



# Social Computing in SharePoint 2010

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IN COLLABORATION WITH

**Microsoft®**



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# Agenda

- Welcome and Introduction
- SharePoint 2010 Overview
- Social Computing Overview
- A Day In the Life – SC In SharePoint 2010
- Conclusions and Next Steps



# DEMONSTRATION: SHAREPOINT 2010 OVERVIEW



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# Who Are We?

- Peter Carson, President, Envision IT
- Peter Mackenzie, VP, Envision IT
- Joe Seguin, Senior Consultant, Envision IT
- Erik Moll, Information Worker Solution Specialist, Microsoft



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# Envision IT

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.





# Our Focus

- Building solutions for intranets, extranets and internets with SharePoint
- Extending MOSS 2007 past out-of-the-box features
- Supporting our focus:
  - Custom .NET Development and Business Process Automation
  - Business Intelligence
  - Business Productivity Training



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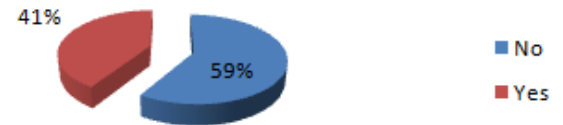


# Registration Stats

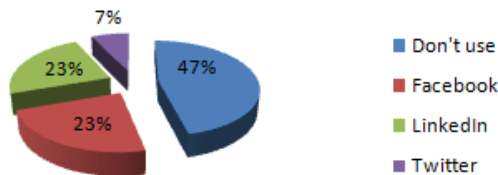
**Read Only or Post to Wikipedia and/or YouTube?**



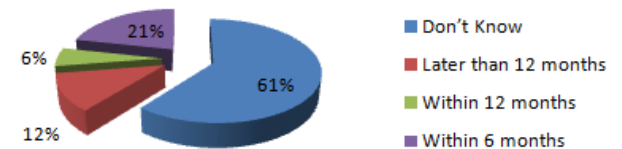
**Use Blogs, Wikis or Videos Inside Corporate Site?**



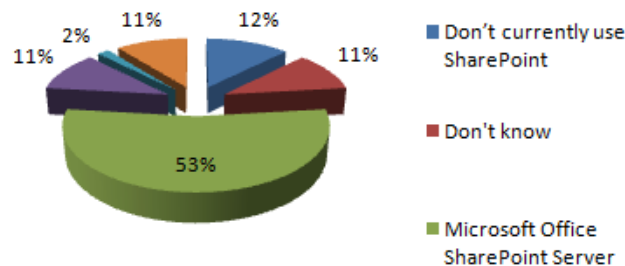
**Preferred Consumer Social Network?**



**When Will You Implement SP 2010?**



**Which Version of SharePoint?**







# SOCIAL COMPUTING OVERVIEW

# Why Are We Talking About Social Computing?

*One Example: Facebook*

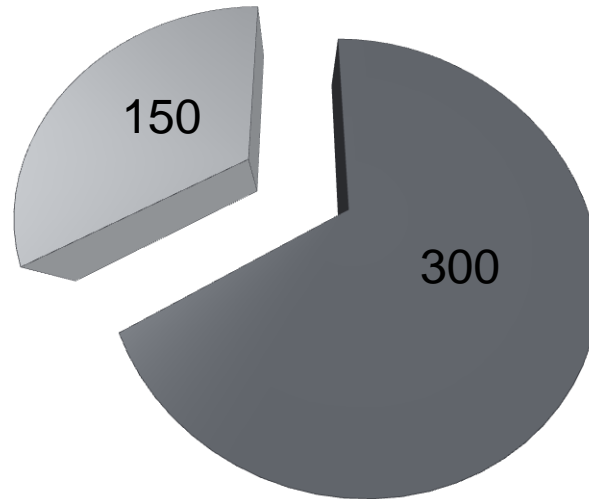


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facebook

## Members (in millions)



■ Total Members   ■ Active Daily Members

**2/3**

Outside  
of College

1		China	1,333,140,000
2		India	1,169,340,000
3		United States	307,465,000
		Facebook	300,00,000
4		Indonesia	229,965,000
5		Brazil	191,898,00

