welcome to Self-Help Gambling Tools

Gambling Quiz
Answering these nine questions will help you understand if gambling is having a negative impact on your life.

Monitor Your Gambling & Urges
Use this web tool to keep track of when you gamble, or feel the urge to gamble. Mobile App also available.

Self-Help for Those who Gamble
Do you gamble? These interactive tools will help you explore, cut down or stop gambling.

Self-Help for Family and Friends
Does someone you care about gamble too much? With these interactive exercises, learn why they gamble and what you can do to help.

Please remember that the tools on ProblemGambling.ca are self-help exercises. The information you enter online will be anonymous, and will not be reviewed by anyone. Registration is free.

Ontario Problem Gambling Helpline

☎ 1-888-230-3505

- Open 24 hours, 7 days a week
- Free, confidential and anonymous
- Available across Ontario
- Service in more than 140 languages

The Helpline provides information about and referrals to problem gambling counselling services, including telephone counselling and organizations such as Gamblers Anonymous and Gam-Anon.

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Operating Segments

Metal Service Centers

Energy Tubular Products

Steel Distributors

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Calculators

Russel Metals Inc. (Russel Metals or the Company) is one of the largest metals distribution and processing companies in North America. The Company primarily distributes steel products and conducts its distribution business in three principal business segments: metals service centers; energy tubular products and steel distributors.

Metal Service Centers

We provide processing and distribution services to a broad base of customers. We service all major geographic regions of Canada and the Southeastern and Midwestern regions in the United States. To service our customer base we carry a broad line of metal products in a wide range of sizes, shapes and specifications, including carbon hot rolled and cold finished steel, pipe and tubular products, stainless steel, aluminum and other non-ferrous specialty metals. We purchase these products primarily from North American steel producers and package and sell them to end users in accordance with their specific needs. We service a wide variety of industries, including machinery and equipment manufacturing, construction, shipbuilding and natural resources, such as mining and petroleum.

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Our ongoing series of videos and guides are designed to provide you with important information about your new home warranty.

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Warranty Protection

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Types of Homes Not Covered
Warranty Process and Making a Claim
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Licensed Builder Directory

Quick Links

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Universal Life

You've decided that you need life insurance. But not just any life insurance will do. You want a financial solution that will protect you during your lifetime and provide for your loved ones or beneficiaries. Consider a universal life (UL) plan.

Income Pays!

Transamerica has many tools to help you build better tomorrows for your clients. Through the Transamerica Guaranteed Investment Funds (TGIF) contract advisors have access to several fixed-income funds.

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- Careers - Join Our Team
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Featured Solutions

Insure your mortgage

Your lending institution offers mortgage insurance. But why settle for an insurance product that does [illegible]

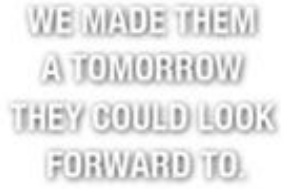
Investing

Whether you want to build a nest egg, secure a retirement income or have [illegible] completely different in mind,

Retirement Planning

Wouldn't it be great to look forward to your retirement rather than worry about how [illegible]

Meet...



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college of early childhood educators

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The College of Early Childhood Educators is a professional self-regulatory body for early childhood educators formed to protect the public interest and focused on quality and standards in the practice of early childhood education.

Third Annual Meeting of Members Video...Coming Soon!

A video recording of the College's third annual meeting of members will soon be available on our website. The video will include:

- Greetings from the Minister of Education
- President's Report
- Complaints Committee Report
- Auditor's Report
- Special Presentation from the College's Registrar and CEO, Sue Corke

Latest News

3/21/2012
Updates to the College's Public Register
Looking up a registered early childhood educator (RECE) just got...

3/20/2012
Notice of Council Meeting
Date/time of meeting: April 11, 2012; 1:00 - 5:00 p.m.
April...

3/14/2012
Winter Newsletter Now Available
The Winter '12 Member Newsletter is now available. Read the Winter...

More News...

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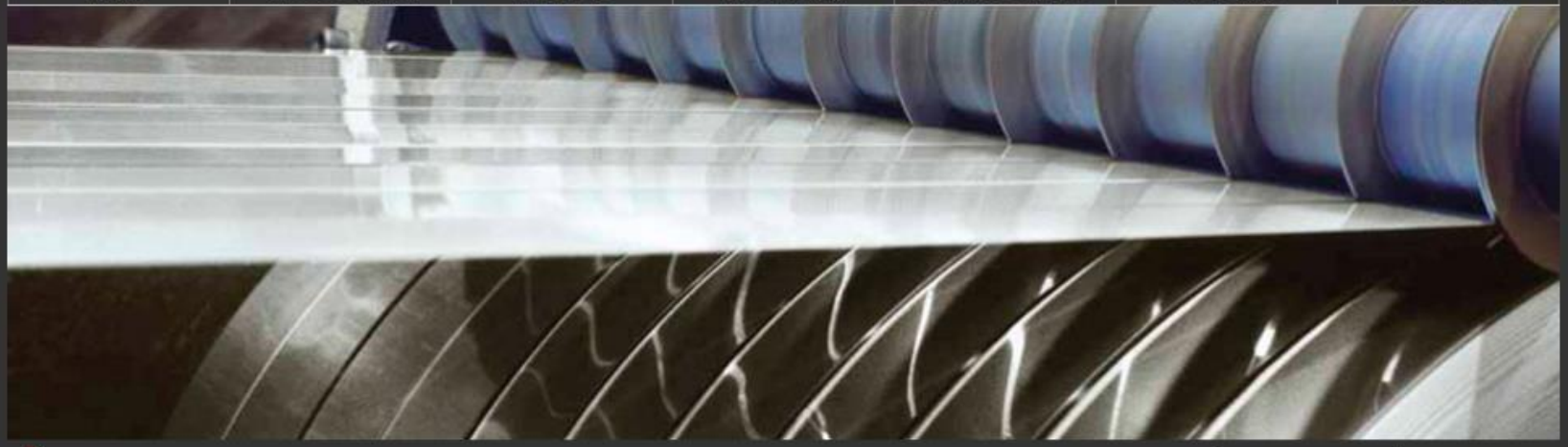

