



SharePoint 2010 Digital Marketing Executive Roundtable

December 2nd, 2010

A magnifying glass with a blue handle and a dark blue frame is positioned over a vertical blue stripe. The lens of the magnifying glass is focused on the text "see more." which is written in a white, lowercase, sans-serif font and oriented vertically along the stripe.

see more.

Introductions

- Joe Seguin, Director Consulting Services
- Peter Mackenzie, Vice President
- Peter Carson, President

Our Focus

Focused on complex SharePoint solutions, Envision IT is the “go-to” partner for Microsoft SharePoint.

We build integrated public web sites, Intranets, Collaboration Portals, Extranets, and Custom Web Applications that leverage your existing systems anywhere over the Internet.



Our Expertise

Supporting our SharePoint services practice:

- SharePoint Products: Extranet User Manager, Silverlight Image Manager, Photo Viewer, Image Rotator
- Custom .NET Development and Business Process Automation
- Business Intelligence
- Business Productivity Training

Agenda

- Case Study: Cadillac Fairview
- Why SharePoint for Web Content Management?
- Case Study: Samuel and Son Ltd
- SharePoint Extranets

Case Study:

Cadillac Fairview Retail Web Sites



The Client

Cadillac Fairview is one of North America's largest investors, owners and managers of commercial real estate. Cadillac Fairview and its affiliates own and manage 83 properties, including some of Canada's landmark developments such as the Toronto Eaton Centre.

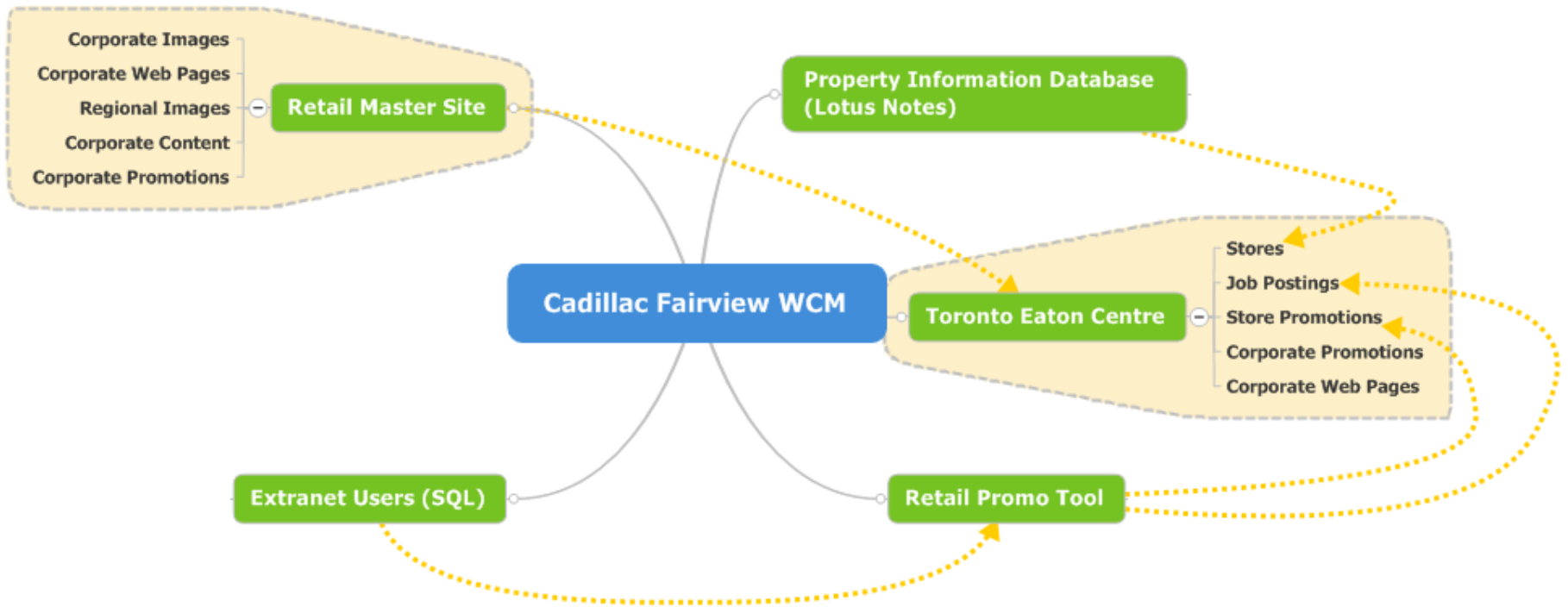


Cadillac
Fairview

Challenge

- Create 26 retail web sites across Canada using SharePoint
- 4 bilingual sites
- Need for retailers to post store promotions and job postings
- Shared content across the sites
- Store data feeds from Lotus Notes

The Solution





TORONTO
EATON CENTRE

In. To. You.™

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Search

[Home](#)

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[Store Directory](#)

[Contests and Store Promotions](#)

[Shopping Tips](#)

[Guest Services](#)

[Events](#)

WISH

**YOUR
HOLIDAY
SHOPPING
DESTINATION**

WISH PHOTO EXPERIENCE

Get Experienced ▶
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Centre Hours

Extended Holiday Hours
 Mon-Sat 9:30 AM - 9:30 PM
 Sun 10:00 AM - 7:00 PM
 Dec. 24 8:30 AM - 6:00 PM
 Dec. 25 Closed
 Dec. 26 8:00 AM - 8:00 PM
 Dec. 31 9:30 AM - 6:00 PM
 Jan. 1 12:00 PM - 5:00 PM

(416) 598-8560

What's New

[TEC is now on Facebook & Twitter...](#)

[shops.ca](#)



The Perfect
Gift Card



Cadillac
Fairview



Cadillac Fairview

Home

Add

Prom
Prom
App



Retail Promo Tool



TORONTO EATON CENTRE *In. To. You.™*

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Home

Centre Information

Store Directory

Contests and Store Promotions

Shopping Tips

Guest Services

Events

Roots Sweat Sale

Tuesday, November 23, 2010 to Sunday, December 12, 2010

[Roots](#)



Get \$25 off* when you spend \$100+ on sweats.

