

Utilizing Sharepoint to improve your business

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Agenda

- Being in business
- What is Sharepoint?
- Improving productivity
- More revenue
- Business value
- Opportunities



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Are you running a business?

- Or are you working with a hobby?
- A business is for PROFIT.



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What is Profit?

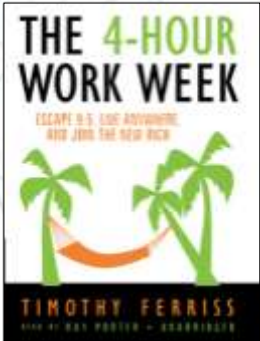
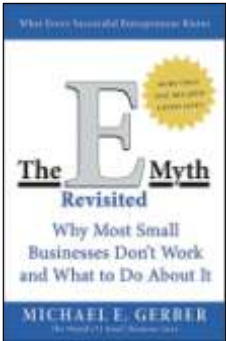
- Profit = Income – Expenses
- If something doesn't increase income or reduce expenses why does a business need it?



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Have you read these?



If not then you should!



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What is Sharepoint?

- Simply a tool.

"Man is a tool using animal...without tools he is nothing, with tools he is all" - Thomas Carlyle

- Customers want 'tools' to solve their business problems, they don't want technology.



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It's a software tool

- A tool to lower expenses.
- A tool to increase revenue.
- Like Excel or Word. When you start Sharepoint it is empty.
- Value comes from the information entered into Sharepoint.



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Which is easier?

- Increasing income or decreasing expenses?
- You have direct control over your expenses unlike income which come from other parties outside your business.
- Lowering expense has an immediate impact on your business.



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Lowering Expenses



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Lowering Expenses

- What do most businesses spend the most time doing every day?
- Where do businesses waste time, effort and money?
- Where are businesses losing productivity?



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Searching

15% of a typical information workers day is spent searching through content, like Web, digital communication and paper work – NYTimes 14 Jun

Butler Group reports up to 10% of staff costs are lost, because employees can't find the right information to do their jobs.

Middle managers spend more than a quarter of their time searching for information necessary to their jobs, and when they do find it, it is often wrong, according to results of an Accenture (NYSE: ACN) survey - 2007

"the typical information worker now spends up to one-quarter of his or her day searching for the right information to complete a given task" – Network World



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Practical Example - Wikis

- Wikis allow online document creation/editing.
- Perfect for Knowledge bases.
- Use Wikis to capture your technical AND business information.
- Once captured it is searchable.
- Add Search Server Express to search data outside Sharepoint.



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General Knowledge Base

Type	Title	Author(s)	Modified
Case	Case # 229		
Article	Can IOTM be configured	Admin 1000	07/12/2006 4:13 PM
Article	Access to Internet	100123 Laptop	01/12/2006 5:17 PM
Article	Access to Internet 80.7% Page	100123 Laptop	05/12/2006 6:58 AM
Article	Adding a second HOST1 mail address	100123 Laptop	12/12/2006 9:20 AM
Article	Adding and existing type 4000 in Exchange	100123 Laptop	11/12/2006 5:40 PM
Article	Addressing SBS 2003 web sites	Robert Crane	04/12/2006 4:18 PM
Article	Assigning X.509 Certs through ISA 2000	Robert Crane	11/12/2006 5:42 PM
Article	Applications connecting for user passwords	Robert Crane	03/12/2006 5:12 PM
Article	Automating of local upgrades commands	100123 Laptop	11/12/2006 6:55 PM
Article	Backing Up and Restoring Windows SharePoint Services Plug and out Sites	Robert Crane	06/05/2007 3:27 PM
Article	Backup Exchange System Recovery installation file	Robert Crane	12/06/2007 12:22 PM
Article	Backup Exchange System Recovery Support Tool	Robert Crane	12/06/2007 12:28 PM
Article	Binding sites with ISA 2004	Robert	10/01/2006 6:02 PM
Article	Configuring built-in services	100123 Laptop	12/12/2006 08:22 AM
Article	Configuring backup tools	100123 Laptop	11/12/2006 5:42 PM
Article	Exchange server status report	100123 Laptop	12/12/2006 9:48 AM
Article	EX (Exchange) issues	Robert Crane	10/12/2006 12:39 PM
Article	EX product training topics	Robert Crane	10/12/2006 12:39 PM
Article	Changing Complete details after installation	Robert Crane	05/12/2006 6:17 PM
Article	Changing company details in SBS 2003	100123 Laptop	11/12/2006 6:36 AM
Article	Changing DNS records	100123 Laptop	11/12/2006 9:26 AM
Article	Changing an ex IP address with IIS	100123 Laptop	03/12/2006 6:27 PM
Article	Changing endpoint for email Outlook issues	100123 Laptop	11/12/2006 08:28 AM
Article	Changing terminal server port	Robert Crane	04/12/2006 10:54 PM
Article	Creating Management console	Robert	04/04/2006 12:38 PM
Article	Crash recovery port	Robert Crane	03/06/2007 10:17 AM
Article	Creating Backup from System Restore snapshots	Robert Crane	10/04/2007 10:45 AM
Article	Creating sub-site Exchange 2003 in one step	100123 Laptop	12/12/2006 10:32 AM