Over 155 years of experience in the metals industry >>Learn more

Stanrail Acquisition

RECENT NEWS -- March 2012. Stanrail Corporation, a premier designer, manufacturer and distributor of railcar components became part of the **Roll Form Group**, a division of Samuel, Son & Co., Limited.

More Than Metal

Carbon steel, aluminum and stainless steel may be the backbone of our operations, but Samuel offers much more. Explore our site to find out about our Manufacturing Divisions, Transportation Services and customized Value-Added Programs.

A History of Quality

Samuel has built a leading name in the metals industry since 1855 and now operates locations worldwide. View our development as the largest family-owned metals distribution and processing corporation in North America in our historical timeline.

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Centre Hours

Mon-Fri 10:00 AM - 9:00 PM
Sat 9:30 AM - 6:00 PM
Sun 11:00 AM - 6:00 PM
Using GPS? Enter 1060 Don Mills Road.

416.447.0618

What's New

Skating rinks lure customers off the couch

SHOPS AT DON MILLS IS THE PRIMARY SHOPPING DESTINATION FOR TOP CHEF CANADA II!

Free Investing 101 Seminar - Edward Jones March 29, 2012

shops.ca | shop! The Perfect Gift Card | Cadillac Fairview

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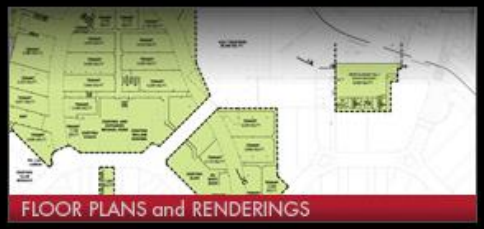
SHERWAY GARDENS

HOME HISTORY LOCATION CONTACT US

WELCOME TO THE NEXT CHAPTER OF SHERWAY GARDENS

Sherway Gardens continues to raise the bar in creating the definitive consumer retail experience to remain at the top of its class in the city of Toronto. From the finest details in our design to our commitment to a sustainable retail experience, Sherway Gardens' renaissance leads the way with a passionate drive towards transforming the future of shopping.



PROJECT HIGHLIGHTS

- 250,000 square foot expansion to increase stores and services to over 250.
- Increase in retail space to approximately 1.25 million square feet.
- New second level food court with striking exterior presence.
- 4 full service restaurants.
- New three level parkade with 1,200 stalls.
- A dramatic remerchandising of the existing food court into a new retail high street.

CONTACT US

HARRY ROSEN LEGO pottery barn kids MICHAEL KORS SEPHO

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HOSTING AND LICENSING

Hosting Options

Site Type	On-Premise	Office 365	Azure	Third-Party
Public Web Site	Yes	Very simple	Yes	Yes
Extranet	Yes	Yes	Yes	Yes
Combined	Yes	No	Yes	Yes

Office 365 Notes

- Only very simple public web sites can be hosted in Office 365
- Microsoft currently provides up to 10,000 external clients with Windows Live ID access to an Extranet with no additional subscription costs
- A combined public web site and Extranet in a single site cannot be delivered in Office 365
- Not all SharePoint features are provided in Office 365

Licensing in Azure

Windows Server

- License is in the cloud, covered by per hour costs in Azure

SharePoint

- Bring your own license with Software Assurance License Mobility

SQL Server

- Can be licensed either way

SharePoint 2013 Licensing Changes

- The SharePoint For Internet sites (FIS) license is no longer needed for public web sites or Extranets
- This can save significant licensing dollars
- This applies to on-premise, Azure, or third-party hosting options

SharePoint Licensing– 2010 vs 2013

2010	Intranet	Extranet	Internet Sites
Internal Users	SharePoint Server + CAL	SharePoint Server + CAL Or SharePoint for Internet Sites (FIS)	SharePoint for Internet Sites (FIS)
External Users*	N/A		

2013	Intranet	Extranet	Internet Sites
Internal Users	SharePoint Server + CAL	SharePoint Server + CAL	SharePoint Server
External Users*	N/A	SharePoint Server	

Note*: External users means users that are not either your or your affiliates' employees, or your or your affiliates' onsite contractors or onsite agents

Office 2013 On Premise Web Apps

- I have internal users who want to access Office documents via Office Web Apps, what licenses do I need to be compliant?

Scenario	Internal User
Read Office documents via Office Web Apps	Free, no Office client required
Edit Office documents via Office Web Apps	Requires Office 2013 Standard or Professional Plus

- Our company users (who are licensed for Office Client) are working with external users on projects, what licensing do those external users need to access Office documents via Office Web Apps?

Scenario	External User*
Read Office documents via Office Web Apps	Free, no Office client required
Edit Office documents via Office Web Apps	Free, no Office client required

***External Users:** defined as users that are not either your or your affiliates' employees, or your or your affiliates' onsite contractors or on site agents.