*\$25 OFF SWEATS

Receive \$25 off when you spend \$100 or more on select sweats. Excludes already reduced items, applicable taxes and shipping & handling charges. Discount applied at checkout. Offer is not redeemable for cash, nor is it valid for any previously purchased merchandise. Offer cannot be combined with any other promotions or offers (unless otherwise specified). Limited time only.

[See All Contests & Promotions](#)

Centre Hours

Extended Holiday Hours
Mon-Sat 9:30 AM - 9:30 PM
Sun 10:00 AM - 7:00 PM
Dec. 24 8:30 AM - 6:00 PM
Dec. 25 Closed
Dec. 26 8:00 AM - 8:00 PM
Dec. 31 9:30 AM - 6:00 PM
Jan. 1 12:00 PM - 5:00 PM

(416) 598-8560

shops.ca



The Perfect Gift Card



Cadillac Fairview Results

- ROI of 3 years
- Savings of at least \$500k/year
- Security, performance and availability dramatically increased for the same cost
- Properties can easily maintain site content without IT
- The “Retail Promo Tool” was redesigned to be more user-friendly and enables the Retailers to be more self sufficient.

Cadillac Fairview Results

- **Accountability:** audit features to ensure website content accountability
- **Leveraged Solution:** SharePoint can now be leveraged for other key projects such as Document Management, Corporate Portal and Certification projects.
- **Standard website designs and templates** that can be applied across all retail and office sites

It's not often that architecture inspires a lasting conversation.

New buildings open and the conversation moves on. Yet architecture is the most public of all art forms, stamping a city with personality, demanding debate. It has the potential to create striking skylines and vibrant streetscapes and every once in a while, if both bold and timely, can infuse a city with needed confidence and unexpected sophistication. If right, it will change individuals, spark a sense of community and change a city for generations.

**Welcome to Toronto.
Welcome to Toronto-Dominion Centre.**



Explore



TDC Leasing



- Availability
- 77 King Revitalization
- View Animation

News & Events

Free Gift Wrapping...
77 King Revitalization...
More...

Gift Card



Environmental Sustainability



Green thinking has become so important at Toronto-Dominion Centre, it now influences every major decision we make.

The result is a healthier, more vital and connected business community. At Toronto-Dominion Centre *sustainable action* has resulted in a long list of industry leading accomplishments and we're not through yet. From water and hydro conservation to LEED Gold-EBOM certification for 77 King Street West, Toronto-Dominion Centre, in partnership with its tenants, is setting new standards for green management.

In addition to our LEED success at 77 King Street West, all Toronto-Dominion Centre properties are pursuing LEED Gold-EBOM status under CaGBC guidelines. The expected certification timing for each is as follows:



- 79 Wellington Street West - January 2011
- 222 Bay Street - July 2012
- 66 Wellington Street West - December 2012
- 100 Wellington Street West - December 2011
- 95 Wellington Street West - July 2013

To learn more about our existing programs, our plans for the future and realtime green data, click here for our [TDC Green link](#).

TDC Green is changing an industry. Leadership has its rewards.



TDC Buildings

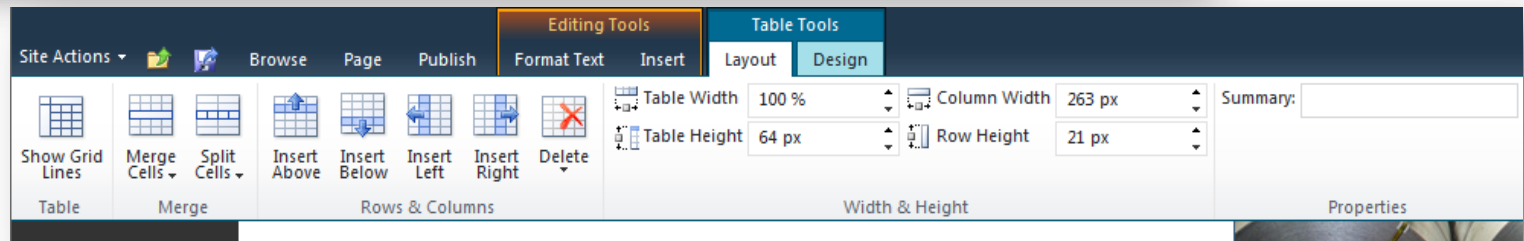
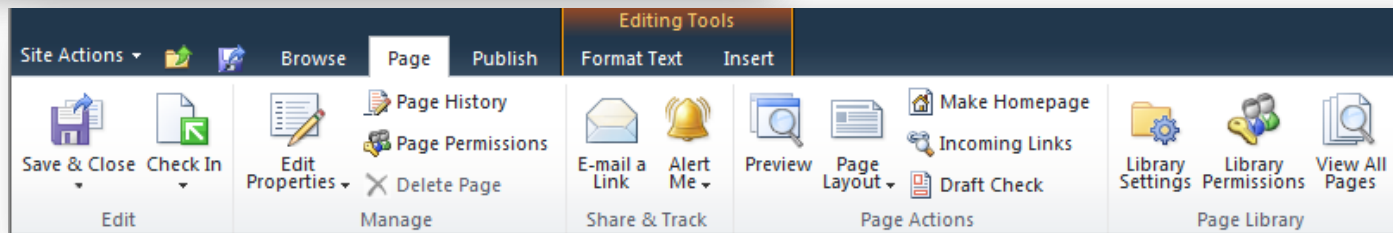
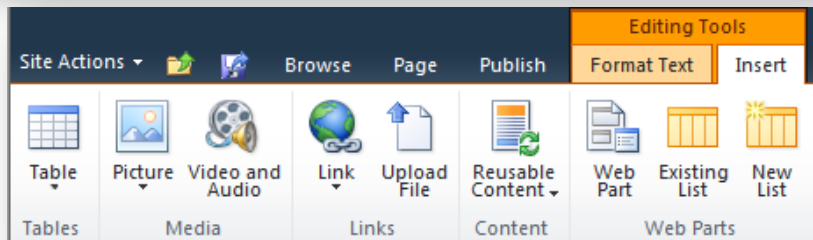
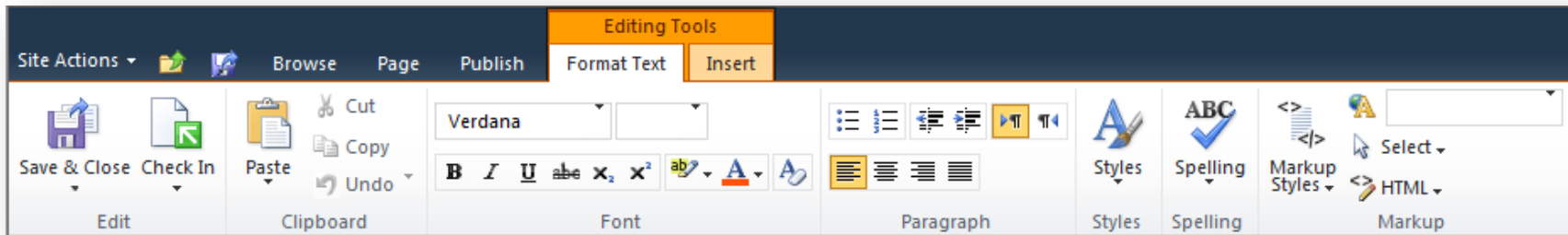
-  [Toronto-Dominion Bank Tower](#)
-  [77 King Street West](#)
-  [100 Wellington Street West](#)
-  [TD Waterhouse Tower](#)
-  [Ernst & Young Tower](#)
-  [95 Wellington Street West](#)