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How to Install a Public 3rd Party SSL Certificate on IIS on SBS 2003

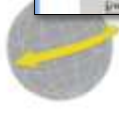
How to Install a Public 3rd Party SSL Certificate on IIS on SBS 2003

Today we will discuss one method for installing a public certificate on your SBS 2003 server. This post describes how to request and install the certificate via IIS. A future post will cover scenarios with IIS. Since there can be some delay with third party certificate authorities issuing your new certificate and you should not run OWA, RWW, etc without SSL, we suggest that you create a temporary web site for the certificate request as demonstrated below. Since we are using a temporary site we will not be using the CCMV for this process.

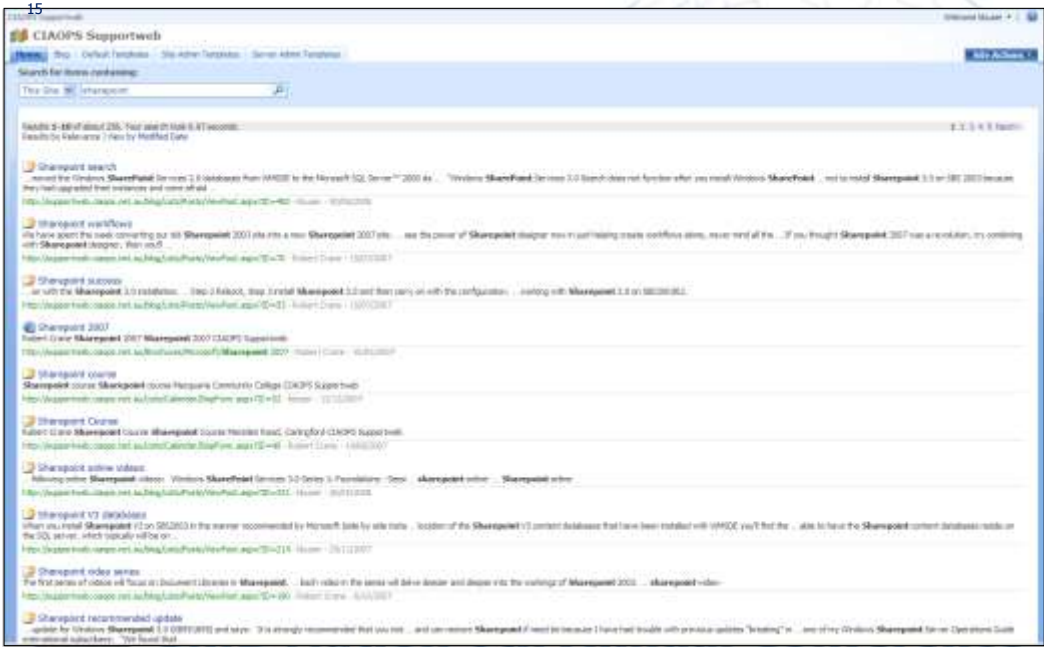
Create a temporary site under web sites for your certificate request

- Select the Internet Information Services console within the Administrative Tools menu.
- Select the Web Sites.
- Right mouse click and select New Web Site.
- For the Web Site Description choose the site name you are going to use for your Certificate Signing Request (CSR) i.e. mail.comcast.com

- Select a Web Site icon for the Web Site that does not conflict with existing sites



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Real World Example

- 3 internal wikis.
- One for Technical information.
- One for Business information.
- One for Customer information.
- Why?