SHAREPOINT 2013 WEB CONTENT MANAGEMENT FEATURES

Design Manager

- New way to build master pages and layouts
- SharePoint Designer no longer required
- Edit and preview in any HTML editor
- Upload into Design Manager
- Automatically creates the associated master page and .aspx layouts
- Round-trip and continue editing
- Package into a Design Package WSP for deployment

Snippet Gallery

- Select components such as search box or nav control
- Configure its properties
- Paste the snippet into your HTML master page or layout
- Changes synced to actual master pages and layouts to convert to SharePoint components
- Can be used by any web design tool

Channels

- Map channels to mobile devices or browsers
- Alternate master pages can be assigned
- Page layouts can include or exclude content based on channel

Managed Navigation

- Site navigation driven by managed metadata
- SEO-friendly URLs
- Connect site navigation to business concepts rather than site structure

Display Templates

- Used to customize the presentation of search results
- No more XSLT!!!
- Three templates
  - Control – Overall structure of search results
  - Group – Show groups of results
  - Item – How each result is presented

Content Search Web Part

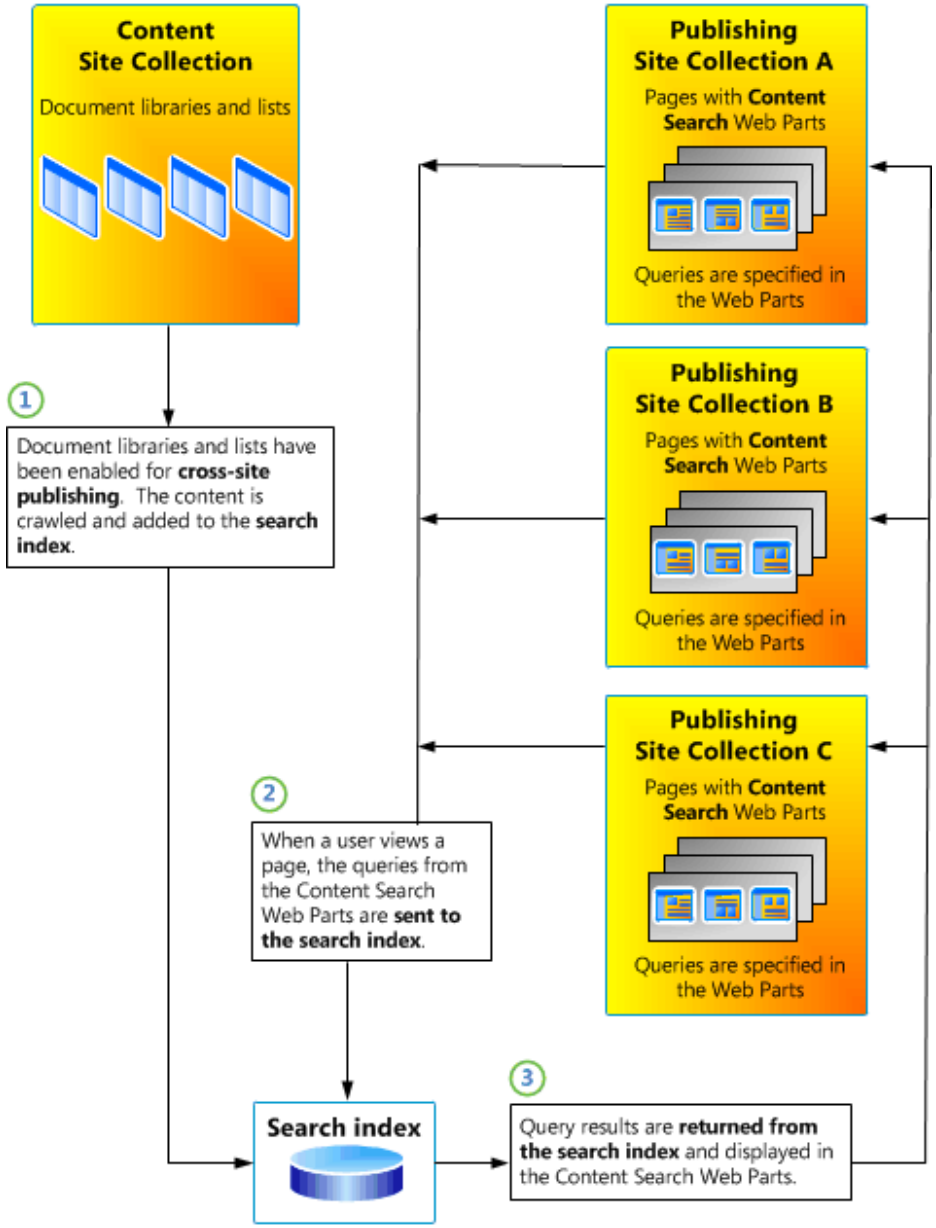
- Replacement for Content Query Web Part
- Also no more XSLT!!!
- Returns results as JSON
- Rendered with JavaScript and CSS
- Can customize results with display templates

Image Renditions

- Display uploaded images in predefined sizes, widths, and crops
- Multiple renditions stored in document sets
- Content author can create renditions (including crops) in the browser
- Need to have the blob cache turned on

Cross-Site Publishing

- Reuse content between Intranet and public web site
- Can be surfaced through the Content Search Web Part
- Catalogs can surface lists into publishing sites
- Topic pages can customize landing pages and provide SEO-friendly URLs



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SEO Enhancements

- Friendly URLs
- Home page redirects
- XML sitemaps automatically generated and updated
- Custom SEO properties
  - Browser title
  - Meta tags

Content Authoring Experience

- Word copy and paste into clean, fully featured HTML
- Manage video streams and thumbnails as document sets
- Image renditions creates renditions on the fly
- Drag and drop files into SharePoint (states that it requires Office 2013 client)