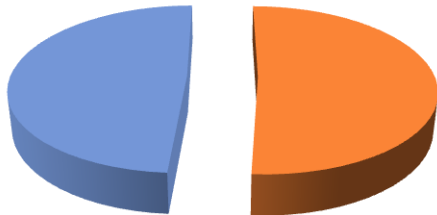
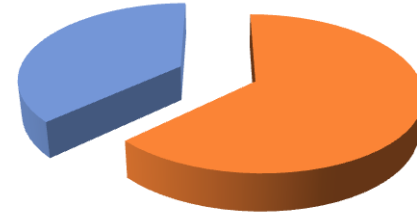
- Average of 130 friends per user
- More than 6 billion minutes are spent on Facebook each day
- More than 40 million users update their statuses at least once each day
- 10 million users become fans of Pages each day



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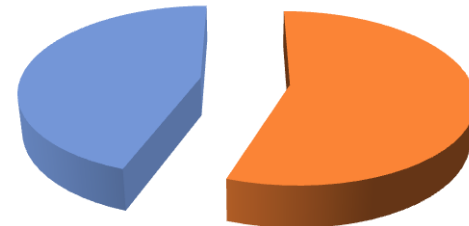
# Office Talk

**63%** of office workers access social networking sites at least once a day.



**51%** spend 1 hour per week or more on social networking sites when at work.

**46%** have discussed work related issues on social networking sites.





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# Rethinking Social Computing

Social computing is a fundamental shift in communication modes. It is not something to justify, but something to navigate through, embrace and leverage as a new capability and manage as a new risk.

Don't let high initial investments in time and infrastructure put off social computing experiments. As we've discussed, you can track many of the costs, but the benefits are illusive in our tactical, industrial-based views of returns.

Social computing is already part of the cost of doing business, from putting on tags to responding to customers via e-mail and the web.

Being engaged with consumer social media is not a strategy. A customer and employee engagement strategy needs a social media component, social media doesn't need a strategy. Its about the right tools for meeting objectives.

Social computing may expose more business issues than it solves. From how traditional media is justified to a propensity to create silos, social computing won't solve things that are already organizational issues.