- [Overview](#)
- [Office Availability](#)
- [Retail Availability](#)
- [Leasing Contacts](#)
- [Location](#)
- [Amenities](#)
- [Environmental Sustainability](#)

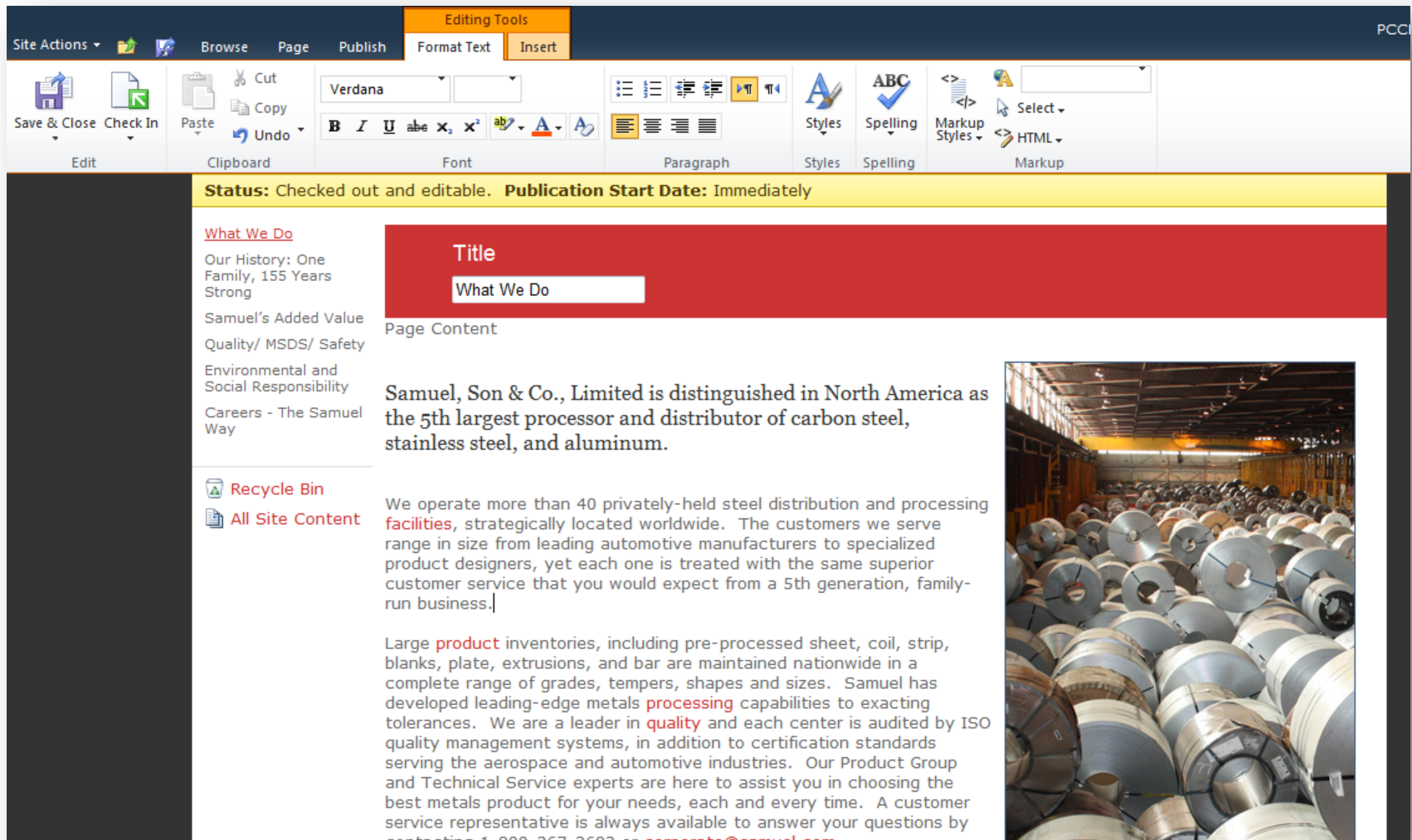


WHY SHAREPOINT?

Fluent User Interface (Ribbon)



Rich Authoring Experience



The screenshot displays a rich text editor interface. At the top, there is a ribbon with tabs for 'Site Actions', 'Browse', 'Page', 'Publish', 'Editing Tools', 'Format Text', and 'Insert'. The 'Editing Tools' tab is active, showing sub-tabs for 'Format Text' and 'Insert'. The ribbon includes various icons for editing, such as 'Save & Close', 'Check In', 'Paste', 'Copy', 'Cut', 'Undo', 'Font' (with options like Verdana, Bold, Italic, Underline, Text Color, Background Color), 'Paragraph' (with options like Bulleted List, Numbered List, Indent, Decrease Indent, Increase Indent), 'Styles', 'Spelling', 'Markup Styles', 'Select', and 'HTML'.

