



Oranges, Rocket Ships & Six Pack Abs

What Your SharePoint Corporate Portal is Lacking

Karuana Gatimu

Director of Ecommerce & SharePoint Architect
SKECHERS USA, Inc,

Who We Are

Karuana Gatimu:

- Technology professional with 20 years experience in project management, custom application development and corporate training. Certified Enterprise Content Management Practitioner
- Currently Director, Marketing Operations & Chief SharePoint Architect for Skechers USA, a global footwear manufacturer
- Principal Enthusiast at SharePointStrategist.com; Co-Founder SPUGs.org; Committee member Women in SharePoint Los Angeles

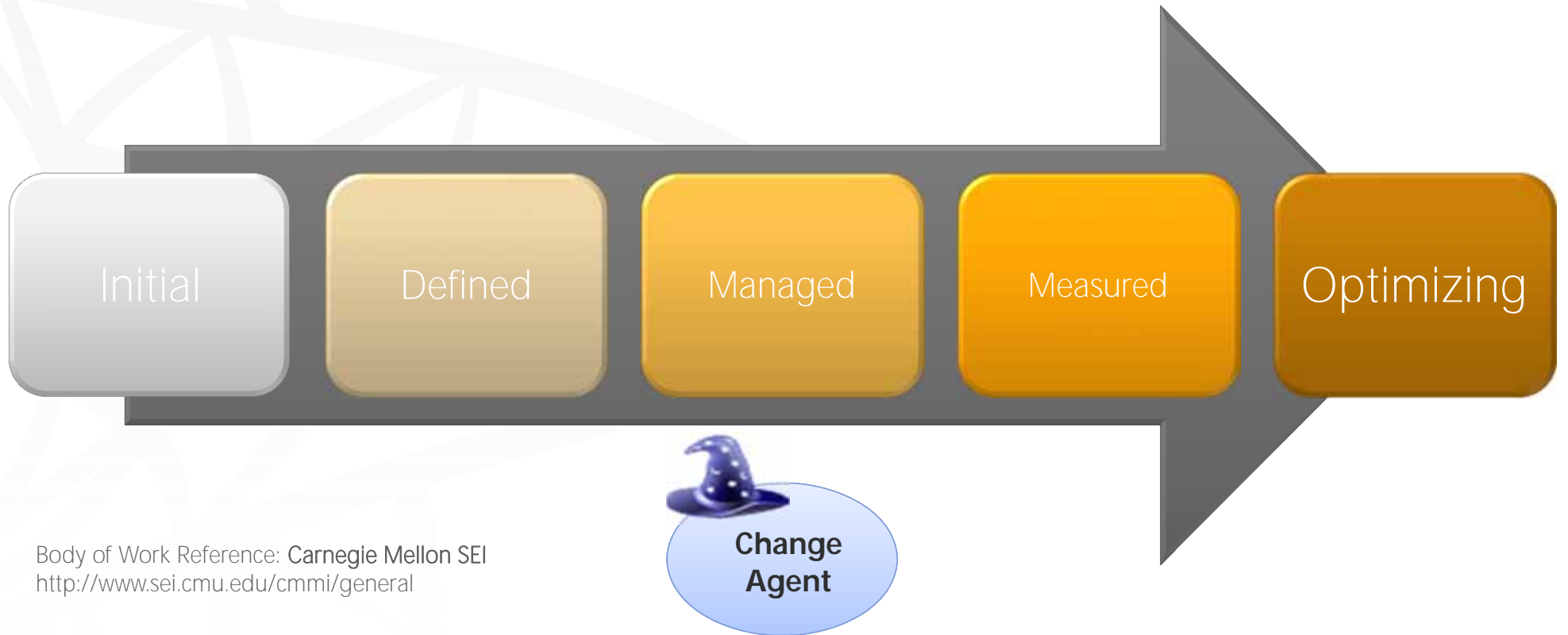
Twitter: @Karuana

Walter Cruzate

- SharePoint Architect for Skechers USA,
- In charge of all administration and development activity on our farms
- The guy who really makes things work!
- Key background in Systems Administration and Analysis
- Former SharePoint administrator for International Rectifier. In charge of 2003, 2007 implementations and their conversion to 2010