CHRISTIE MEDICAL BUSINESS CASE

Christie Medical Business Case

- Christie Digital is a World Leader in Visual Solutions for World-Class Organizations
- Christie Medical's web site is a subsite of Christie Digital, at www.christiedigital.com/en-us/medical
- Currently hosted on SharePoint 2007 at a third-party facility

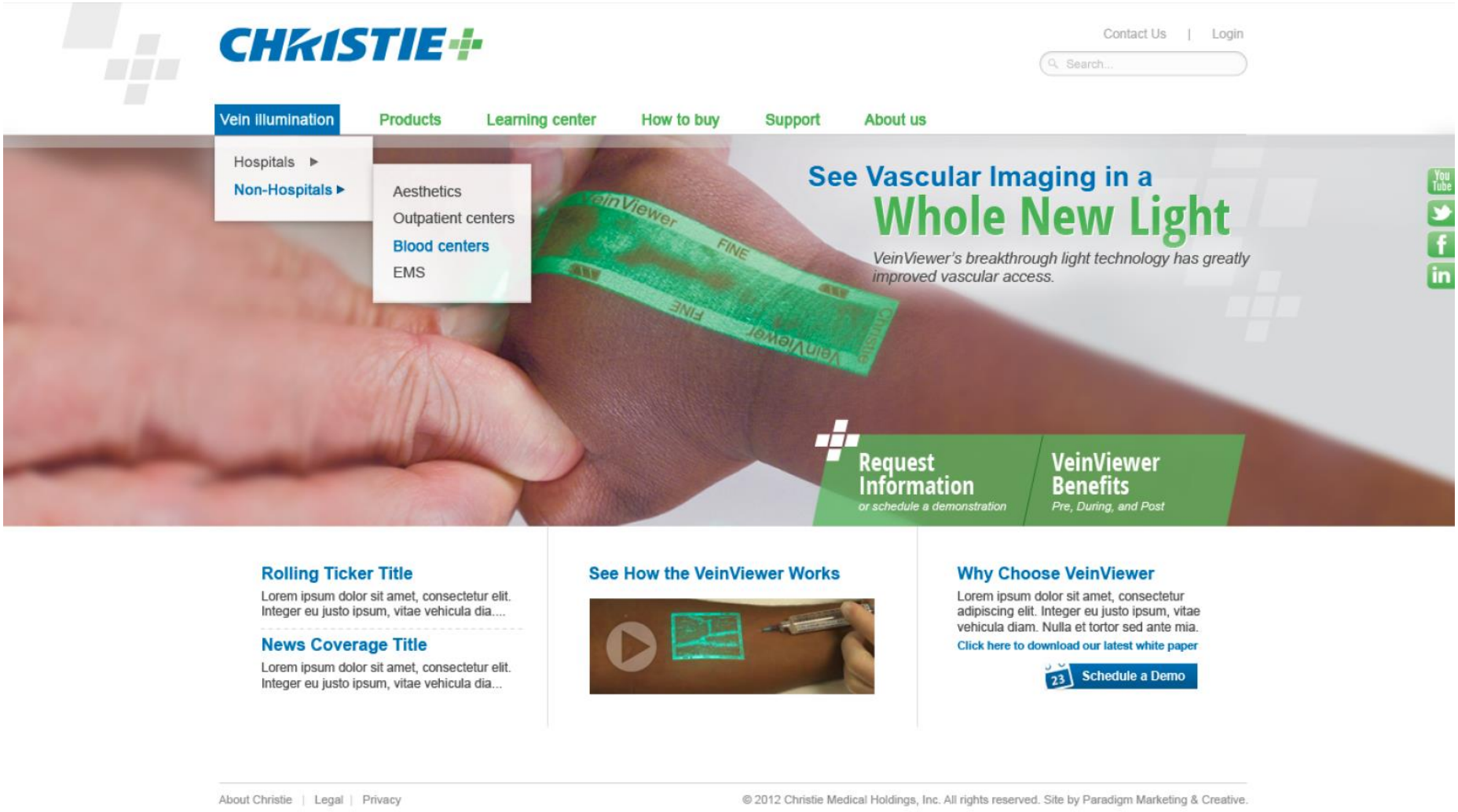
Christie Business Case

- Full site has 24,000 pages of content
- English and Simplified Chinese
- 100,000 monthly site visitors
- Three server farm
- No high availability
- $7,000 / month in hosting and support fees

Christie Medical Site Build

- Net new site build
- Completely independent site with its own URL and identity
- New branding and creative
- Built from the ground up to leverage SharePoint 2013