Below the ribbon, a yellow status bar indicates: **Status:** Checked out and editable. **Publication Start Date:** Immediately

The main content area is divided into two columns. The left column contains a sidebar with the following links: [What We Do](#), [Our History: One Family, 155 Years Strong](#), [Samuel's Added Value](#), [Quality/ MSDS/ Safety](#), [Environmental and Social Responsibility](#), and [Careers - The Samuel Way](#). Below these links are icons for [Recycle Bin](#) and [All Site Content](#).

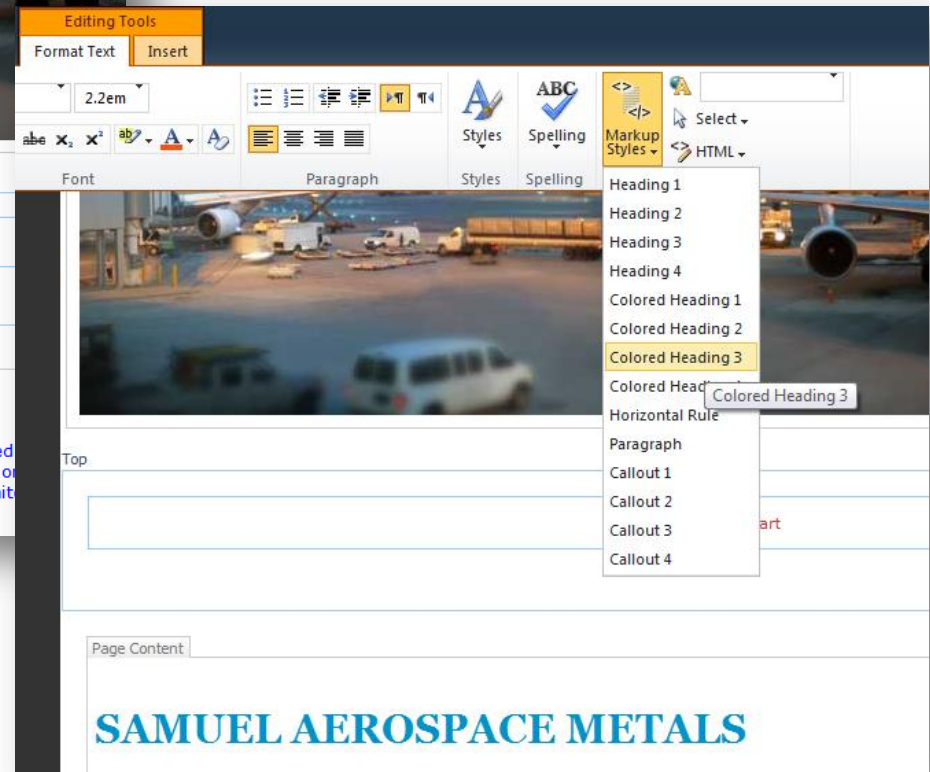
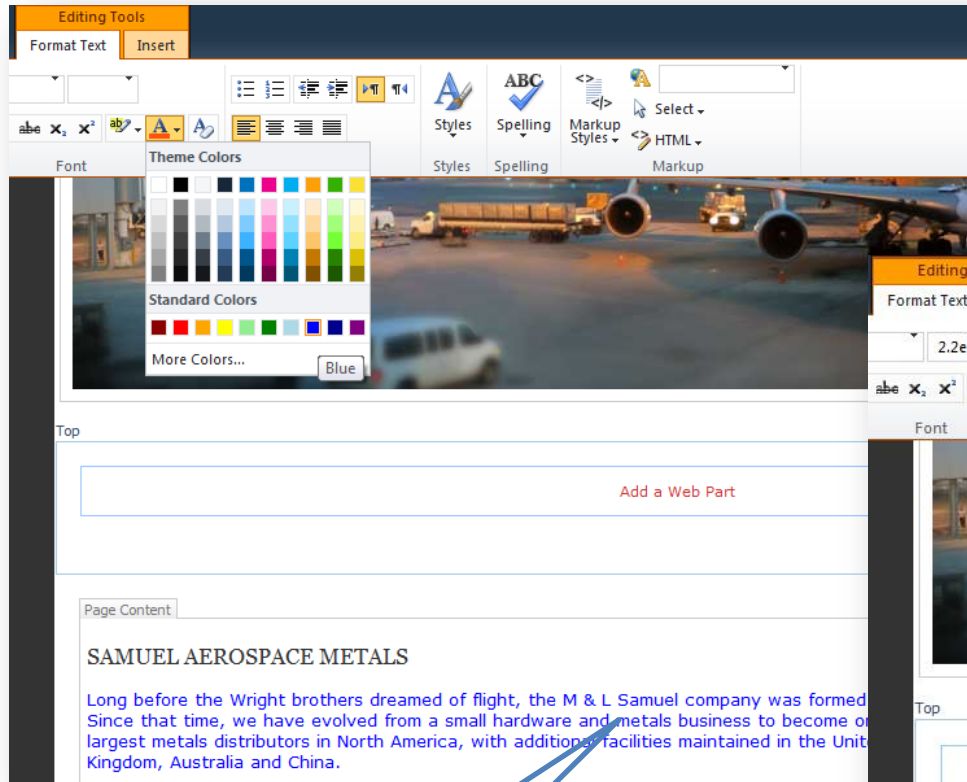
The right column contains the main content. At the top, there is a red header bar with the title 'Title' and a text box containing 'What We Do'. Below this, the text reads: 'Page Content' followed by 'Samuel, Son & Co., Limited is distinguished in North America as the 5th largest processor and distributor of carbon steel, stainless steel, and aluminum.'

The next paragraph states: 'We operate more than 40 privately-held steel distribution and processing facilities, strategically located worldwide. The customers we serve range in size from leading automotive manufacturers to specialized product designers, yet each one is treated with the same superior customer service that you would expect from a 5th generation, family-run business.'