## The **Real** Reason to Adopt Social Computing:

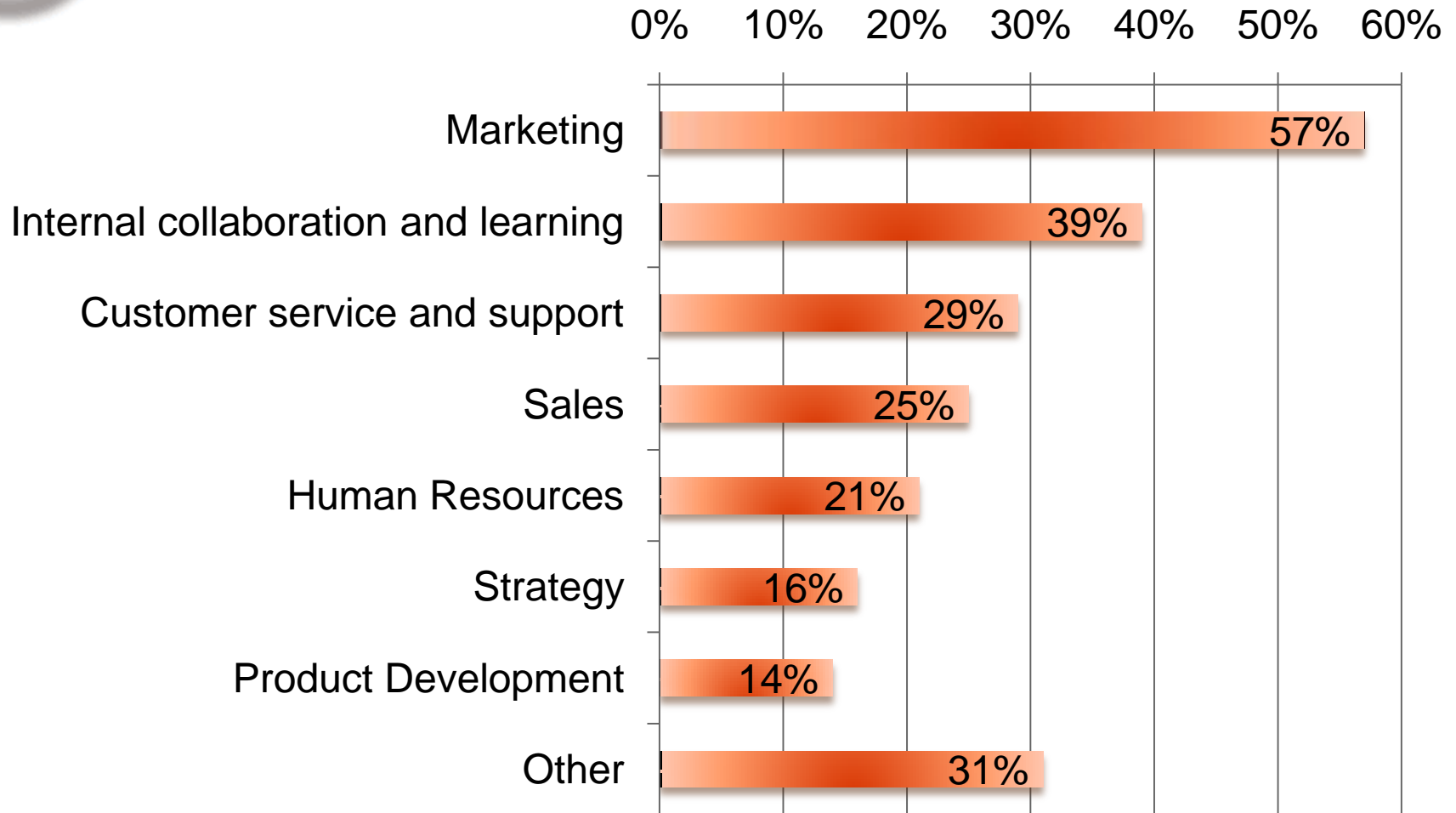
It's the way people get things  
done in today's networked  
economy

You can ignore it, but that won't  
make it go away

# Professional Use of Social Media



## Percent of Respondents



Source: August 2009 survey by Mzingo and Babson Executive Education.



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# SOCIAL COMPUTING IN SHAREPOINT 2010



# SharePoint's Social Journey



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My  
Sites  
(2003)

Blogs  
& Wikis  
(2007)

Kits  
(2008+)

A large, multi-pointed orange starburst graphic with a white outline. Inside the starburst, the Microsoft logo is positioned above the text "SharePoint Server 2010".

Microsoft  
SharePoint Server 2010

# SharePoint Communities



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Productivity tools



Blogs, Wikis, Podcasts



Tags and Feedback



Customization



Social Networking



Workspaces



Knowledge



People Search



Activity Feeds



PC



Phone



Browser



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# Communities Comparison

**KEY:**

□ = Feature included

■ = Improved in Office SharePoint Server 2010

√ = New in Office SharePoint Server 2010

Feature Name / Area	SharePoint Server 2007	SharePoint Server 2010
People profiles	□	■
Photos and presence		√
Microblogging		√
Ask Me About		√
Note Board		√
Recent activities		√
Organization Browser		√
Add colleagues	□	■
Social bookmarks		√
Tags		√
Tag clouds		√
Tag profiles		√
Blogs	□	■
Wikis	□	■
Enterprise wikis		√
Ratings		√
Colleague suggestions	□	■
Keyword suggestions		√