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Internal Communications

- Employees need to know why they're doing what they're doing.
- Employees need to know the results they are accountable for.
- Employees need to know standards against which work will be measured.
- Employees need to know where the business is going.
- Employees need to know where their accountabilities fit into the overall strategy.

- E-Myth, Michael Gerber



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Other Practical Examples

Announcements

- Current Vendor promotions.
- Bank account details.
- Vendor account details.
- Upcoming installations/migrations.



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Other Practical Examples

Tasks

- Issue tracking.
- Order tracking.



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Activities: SBS Rebates

Case

New Item |
 Edit Item |
 Delete Item |
 Manage Permissions |
 Mark Me |
 Version History

Title	SBS Rebates
Customer	Santa Fe Alliance
Assigned To	Robert Crane
Issue Status	Open
Method	Order
Priority	[3] Normal
Description	www.sbsoffer.com
Category	Hardware
Due Date	
Hours	
Minutes	
Rate	100
Value	\$0.00
Expenses	
Comments	<p>Robert Crane [11/06/2008 10:05 AM] - Check received</p> <p>Robert Crane [11/07/2008 9:54 AM] - Hi Robert, It will be a few weeks for processing the claims after approval. They then mail from Canada regular mail. Once they ship, the status will be updated to reflect that and we will receive an email letting you know.</p> <p>Francis, Sava</p> <p>-----Original Message----- From: Robert Crane [mailto:robert@scotumalliance.com.au] Sent: July 12-08 7:13 PM To: Santa Fe Subject: RE: Windows Small Business Server Offer Santa, When are we actually likely to see the "rebate" come through?</p> <p>Robert Crane [11/05/2008 8:59 AM] Robert Crane [11/05/2008 8:58 AM] - Hi Robert, Did you by chance purchase the SBS from Ingram? I have had the same before. I'm looking into a resolution and hope to have the answer shortly. Thanks for your patience, Sava</p> <p>-----Original Message----- From: Robert Crane [mailto:robert@scotumalliance.com.au]</p>



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Other Practical Examples

Lists

- Customer hardware.
- Customer software & Renewals.
- Vendor contacts.
- Customer contacts.
- Corporate calendar.



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Software Keys

#Title : Backup Exec System Recovery Desktop 6. 3 (1)				
#Title : Backup Exec System Recovery Desktop 6. 3. 12 months (1)				
#Title : Brightstor Arcserve Backup r11. 1 for SBS Premium (2)				
#Title : Brightstor Arcserve Backup r11. 1 for SBS Std (1)				
Brightstor Arcserve Backup r11. 1 for SBS Std	470DL#UPG74VGNL/B0T5W-3P5XA	Sakum Alliance	Installed	Other
#Title : Brightstor Arcserve Backup r11. 1 for Windows (1)				
#Title : Cantasia Studio 5 (1)				

Vendor Details

	Brian Pitts Vodafone Team		1300 139 400	bvpitts@vodafone.com.au
3CDR FM	Burt	David		rdavies@optusnet.com.au
ASE Computers	Philades	Angelo	02 9667 6534	an.resellers@sigcon.com
ACA Pacific	Noahs	Larry	02 9922 5332	larryn@acapacific.com.au
Acronis	Acronts			
Acronis (Mnemonic)	Support		02 3331 5990	support@acronis.com
Affordable Value	Kerry	Tony	02 9654 9036	tonykemp@affordablevalue.com.au
Allex	Support		02 9447 8171	
Annware Computers	Steele	Aileen	02 9878 5788	aw@annware.com.au
APC	Support		1800 652 725	



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Other Practical Examples

Document libraries

- Policies and procedures.
- Run up documentation.
- Marketing materials.



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Saturn Alliance Sharepoint Demo

This is a Sharepoint demonstration site created by Saturn Alliance.