The final paragraph describes: 'Large product inventories, including pre-processed sheet, coil, strip, blanks, plate, extrusions, and bar are maintained nationwide in a complete range of grades, tempers, shapes and sizes. Samuel has developed leading-edge metals processing capabilities to exacting tolerances. We are a leader in quality and each center is audited by ISO quality management systems, in addition to certification standards serving the aerospace and automotive industries. Our Product Group and Technical Service experts are here to assist you in choosing the best metals product for your needs, each and every time. A customer service representative is always available to answer your questions by contacting 1-800-267-2692 or cservice@samuel.com'

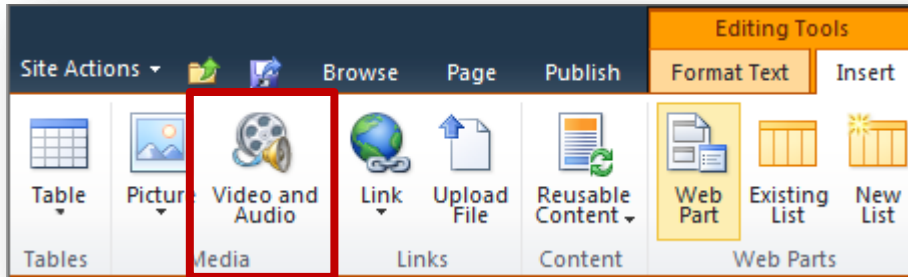
On the right side of the main content area, there is a photograph showing a large industrial facility filled with numerous large rolls of steel coils stacked in rows.

Live Previews



See formatting change as you select format options

Rich Media

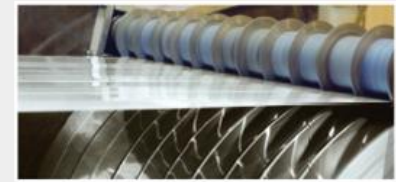


- Easy to insert audio and video
- New Media Web Part
- Supported by Asset Libraries



The Industry Experts

Samuel is a key supplier in a variety of industries. We process and distribute carbon steel, aluminum and stainless steel and have built a significant presence with specialized **Business Groups** through our strong relationships with leading metal producers worldwide.




More Than Metal

Committed to meeting and exceeding our customers' needs, Samuel offers a variety of customized **Value-Added Programs**, including access to world-wide mill data, the Synchronized Process Planning Program and Just-In-Time delivery to maximize your productivity and bottom line.



Asset Libraries









Library Tools
Site Actions ▾ Browse Documents Library

 Business Groups ▸ Images ▸ Thumbnails ▾
This system library was created by the Publishing feature to store images that are used on pages in this site.





English Home About Samuel ▾ Business Groups ▾ Products ▾ Processing ▾ Locations ▾ Contact Us

Samuel Aerospace Metals
Samuel Automotive
Samuel Stamping Technology
Samuel Metal Blanking
Other Areas of Specialization

Recycle Bin
All Site Content


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Samuel_Stai... Samuel_tita... stampingfaci... twop

[+ Add new item](#)

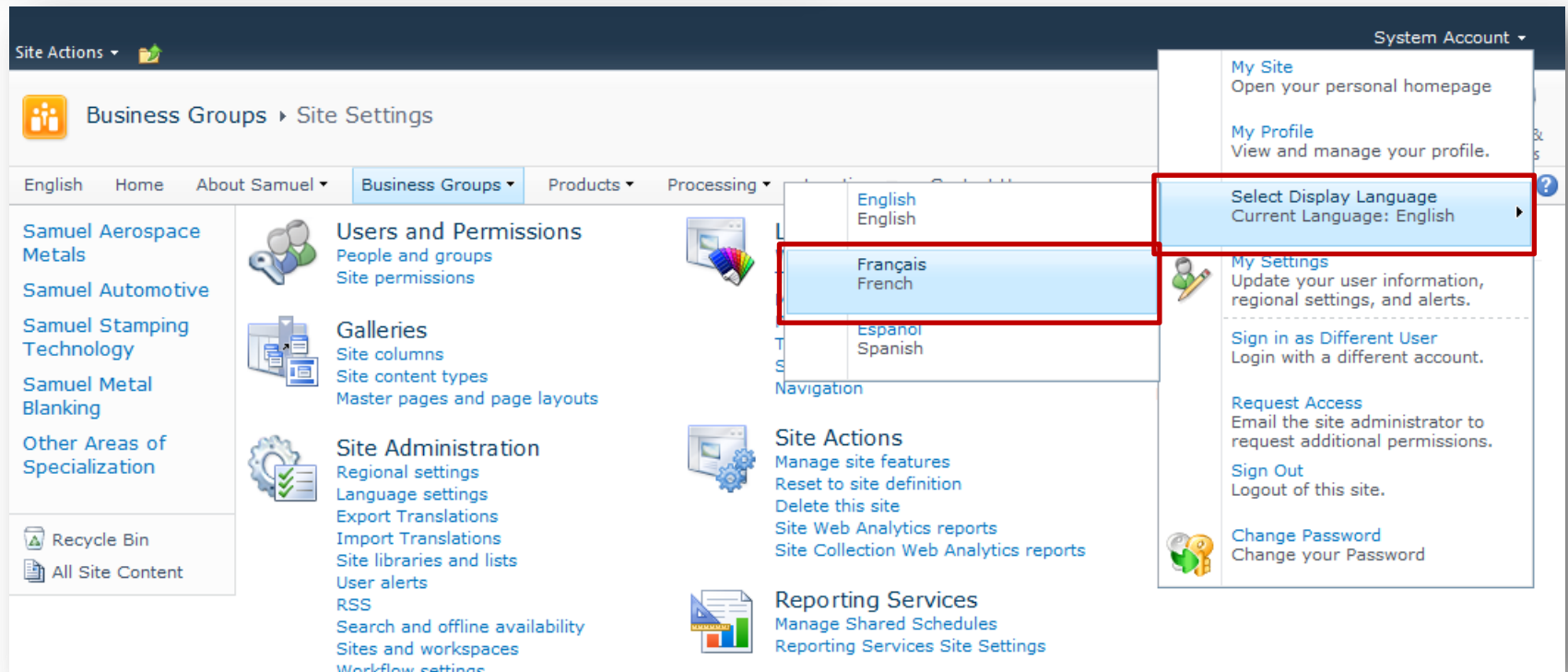
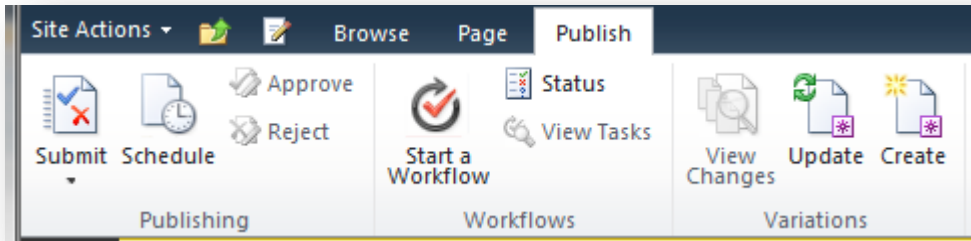
View Item View Properties Edit Properties