Twitter: @SharePointPal

Capability Maturity Model (CMMI)



Body of Work Reference: Carnegie Mellon SEI
<http://www.sei.cmu.edu/cmmi/general>

Collaborators come in all different shapes and sizes. We've identified the top nine types of collaborators that typically exist within an organization. Ranging from early adopters to social butterflies to the begrudging skeptics, we're sure you'll recognize more than a couple of the characters below.

The 9 Types of Collaborators

The Ringleader

The Ringleader is anything but a behind-the-scenes person. The Ringleader is a big-idea person who helps other team members arrive at "aha" moments. Ringleaders begin a lot of discussions, bookmark interesting content and add thought-provoking comments to discussions and files. Their creative energy seeps into and influences team members across all the departments.



The Stealth Ninja

A covert collaborator, the Stealth Ninja is the one who licks, quietly moving from workspace to workspace viewing other people's work that piques their interest. Stealth Ninjas are usually the first to view a file, even if they're not a part of the team. They usually abstain from commenting unless absolutely necessary with the only evidence of their presence an entry on the audit log.

The Executive

The Executive is usually a decision-maker in your company or department who has limited time, yet wants or needs to be involved at a high level. Speed, efficiency and convenience are of utmost importance to The Executive, who prefers to communicate feedback and final decisions via email rather than logging into a system. When The Executive does log in, the purpose is usually to take in the status of various projects as opposed to actively engaging or working on a project at a detail level.



The Expert

The Expert is the go-to person for questions about collaboration technology and best practices in your organization. The Expert looks beyond the normal file-sharing and project management capabilities of a collaboration solution and finds interesting and innovative ways to automate his or her work by leveraging sophisticated workflows, databases and other advanced features. Borderline geek, Experts are always experimenting, sharing new hacks on the intranet, and custom coding to create the coolest-looking workspaces on the block. Oh, and they usually have the most interesting desk toys and gadgets.



The Socialite

This type of collaborator was born to be social. Socialites are storytellers and connectors. Sharing project details and updates comes as second nature to Socialites because they are more than used to sharing on a regular basis via Facebook, Twitter, Google+, MySpace, LinkedIn, Tumblr... you get the point. The Socialite always has a newly updated status, helps carry on conversations and encourages others to engage. Socialites are great for easing those who are less accustomed to open communication into being more social.



The Siloist

The Siloist enjoys working alone and is reluctant to share only because he or she is not used to it. Siloists tend to be a bit absent from the workspaces they're part of and like to do most work offline. Siloists are actually most at risk of losing files and work because they prefer not to save and backup regularly to the cloud - and they are also always the last to realize, if ever at all, that the intranet is down.



The Skeptic

The Skeptic is a somewhat vocal opponent to collaboration. Skeptics can often be detractors because they decentralize knowledge and communication when refusing to use the collaboration workspace. There is hope for Skeptics, though, as they can ultimately be won over if convinced that the WSPM (What is in it for me?) quotient is high enough.



The Dinosaur

The Dinosaur is not the most tech-savvy person in the organization. A creature of habit and uncomfortable with new ways of doing things, The Dinosaur tends to stick to traditional methods of work. While The Expert might equate managing projects by email to banging two rocks together to create fire, The Dinosaur prefers to be cloaked in this sanctuary of status quo. The Dinosaur does not embrace a new tool without some encouragement, so it is extremely important that the collaboration solution be simple and intuitive.



The Taskmaster

Taskmasters may err on the OCD side or simply be organized to an extreme. No detail is too small, no action item goes unassigned and no audit log unread. The Taskmaster is operationally focused, using collaboration tools fully to execute on project plans. The Taskmaster is the one you can expect will follow up with a task list of action items five minutes after your call ends (and you're grateful for it).