Our Core Values

Our Mission Statement - Keeping IT simple

Our Goals :

1. **Respond to enquiries within 60 minutes**
2. **Solve the right problem**
3. **Listen first**

Announcements

Christmas shutdown 21/11/2007 1:56 PM
by Sharepoint Administrator
Please note that our offices will be closed from 23th of December (Christmas day) until the 1st of January, 2008.

Please welcome Nancy 21/11/2007 1:56 PM
by Sharepoint Administrator
Nancy Wilens has just commenced in our accounts department. Please also try and introduce yourself to her and welcome her to our business.

Calendar

Icon	Title	Location	Start Time	End Time	All Day Event
Cancel	Office		15/12/2007 12:00 AM	15/12/2007 11:59 PM	Yes



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Accessing Sharepoint externally

- Calendar linking.
- Offline document libraries.
- Publish to Internet.
- Access on mobile device.

Connect to Outlook
Synchronize items and make them available offline.

My Settings
Update your user information, regional settings, and alerts.

Sign in as Different User
Sign with a different account.

Sign Out
Logout of this site.

Personalize this Page
Add, remove, or update web parts on this page.

CEACOPS Support

- Home
- Lists
- Announcements
- Business Directory
- Calendar
- Feedback
- General Announcement
- Subscriber Announcements
- Supplier Contacts
- Document Libraries
- Discussions
- Documents
- Picture Libraries
- Home



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Real World Example

- “It is your job to train those around you to be effective and efficient. No one else will do it for you.” – *Four Hour Work Week, Tim Ferris*
- New staff.
 - Receptionist.
 - Coffee orders.



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External Communications

- Monitoring emails.
- Customer support requests.
- Supplier communications.
- Industry newsletters.



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Practical Example

Send SBS monitoring reports to Sharepoint

- Now become searchable.
- Now become sortable.
- Reduces inbox clutter.
- Improves sharing.
- Functionality can be extended with workflows and alerts.



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Practical Example

Customer support requests

- Give them their own portal (i.e. sub site).
- Get them to enter their own information.
- Get them to update their own information.
- Share private documents.

i.e. create an Extranet



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Further Sharepoint applications

- CRM.
- Marketing.
- Employee portals.
- The key is ease of use and flexibility.



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A Flexible Solution

- Sharepoint to capture business knowledge.
- Sharepoint to search that business knowledge.
- Search Server Express 2008 to search information outside Sharepoint.



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Sharepoint Business Benefits

- Free.
- Increase productivity.
- Virtualize it.
- Easily customized.
- Allows standardization via workflows.
- Allow staff to enter their own data.
- Allow customers to enter their own data.

Bottom line = saves you money



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Increasing Revenue



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Increasing Revenue

- Every customer you have is a business like yours.
- If you can solve common problems you can sell that expertise.
- Templates allow to sell a solution again and again.
- Sell on site solutions.
- Sell hosted solutions.



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Increasing revenue

- Everything you learn with Sharepoint can be sold unlike other applications you maybe using.
- Less customer resistance to 'free' products.
- Can provide 'hosted' solution immediately.
- Sharepoint implementations always GROW.
- Can develop custom 'web parts'.



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Increasing revenue

- Office 2007 upgrades/installations.
- Windows & SQL Server installations.
- SBS 2008 upgrade driver.
- Training.
- Allowing remote access.
- Extranet configuration.



Bottom line = make you money
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Improving Business Value



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Improving business value

- “there is ultimately only one reason to create a business of your own, and that is to sell it!” – *E-Myth Revisited, Michael Gerber ,P152*
- Value is in eye of the buyer not the seller.
- How much is your company worth?
- How much would someone buy it for?