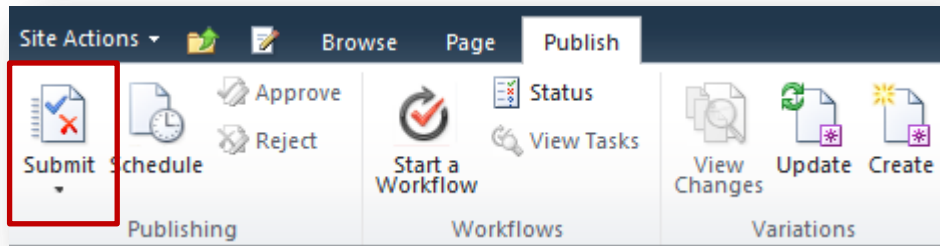
Samuel Aerospace Metals: Flight demands a clear focus and stringent quality control.

Name	militaryair
Content Type	Image
Approval Status	Approved
Modified	11/05/2010 2:43 PM
Modified By	PCCLIMITED\tfung
Checked Out To	
Width	960
Height	409

Multi-Lingual Support



Approval Workflows



- Out-of-the-box
- Serial or Parallel
- Complete workflow history

Approvers	<table border="1"><thead><tr><th>Assign To</th><th>Order</th></tr></thead><tbody><tr><td><input type="text" value="Approvers ;"/></td><td>All at once (parallel)</td></tr></tbody></table>	Assign To	Order	<input type="text" value="Approvers ;"/>	All at once (parallel)
Assign To	Order				
<input type="text" value="Approvers ;"/>	All at once (parallel)				
	<input checked="" type="checkbox"/> Add a new stage Enter the names of the people to whom the workflow will assign tasks, and choose the order in which those tasks are assigned. Separate them with semicolons. You can also add stages to assign tasks to more people in different orders.				
Expand Groups	<input type="checkbox"/> For each group entered, assign a task to every member of that group.				
Request	<input type="text" value="updates details about the automotive division have been added"/> This message will be sent to the people assigned tasks.				
Due Date for All Tasks	<input type="text" value="03/12/2010"/> The date by which all tasks are due.				
Duration Per Task	<input type="text"/> The amount of time until a task is due. Choose the units by using the Duration Units.				
Duration Units	<input type="text" value="Day(s)"/> Define the units of time used by the Duration Per Task.				
CC	<input type="text"/> Notify these people when the workflow starts and ends without assigning tasks to them.				
<input type="button" value="Start"/> <input type="button" value="Cancel"/>					

Detailed Version History



Business Groups ▸ Versions saved for Samuel-Automotive.aspx

All versions of this item are listed below with the new value of any changed properties.

English Home About Samuel ▾ Business Groups ▾ Products ▾ Processing ▾ Locations ▾ Contact Us ?

Samuel Aerospace Metals

Samuel Automotive

Samuel Stamping Technology

Samuel Metal Blanking

Other Areas of Specialization

Delete All Versions Delete Draft Versions

No. ↓	Modified	Modified By	Size	Comments
7.1	30/11/2010 9:56 PM	PCCLIMITED\jseguin	7.9 KB	
	Page Content	<p>SAMUEL AUTOMOTIVE METALS</p> <p>The science and technology of automotive metals including forming, welding and surface coatings has come a long way since the days of Henry Ford's assembly lines. Samuel Automotive's unique services, combined with industry...</p> <p>Approval Status Draft</p> <p>This is the current published major version</p>		
7.0	15/06/2010 9:54 AM	Lisette Purre	7.9 KB	
	Page Content	<p>SAMUEL AUTOMOTIVE METALS</p> <p>The science and technology of automotive metals including forming, welding and surface coatings has come a long way since the days of Henry Ford's assembly lines. Samuel Automotive's unique services, combined with industry...</p>		
6.0	13/06/2010 1:33 AM	Lisette Purre	7.9 KB	Published by 'Lisette Purre' using the Content and Structure Tool
	Page Content	<p>SAMUEL AUTOMOTIVE METALS</p> <p>The science and technology of automotive metals including forming, welding and surface coatings has come a long way since the days of Henry Ford's assembly lines. Samuel Automotive's unique services, combined with industry...</p> <p>Approval Status Approved</p>		
5.1	12/06/2010 9:10 PM	Lisette Purre	7.9 KB	
	Page Content	<p>SAMUEL AUTOMOTIVE METALS</p> <p>The science and technology of automotive metals including forming, welding and surface coatings has come a long way since the days of Henry Ford's assembly lines. Samuel Automotive's unique services, combined with industry...</p> <p>Approval Status Draft</p>		

Recycle Bin

All Site Content

Case Study:

Samuel and Son



Samuel is a Business Partner: Our expertise and supply chain furthers your business objectives



The Client

Samuel and Son is a family owned business founded in 1855. It operates more than 80 facilities throughout Canada and the U.S. and is a supplier of Carbon Steel, Stainless Steel, Aluminum and Aerospace Alloys.