A Word About Project Management

- ◆ **Understand Your Process:** Whether you use the SDLC, MSF, RUP or a hybrid have a project management process
 - ◆ **Establish Project Stakeholders:** These executive level people will help you manage organizational change
 - ◆ **Establish a Communication Plan!** Know in advance how you will communicate about your project
 - ◆ **Plan your Resources:** Yes, even if you are a team of one have a resource plan
 - ◆ **Define Success:** Find measurable goals and track your success. Create a feedback process for your users
-

Does Your Intranet Have Measurable Goals?

You won't know if your project is successful if you don't layout your goals in advance. Some examples are:

- Increase cross department collaboration
 - Implement and encourage an Enter Once Use Many environment
 - Make key metadata elements available for use across the farm
 - Divisions; Product ID's; Locations
 - Enable self service tool deployment
 - Increase knowledge of technology tools across the enterprise
-

New vs. Existing Deployments

- If you are new:
 - Think about an appropriate pilot project to cut your teeth on
 - Do not over commit or deploy all features at once
 - If you have an existing deployment:
 - Which segments can you enhance?
 - How are you delivering value to your users?
 - Which pieces of the strategy have you missed on previous projects & how can you improve?
-

Oranges = Branding, UX and UI

Oranges are the worlds perfect fruit. They are appealing and you intuitively know what to do with them!

This is the standard for your user interface, experience and branding implementation

- Brand your company standards
- Conduct internal interface tests – even informally
 - Test with users who are not technologically saavy.
- Some code will be required to implement a great design



SKECHERS University

SKECHERS UNIVERSITY

PRODUCT TRAINING | TECHNICAL TRAINING | MANAGEMENT TRAINING

Announcements

Technical Training Productivity Hub
by Karuana Gatimu | 6/16/2011 8:58 PM

We have launched the Microsoft Productivity Hub as your central repository for training guides on Office 2010, Windows 7 and SharePoint 2010. As all users are converted over to Windows 7 this site will be your primary location to find information...

Welcome to SKECHERS University
by Karuana Gatimu | 6/6/2011 5:41 PM

This site will be your central destination for signing up for corporate training classes. Available classes will show up below and with registration links on both the left & right. For questions please contact Karuana Gatimu or Cheryl Hood.

Training Calendar

Title	Location	Start Time	End Time	Category
There are no items to show in this view of the 'Calendar' list. To add a new item, click 'New'.				

Links

URL	Notes
There are no items to show in this view of the 'Links' list. To add a new item, click 'New'.	

Most Recent Guides

Type	Name
Office 2007 User Guides	Office 2007 User Guides
SharePoint 2007 Training Guides	SharePoint 2007 Training Guides
Management Training Summit 2008	Management Training Summit 2008
Online Requisition Tutorial - Apr 26	Online Requisition Tutorial - Apr 26
SharePoint - Intranet Transition Guide	SharePoint - Intranet Transition Guide
Online Requisition Tutorial	Online Requisition Tutorial
IttheS Promo Pairs Task Approval Instructions	IttheS Promo Pairs Task Approval Instructions
Product Launch Visual Assets Distribution 040711	Product Launch Visual Assets Distribution 040711
Skechers Shape-ups Scripts_FINAL for LeonardJA	Skechers Shape-ups Scripts_FINAL for LeonardJA
IttheS Promo Pairs Order Instructions	IttheS Promo Pairs Order Instructions

SKECHERS University – Technology Hub

SKECHERS Karuna Getimu Site Actions

Home Departments I want to... Teams ? Search this site...

Training Hub News
Home Use Program

Products
Access
Excel
InfoPath
Live Meeting
OneNote
Outlook
PowerPoint
Project
Ribbon
SharePoint
SKECHERS Tools
Visio
Windows
Word

Get It Done
Manage
Market
Collaborate
Organize

Videos
Hub Help
About

SKX Tools

Featured Video

Schedule templates
Track daily activities or plan projects using scheduling templates.
View
Rating:
Tag as My Favorite
Explore all videos...