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# SOCIAL COMPUTING DEMO



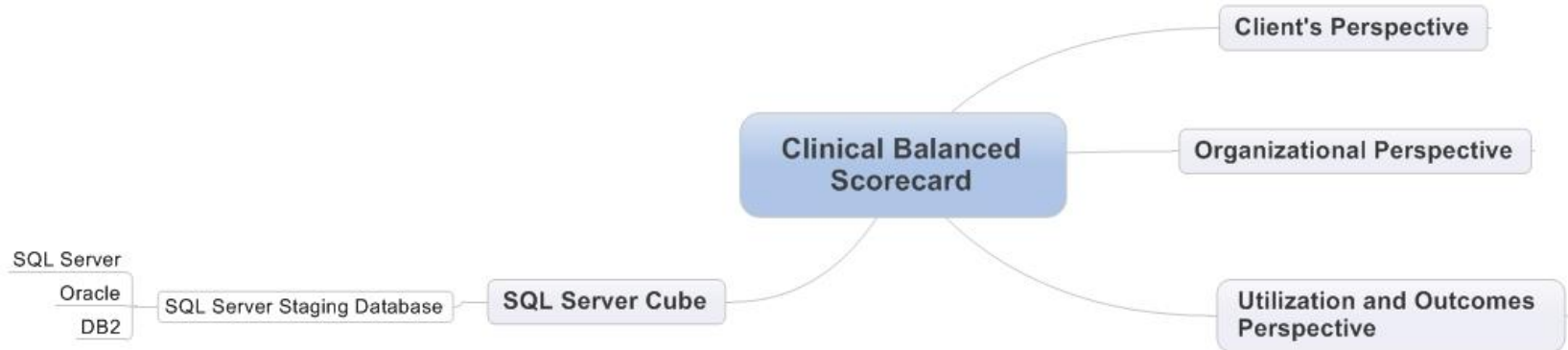
# Wiki and Blog Scenario

- Scorecard
  - Typically owned by Decision Support
  - Summarizes the goals and actuals for the organization
  - Quarterly updates done manually
  - Email and phone is the vehicle for collecting feedback
- BI Portal
  - Automated data feeds more frequently
  - Use a Wiki to define the scorecard and provide static background
  - Blogs are ideal for the commentary that goes with a scorecard
  - Commenting and tagging are the vehicles to collect the feedback



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# Balanced Scorecard Portal





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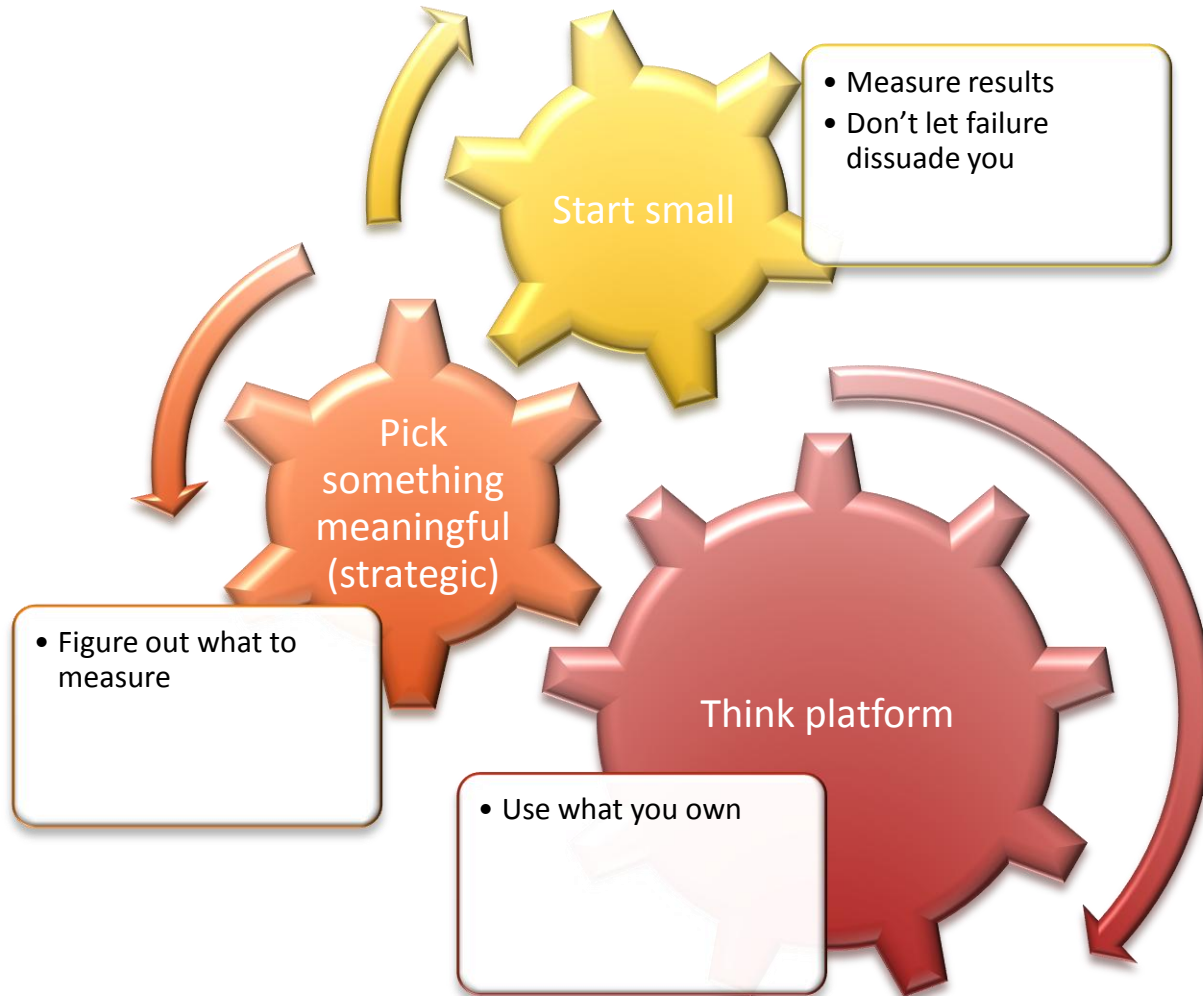
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# Getting Started...