Challenge

- Old HTML site was built in 2000 and not significantly changed in 10 years
- Updating the site was difficult and up to and external vendor
- Goals
 - create a new dynamic web site
 - easily maintained, and continually evolving with new prod
 - Provide a view into the company's rich history while providing up-to-date product information

Samuel, Son & Co., Ltd

The Envision IT Solution

- A new site build on SharePoint 2010 with a completely new creative design
- A new dynamic home page deploying the **Envision IT Image Rotator**
- Envision's **Silverlight Photo Viewer** to display a historical timeline, providing a more current, appealing visitor experience.
- Content author training and supporting workflows for easy content management

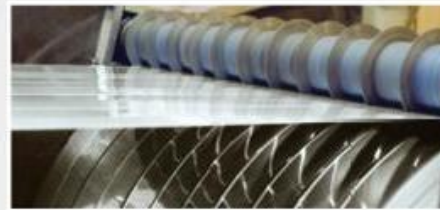


Samuel is Aerospace: Using our knowledge to your advantage



The Industry Experts

Samuel is a key supplier in a variety of industries. We process and distribute carbon steel, aluminum and stainless steel and have built a significant presence with specialized **Business Groups** through our strong relationships with leading metal producers worldwide.



More Than Metal

Committed to meeting and exceeding our customers' needs, Samuel offers a variety of customized **Value-Added Programs**, including access to world-wide mill data, the Synchronized Process Planning Program and Just-In-Time delivery to maximize your productivity and bottom line.



A Legacy of Service

With over 150 years of experience as a value added supplier, you know that you can count on our teams. **Samuel's history** outlines our dynamic development as the largest family-owned metals distribution and processing corporation in North America.

Contact Us

eService Login

Site Map

Privacy Policy

© 2010 Samuel, Son & Co., Limited

What We Do

Our History: One Family, 155 Years Strong

Samuel's Added Value

[Quality/ MSDS/ Safety](#)

ISO Certification by Samuel Location

Environmental and Social Responsibility

Careers - The Samuel Way

Samuel News

Quality/ MSDS/ Safety

To build the reputation Samuel, Son & Co., Limited has achieved in the metals industry after 155 years, it is without question that quality and safety are essential elements to our business.

Quality Management Systems

The high level of product quality demanded by founders Mark & Lewis Samuel in the earliest days are overseen today through superior quality assurance expertise and certifications issued by international quality management associations. Every Samuel facility has a quality Management System (QMS) implemented, where applicable registered/certified to the applicable QMS standard, including ISO 9001, AS 9100, AS 9120, and TS 16949. Click [here](#) for Samuel certification/registration information by location.

Material Safety Data Sheets

MSDS contain chemical breakdowns, safe handling, and emergency exposure details for Samuel, Son & Co. Ltd. products covered under the Workplace Hazardous Material Information System (WHMIS). The MSDS provided below are generic in nature but specific MSDS are kept at each facility. Documents are reviewed and updated following each facility audit. Please contact your [location](#) for further MSDS detail.

- [Aluminum Alloys](#)
- [Stainless Steel](#)
- [Steel](#)

Safety

Samuel adheres to a strict [Corporate Health and Safety Policy](#) to ensure that we consistently meet our obligation to protect the most valuable assets we have, our people. Our Health & Safety principles serve as codes of conduct for all operations, at home and abroad.





M & L Samuel opens in Toronto.

Brothers Mark and Lewis Samuel open a hardware and metals import/export business at 49 Wellington St E in Toronto, known as the "Coffin Block", located on a narrow corner of land at Front St. and Wellington St. in downtown Toronto (still in existence).

1855

1867

SAMUEL A Leading Value-Added Processor and Distributor of Metal

Home About Samuel Products Processing Business Groups Locations Contact Us

New Range of Manufacturing and Packaging starting September 2010 [Learn more](#)

New Manufacturing

As of September 2010, an amalgamation with the former Samuel Manu-Tech Inc. has created broad-range processing and packaging advantages for our customers. These Manufacturing Divisions bring long-standing expertise in distributing and processing metal, plastic and related industrial products.

More Than Metal

We process and distribute carbon steel, aluminum and stainless steel and offer a variety of customized Value-Added Programs, including access to world-wide mill data, Supply Chain Management and Just-In-Time delivery to maximize your productivity and bottom line.

A History of Service

With over 155 years of experience as a value added supplier, you know that you can count on our teams. Samuel's history outlines our dynamic development as the largest family-owned metals distribution and processing corporation in North America.

2010: New Manufacturing and Samuel.com relaunched

Through an amalgamation with the former Samuel Manu-Tech Inc., Samuel adds a range of Manufacturing Divisions to its company portfolio. Also, Samuel.com website relauches with a dynamic historical timeline and an emphasis on our worldwide presence.

