

*“MOSS 2007 Is Ready For Boarding”*



## How To Increase User Adoption Of SharePoint

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## Common Pitfalls

- Didn't acquire proper sponsorship
- Scope was too limited to show business value
- Content became stagnant
- Users
  - didn't see value in change
  - perceived it as creating more work
  - didn't get proper training/ job aids/ support
  - etc, etc.

## Aligning Goals

- Your Company
  - Make it easier for people to do business with your company
  - Make it easier for users to do their jobs
- Your Goals
  - Roll out to entire organization
  - Create dependency from Day One

## Get a Sponsor for POC

- Choose a Department that:
  - Is highly visible
  - Has the most to gain from SharePoint
  - Will have a vested interest in seeing your success
  - Will sing your praises

## What's in it for me?

- Ownership of Site (less dependence on IT)
- Opportunity to consolidate unstructured data
- Out-of-the-box functionality
- Single platform for Intranet, Extranet, Internet
- Built-in workflows for content authoring
- Integration with MS Office/ Outlook

## The 6 SharePoint “Pillars”



## Acquiring Project Champions

- Execs
  - Business Intelligence, Dashboards, Consolidate Unstructured Data,
- Human Resources
  - Forms, Business Process (Workflows), People Search, Events Calendar, Surveys, Wikis
- Sales
  - Dashboards, Contact lists, RSS Feeds, Meeting Workspaces

## Acquiring Project Champions

- Marketing
  - Content Management, Document Workspaces, Slide Vault, Media Library, Etc.
- Legal
  - Document Libraries, Records Center, Information Management Policies, support Litigation Discovery
- IT
  - Enterprise Search, Single Platform, Web Development, A/D integration

## Site Planning

- Site Hierarchy
  - Functional groups, Departments, Security roles, Locations, etc.
- Taxonomy/ Search strategy
- Content Management Strategy
- Application Templates
- Site Security
- Audience Targeting
- My Site (not “if” but “when?”)

## Give The Users Control??

- Give users opportunity to contribute
  - Think Web 2.0 Generation: My Site, Presence Awareness, Blogs, RSS, Team Wiki, etc.
  - Personal Permissions (create Views and Web Parts)
- Use Dashboards & Alerts to incite action
  - Every indicator should mean something

## Things to Avoid

- Too much change
  - Keep some old content, try to resemble old site with improvements
- Too much functionality
  - Less is more, deploy features incrementally
  - Start with things that people can use Day One
- Too much going on
  - Automate mundane tasks: scheduled items, follow ups, tasks, auto generated emails, etc.

## Remember Your Goals

- Deploy to entire organization
  - Start a "portal campaign" before rollout
  - Project Champions in each Department ensure your success
- Create dependency from Day One
  - Get users trained!
  - Give users ownership
  - Reinforce with Policies

## Getting Additional Budget

- Measure & share the results
  - Site usage reports
  - Search usage
  - Success Stories (use a Survey!)
- How can SharePoint solve other problems?
  - Remember the 6 SharePoint Pillars
- Never stop selling the business value

## Closing

- SharePoint Application Templates

[www.microsoft.com/sharepoint/templates.mspx](http://www.microsoft.com/sharepoint/templates.mspx)

- SharePoint Deployment Planning Services

[www.quickstart.com](http://www.quickstart.com)

Search “SDPS”