Creative Design Provided



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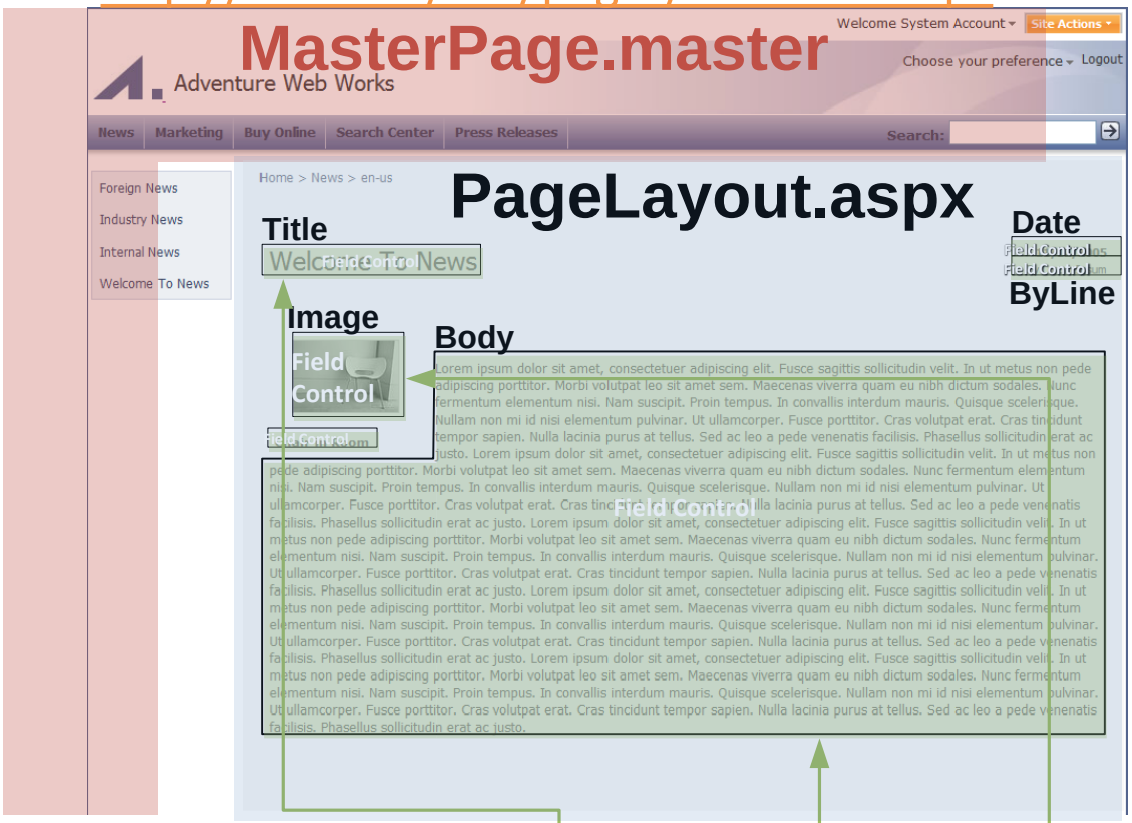
Publishing Site Page Rendering

http://foo.com/bar/pages/welcome.aspx



FileName	PageLayout	Title	Body	Image
Welcome.aspx	PageLayout.aspx	Welcome To News	Lorem ipsum dolor sit ...	/Images/Chair.jpg

1. Welcome.aspx page is requested

2. Page layout associated with page is retrieved

3. Master page associated with site is retrieved

4. Controls in page layout render content from page's fields into the page

Site Structure

- Site Columns
- Content Types
- Master Page
- Page Layouts
- Web Parts
- Content

Site Framework

- Built using the Twitter Boostrap CSS framework
  - twitter.github.com/bootstrap/
  - Provides a responsive design framework for supporting PC, Mac, tablet, and mobile
  - We enhanced to provide better touch navigation support
- Incorporated into the SharePoint 2013 Design Master
  - HTML based master page that can be edited with any tool
  - SharePoint converts to a master page when uploaded or saved
  - Can still be packaged into a traditional WSP solution for deployment

Site Navigation

- Uses the new 2013 term store navigation
- Allows for more than two levels of nav (3 implemented)
- Friendly URLs are implemented as part of this
- Rendered using an ASP.NET repeater control and the Twitter Boostrap CSS
- Touch to open/close on touch devices
- Collapses for mobile devices

Site Features

- Extensive use of the Content Search Web Part
  - New 2013 feature replaces the Content Query Web Part
  - Leverages 2013 search
- Display Templates are HTML that define how the results are displayed
  - Can be simple HTML presentation for text and images
  - Showcase web part on the home page uses Nivo Slider http://dev7studios.com/nivo-slider/
  - Image Gallery uses fancybox http://fancybox.net/
  - Distributor map uses Bing Maps
  - Videos use Vimeo

HOSTING IN AZURE

Building an Azure Farm

- Based on Azure IaaS persistent VMs
- You build the servers just like you would on premise
- You still need to properly architect and size your farm
- You still need to install and maintain SharePoint, SQL, and the base OS