Full Screen

Slide Show



1992

1994

1995

1996

1997

1998

2000

2001

2003

2005

2006

2007

2008

2010



The Results

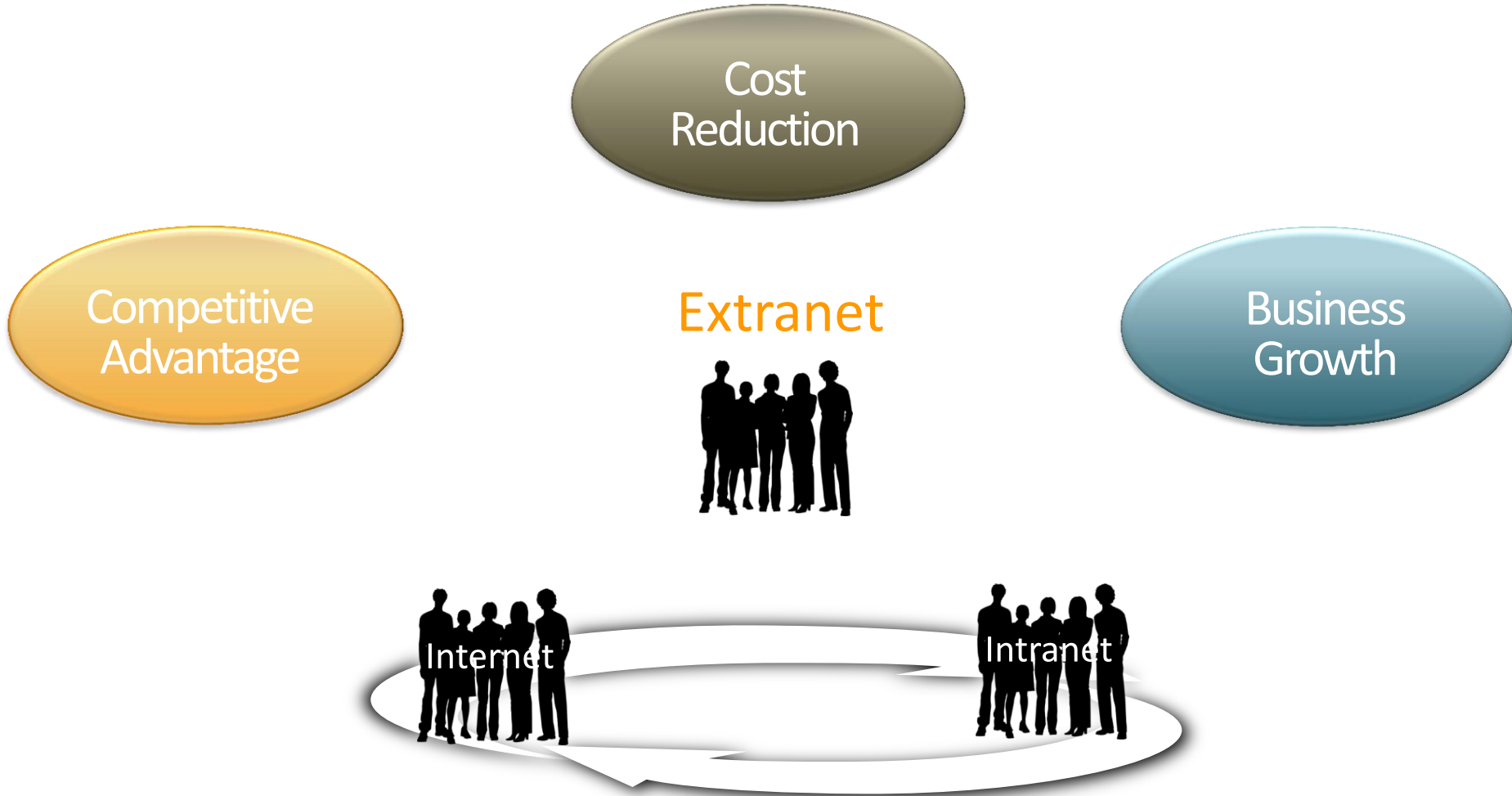
Results:

- A contemporary site that better reflects the image and personality that Samuel wants to present to the world
- A site where existing and potential customers, employees and suppliers can find the information they need on products, services and the company
- A framework for building additional sites to support their diverse business investments.
- Easier content updates and supporting approval workflows

SharePoint Extranets

Business Extranets

Connecting your business communities for success



Partner and Customer Collaboration



Sharing information across business boundaries

Contoso Project and Product Management

This site is dedicated to compiling the latest project and product related information to assist our team in planning, engineering, marketing and launching the Contoso line of Digital Cameras and Digital SLR Cameras. A key component of this site is to encourage collaboration among product teams to advance product development initiatives and gain a better understanding of the value we provide our customers.

Product Team Announcements

Title	Published By
Customer Support process improvements result in improved satisfaction ratings	Rob Barker
Digital SLR product lines outselling standard Digital Cameras	Alan Steiner
Our Product BI Center now includes 2007-2009 product information on Digital Cameras	Brad Sutton

M300 Digital Camera - Home

Welcome to your Site!

Get a new image, change this welcome text or add new lists to this page by clicking the edit button above. You can click on Shared Documents to add files or on the calendar to create new team events. Use the links in the getting started section to share your site and customize its look.

Shared Documents

Type	Name	Modified	Modified By
Document	A. Datum M300 DataSheet	1/5/2010 11:04 PM	Karen Berg
Document	M300 - Q1 2009	4/7/2010 12:25 PM	Brad Sutton
Document	M300 - Q1 2010	4/18/2010 6:00 PM	System Account
Document	M300 - Q2 2009	4/18/2010 5:53 PM	System Account
Document	M300 - Q3 2009	4/18/2010 5:56 PM	System Account
Document	M300 - Q4 2009	4/18/2010 5:58 PM	System Account
Document	M300 Sales Presentation	1/5/2010 11:05 PM	Karen Berg

Getting Started

- Share this site
- Change site theme
- Set a site icon
- Customize the Quick Launch

Callout Boxes:

- Partner team announcements
- Partner / Vendor discussion boards
- Shared business document storage
- Internal / External links to shared resources

Benefits Beyond the Extranet

Engage partners customers and employees across one platform

The image displays a collage of various web applications and user interfaces, illustrating the benefits of a unified platform. The applications shown include:

- SharePoint 2007:** A screenshot of the SharePoint 2007 interface, highlighting its role as a business collaboration platform for the enterprise and the web. Key benefits listed are: Connect and Empower People, Cut Costs with a Unified Infrastructure, and Rapidly Respond to Business Needs.
- eBay.com:** A screenshot of the eBay.com homepage, showing product listings and navigation options.
- ebaycon:** A screenshot of the ebaycon application, displaying various data visualizations such as bar charts and line graphs, along with navigation menus.
- ms.w:** A screenshot of the ms.w application, featuring a complex dashboard with multiple data visualizations, navigation menus, and user profiles.

At the bottom center, a graphic shows silhouettes of a group of people standing on a platform labeled "Internet". This graphic is part of a larger design element that resembles a stylized arrow or path, suggesting a flow or connection between the various applications and the central "Internet" platform.

Extranet User Manager



- Create and manage external user accounts
- Can be managed by non-IT staff
- Password change and lost password retrieval
- Self-Registration

Our Extranet Customers



Central Community Support Services



THANK YOU!