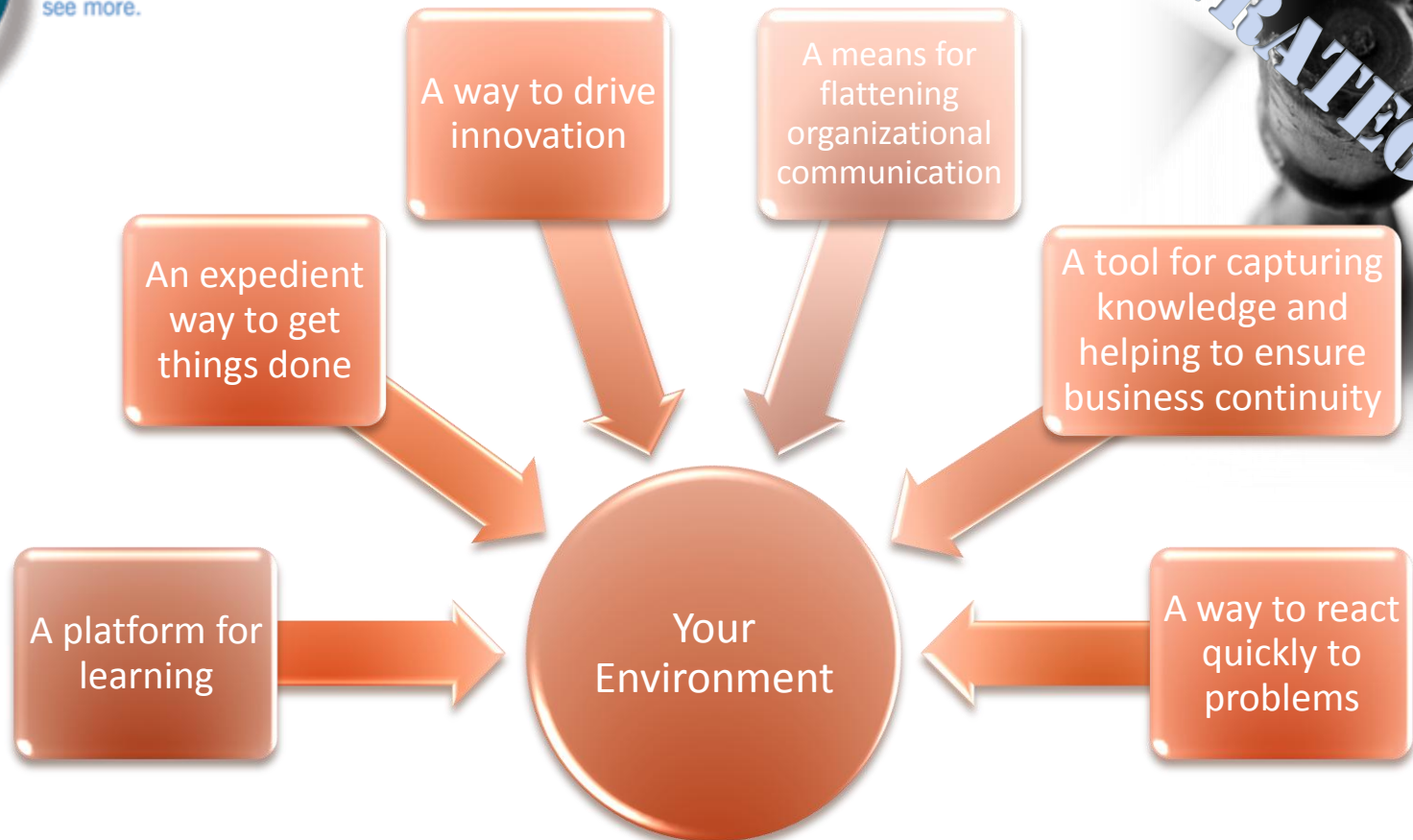


# Tracking Emergent Value



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BE STRATEGIC



- Understand the “before” state of a goal before introducing a new element, like social computing
- Decide what you will measure
- Recognize that time is marching on...



# Samples of what to Measure

- Look for system level measures
  - Number of connections per user
  - Cross posting of blogs, subscriptions to RSS and other feeds
  - Average number of participants with Wikis (also look at distribution – Wikis with most participants vs. universe of wikis)
  - Effective use on major projects
  - Reduction in e-mail (generally, on specific topics, corporate noise)
  - Range of adoption (departments, topics)
  - Does a new policy or idea get adopted easier. Can you track the spread?
  - Search metrics: fewer similar queries=right information faster



# What is the ROI?

## Business

- Global sourcing of talent and capabilities
- Gathering intelligence and sensory information
- Collaborative Problem Solving
- Expertise location and knowledge transfer
- Employee Engagement
- Rapid peer-to-peer communication
- Increased revenue (marketing)
- Decreased Time-to-Value for new employees and transitions

## Information

Communal information doesn't get lost (as it does in e-mail)

Captured for compliance and auditability

Improved quality (crowd-checking)

## Tools

Replacing old knowledge sharing tools with better tools

Reduced storage costs



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# The Risks of Not Adopting

People will use it anyway and you won't understand the value of their personal investment, or the return to the enterprise

Competitors will master it and leave you behind

Insights from customers and others that might be missed

Employees you might not recruit, or will lose too quickly

Higher costs (knowledge location)

Science demonstrates that social networks affect change. Facilitating those networks may be crucial to navigating turbulent business climates, to innovation and to execution of change from within



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# First Step – People Search

- Setting up profiles in SharePoint (2007 or 2010)
  - AD is the key
  - Is it populated with manager information?
- Importing from HRIS or other systems
- Staff photos

# “I Envision...”

...a corporate intranet that allows Canadian Tire employees access to the information that they require through an intuitive interface, while providing streamlined processes and increased operational efficiencies ”

Mary French, Associate Vice-President, Internal Communications



## The Client

Canadian Tire Retail and its Associate Dealers together form one of Canada's best-known and most successful retailers, with more than 475 stores from coast to coast. Canadian Tire offers customers a large selection of national and retail brands through three 'stores' under one roof - automotive parts, accessories and service; sports and leisure products; and home products. [www.canadiantire.ca](http://www.canadiantire.ca) offers Canadians the opportunity to shop online and is among the country's top three busiest e-Commerce sites.