Sample Architecture

SharePoint Web Front Ends

Office Web Apps Servers

SharePoint Application Servers

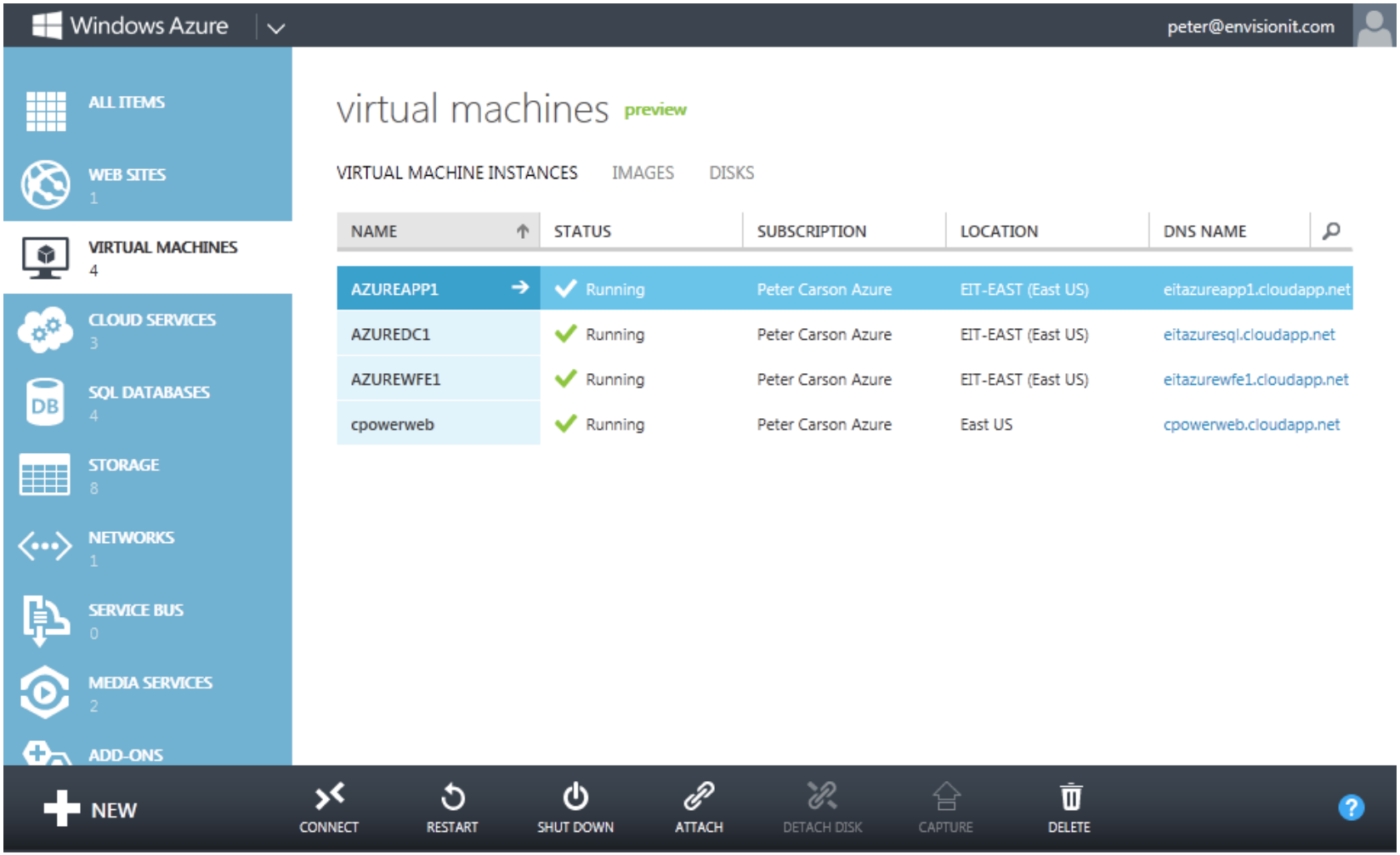
Active Directory

Clustered or Always On
SQL Server

Farm Build Overview

- Create the virtual network in Azure
- Establish permanent VPN to on-premise
- Provision the VMs
- Setup AD
- Install the software
- Deploy the site
- Configure the load balancing and publishing

Manage your VMs



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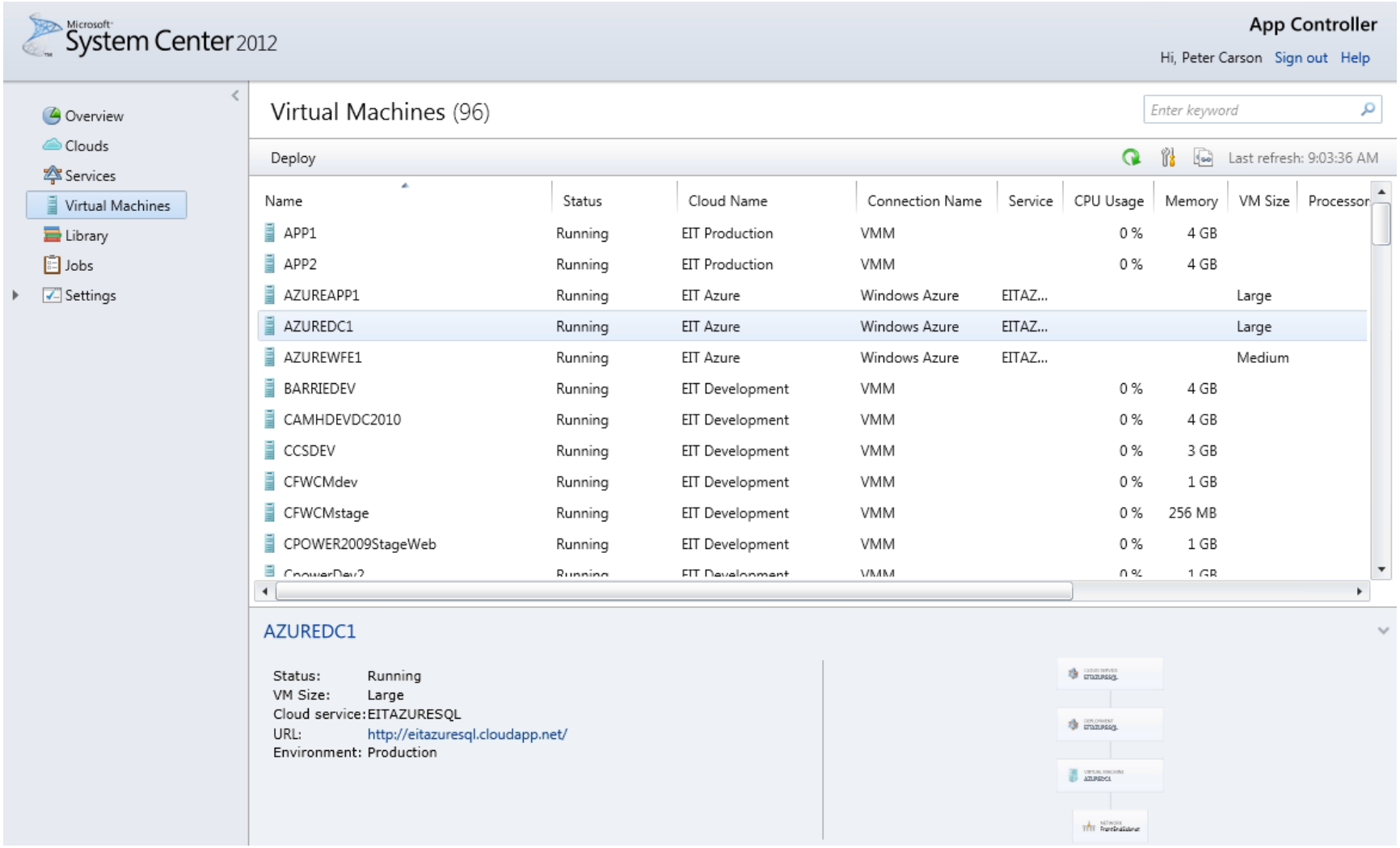
Manage in System Centre VMM