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Good systems are the key

“The value of your equity is directly proportional to how well your business works. And how well your business works is directly proportional to the effectiveness of the systems you have put in place, upon which the operation of your business depends” - *E-Myth Contractor, Michael Gerber, P23*



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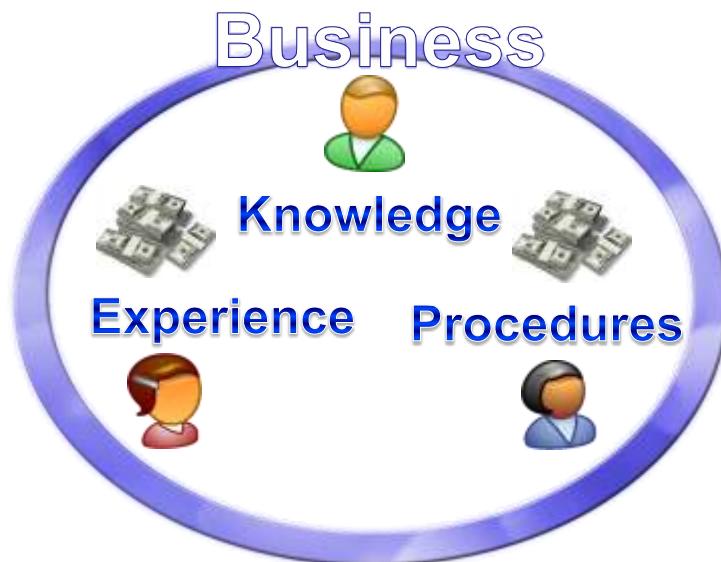
Sharepoint boosts value

- Sharepoint is a way to capture information and therefore increase the value of your business.
- Sharepoint provides an easy method of transferring this information.
- You can choose to sell part of this value.



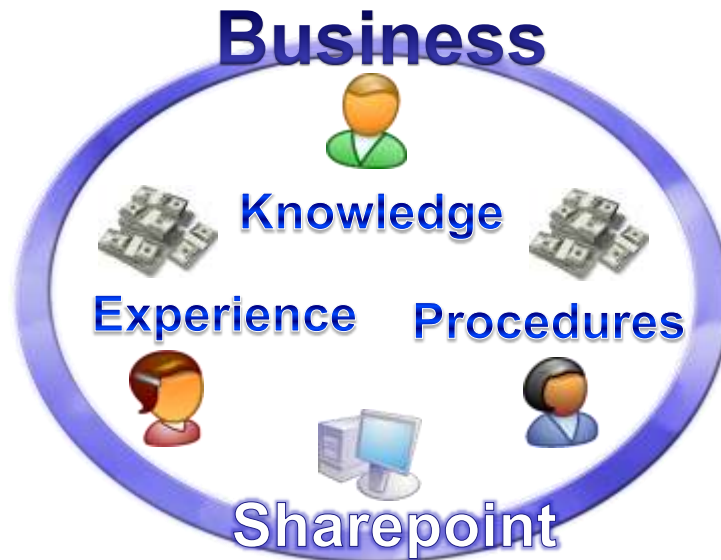
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Information leaves the business

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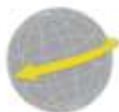
Information remains in the business

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A business that looks orderly..

- says to your customer that your people know what they're doing.
- says to your people that you know what you're doing.
- says that while the world may not work, some things can.
- says to your customers that they can trust in the result delivered and assures your people that they can trust in their future with you.
- says that structure is in place.

– *E-Myth*, Michael Gerber



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Sharepoint brings order

- Captures 'ad hoc' information.
- Central location for documents, lists, knowledge, databases, etc.
- Central location for business and customer information.
- Workflows for consistency.



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More opportunities

- Windows Sharepoint is the basis for Microsoft Office Sharepoint Server (MOSS).

“According to Bill Gates, SharePoint is the fastest-growing server product Microsoft has ever had and the company is going to dedicate more resources to the product. The company expects to have sold 100 million licenses by July this year, he said”. – Infoworld
March 2008

- Sharepoint designer.
- Application Integration.



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Ideas

- Provide 'free' Sharepoint site to local sporting teams or community organizations.
- Give employees somewhere to 'play' other than Facebook or Myspace.
- Have an Internet based Sharepoint site.



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Key points

- Sharepoint is simply a tool.
- Sharepoint is the fastest growing Microsoft server technology.
- Windows Sharepoint is FREE.
- Sharepoint is a way to decrease expenditure and increase revenue.
- Sharepoint is a way to capture your business value.

Questions?

Robert Crane

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