## The Envision IT Solution

inTIREnet, Canadian Tire's Intranet solution consisting of over 15,000 unique sites, pages, documents, and images, is accessed by 4,500+ employees, and approximately 40 publishers. Originally built on legacy Lotus Notes technology, the system was migrated to Microsoft Office SharePoint Server (MOSS) 2007 and launched across the organization in June, 2008. Receiving not just a technical upgrade but also a look and feel refresh, the new inTIREnet is much cleaner, visually appealing, and more intuitive.

## The Results

- Standardized style and look and feel
- Content authors throughout the organization trained and have taken ownership of their content
- Easy navigation and rich search capabilities for pages, documents, people, and dealers
- Standardized templates for sites and pages
- Live feeds from HRIS, Active Directory, facilities, mainframe Dealer systems, and TSX
- Easy web content management and security managed directly through the browser
- Significant reduction in paper-based communication



# The NEW inTIREnet is here!

Access site content through streamlined navigation links

Rotating images of Canadian Tire's business units—click to access public sites

Find out what's going on at Canadian Tire

Read up on the latest industry news

Search for information by name, location, etc.

Promotes corporate-wide news such as financial results, Staff A events and Foundation for Families news

Click here to vote and view poll results

Check Canadian Tire's stock price

The screenshot shows the inTIREnet website with the following elements:

- Navigation Bar:** HOME, COMMUNITY, CORPORATE, PEOPLE, LINKS, SEARCH TYPE
- CTC HEADLINES:**
  - 04/20/2009 - New! Workbooks Available! Health Plan
  - 04/20/2009 - CTC makes Stack an Job
  - 04/20/2009 - Operational Announcement, Canada
  - 04/20/2009 - Training Services Available at CTC's Store
  - 04/20/2009 - Benefits from Human Resources Dept.
- INDUSTRY HEADLINES:**
  - 04/21/2009 - Canadian Tire's Foundation for Families Launches Campaign...
  - 04/21/2009 - Canadian Tire shows sale of private products online...
  - 04/21/2009 - Shares rise as US leads...
  - 04/20/2009 - Car sales expected to rebound from earlier slump...
- Job Findings:** Online Forms, EnTireHealth, Benefits and Compensation, Staffing and Career Planning, Helping you Perform, Learning and Development, How Do I?, Human Resources
- Events:** Home (with logo), Distribution Current Events (Click here for a list of summer events)
- ONLINE POLLS:** The PIN Party celebrates employees with 5 years of service or more. How long have you worked at Canadian Tire? View results
- STOCK PRICE:** Includes a line graph showing stock price trends.
- Footer:** FEEDBACK | HELP | IN CASE OF EMERGENCY | CODE OF BUSINESS CONDUCT

**inTIREnet**

HOME | COMMUNITY | CORPORATE | PEOPLE | LINKS

**enhanced search capabilities**

**THIS SITE**  
Allows you to search a particular section on inTIREnet

**ALL inTIREnet**  
Allows you to search the whole site

**DEALERS**  
Allows you to search the CTR store network

**PEOPLE**  
Allows you to search for employees

SEARCH TYPE  
This Site: inTIREnet  
All inTIREnet  
Dealer Search  
People Search

FEEDBACK | HELP | IN CASE OF EMERGENCY

CODE OF BUSINESS CONDUCT



# inTIREnet User Profile Import





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# Next Steps

- My Sites – What governance do we need?
- Blogs and Wikis
- SharePoint 2010
  - Phased Approaches



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# Conclusions

- The public beta is out
- Envision IT has three great clients in the Rapid Deployment Program with Microsoft
  - HSFO Tickr MOSS 2007 to SP 2010 Upgrade and Board of Directors Extranet
  - [www.samuel.com](http://www.samuel.com) Public Web Site
  - Healthcare Business Intelligence Portal
- We can help you start planning and thinking about SharePoint 2010 (SDPS 2010 Upgrade Service)
- Follow our blogs at [www.envisionit.com/blogs](http://www.envisionit.com/blogs)
- Next seminar plans



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# Contact Info

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