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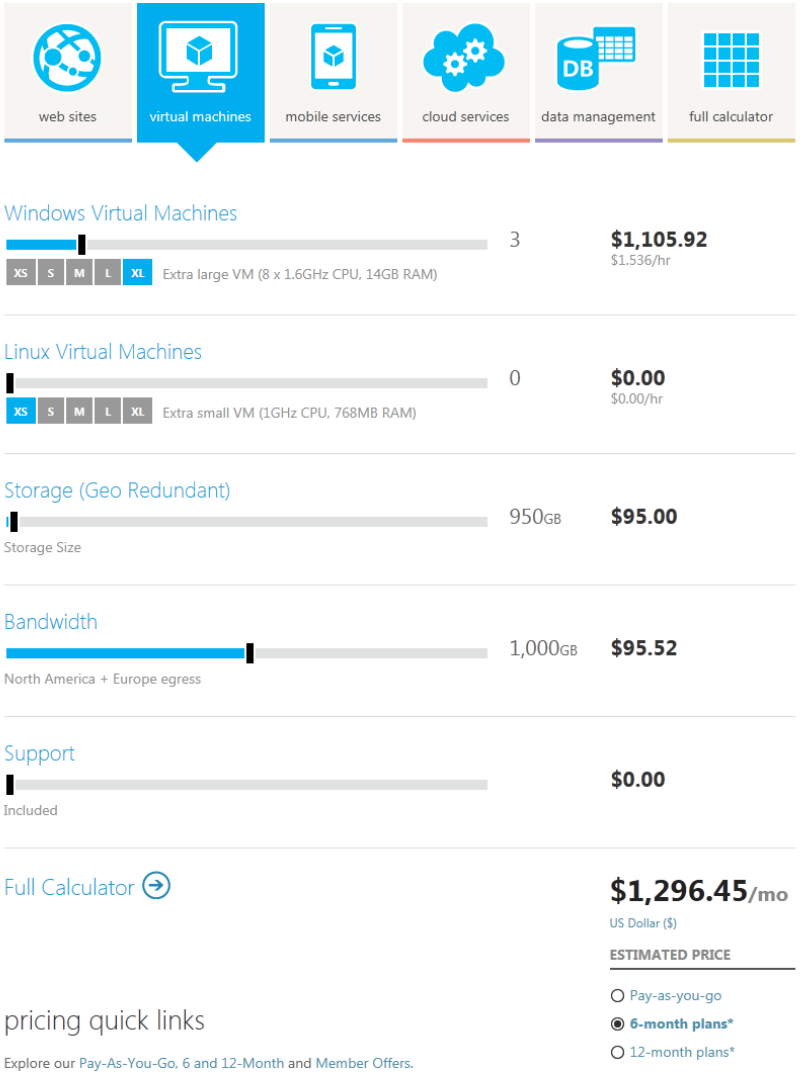
Like for Like Pricing



GA pricing would be $1,849 US per month

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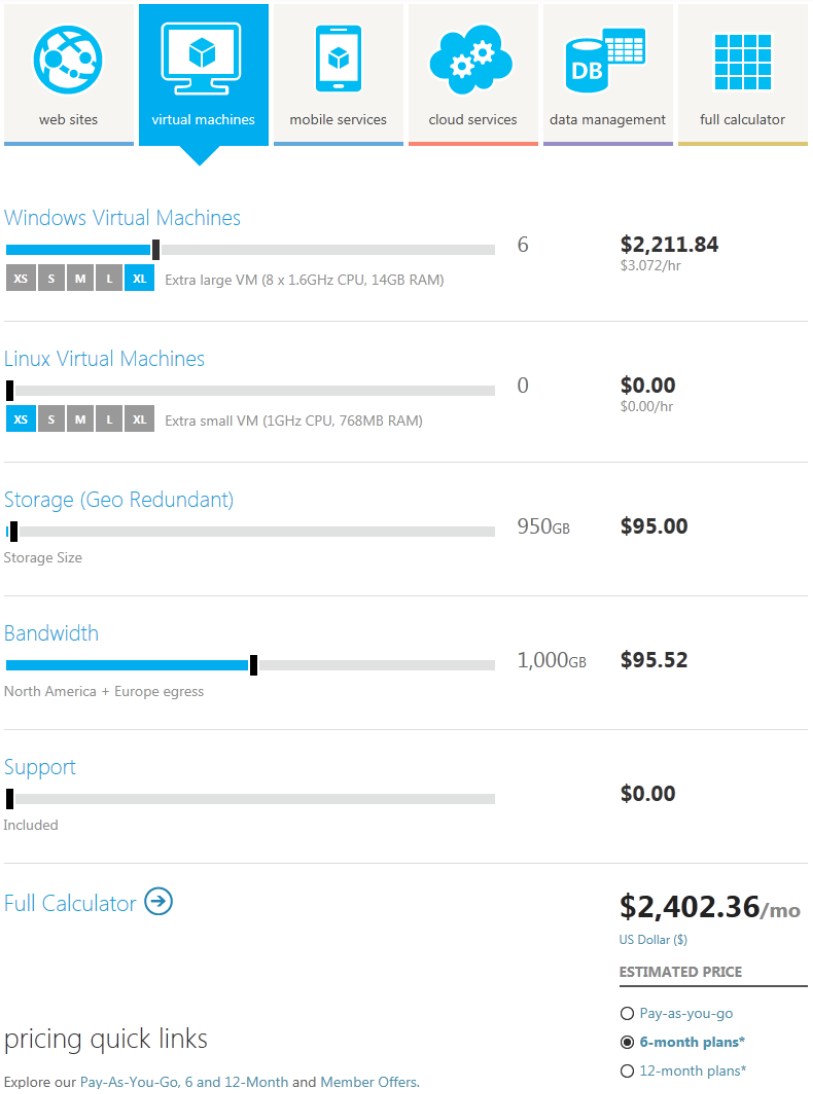
Highly Available Pricing



GA pricing would be $3,508 US per month

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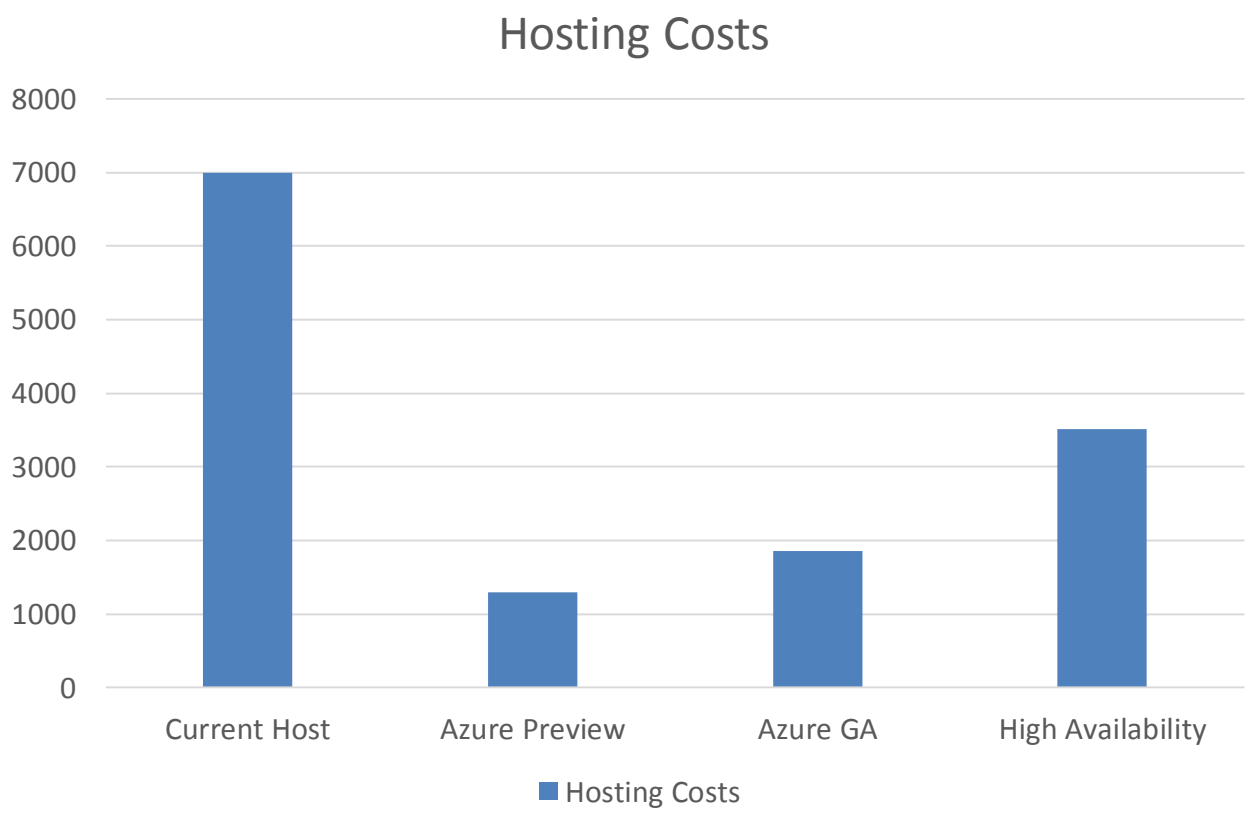
Pricing And Availability Details

- Virtual Machines are currently in Preview
- General Availability has not been announced
- Previous slide is the Preview pricing
- Preview pricing is 33% less than GA, just for the VMs
- GA total pricing for demo model would be $2,348.66 US / month

Hosting Cost Comparison



Azure SharePoint Proof of Concept Program

- Funded by Microsoft and/or customer
- Delivered by Envision IT
- Deliverables from the proof of concept can include:
  - SharePoint 2013 capacity plan
  - Farm design with options for high availability
  - Hosting of a POC site in the Envision IT SharePoint 2013 Azure farm
  - Pricing options for the build and on-going operation of a dedicated Azure hosted farm
- www.envisionit.com/services/News/Pages/Envision-IT-Azure-SharePoint-Proof-of-Concept-Program.aspx

WRAP-UP AND Q&A