Featured Content
My Favorites
Top Rated

Microsoft HOME USE PROGRAM
Get your copy of Microsoft Office 2010 for Home Use now. Limited copies available, shipping & handling charges apply. [Learn More](#)

Training Hub News

Title	Body
Microsoft Home Use Program	Microsoft Home Use Program Now Available SKECHERS employees are now eligible to receive a copy of Microsoft Office 2010 for home use for only shipping & handling charges. Click the Home Use Program link to the left to read the details and order your copy now. There is a limited amount of copies available and they are fulfilled on a first come, first serve basis. Please email the Help Desk with any questions.
Training & Productivity is Here	Welcome to the training & productivity hub. We've installed and customized this tool from Microsoft to help people make the transition to Windows 7, Office 2010 and SharePoint 2010. Browse the content by product and please contact the Help Desk with any questions.

[Add new announcement](#)

SKECHERS Navigation – By Department

The image displays three screenshots of the SKECHERS website navigation interface, illustrating the 'By Department' navigation structure.

Top Screenshot: Shows the main navigation bar with the SKECHERS logo and a menu with options: Home, Departments, I want to..., and Teams. A dropdown menu is open under 'Departments', listing: Allocations, Customer Service, DC, Ecommerce, Entertainment, and Finance.

Middle Screenshot: Shows the 'Departments' dropdown menu expanded further. The 'Home' sub-menu is visible, listing: Team Sites, SKECHERS Foundation, Pictures, Banner Ads, Documents, Dept. Documents, Legal Memos, and Travel Calendar. The 'I want to...' sub-menu is also visible, listing: Download SKECHERS Logos, Get Linesheets by Division, Get Product Images, Get Resale Certificates, Print a Fax Cover Sheet, See POP Availability, See USA Availability, Ship a Domestic Package, Ship an International Package, and Submit a Plaza Suggestion.

Bottom Screenshot: Shows the main navigation bar with the SKECHERS logo and a menu with options: Home, Departments, I want to..., and Teams. A dropdown menu is open under 'I want to...', listing: How do I find things?, Is there a User Guide?, How do I edit items?, and How do I upload a document?.

SKECHERS Navigation – Tools & Help

The “I Want To” Menu



Custom Help



Microsoft Content Packs

The screenshot displays the Contoso Electronics website. At the top right, there are utility links for "Text Size" and "Layout". The main navigation bar includes the "CONTOSO" logo, a search box labeled "Search this site", and menu items for "Contoso Electronics", "About", "People", "Community", "PR", and "Products". Below the navigation, three product categories are featured with images: "Home Cinema" (a television), "Digital Cameras" (a compact camera), and "Printers/Faxes" (a printer). A blue banner below these categories reads "Specialists in Electronic and Digital Devices" and includes a button for "Check out the latest Product Catalogue". Underneath, a section titled "Learn About Popular Products" lists four items: "M610 PDA Cell Phone", "M1200 Laptop", "E100 Consumer" (a stylus), and "M180 Slim" (a camera). The footer contains copyright information "© Microsoft 2010. All Rights Reserved", links for "Privacy Policy", "Sitemap", "Terms of Use", and "Contact", and the Contoso logo.

Microsoft Content Packs

The screenshot displays the Adventure Works website interface, which is a travel and community site. The layout includes a top navigation bar with links for Home, Destination guides, WikiGuide, Community, Blogs, Galleries, Contact Us, and a Login button. A search bar is located in the top right corner.

The main content area is divided into several sections:

- WELCOME TO ADVENTURE WORKS:** A introductory message with placeholder text and a small image of a travel brochure.
- DESTINATIONS GUIDE:** A section featuring three destination cards: Edinburgh, Auckland, and San Francisco. Each card includes a cityscape image, the city name, a brief description, and links to a Picture gallery, Guide, and Discussion.
- Benefits of Registration:** A pink callout box listing benefits such as "Travel guides around the world", "Chat to fellow travellers", and "Plan and save a trip", with a REGISTER button.
- DISCUSSION BOARD:** A section with a "SEE ALL" link and two topic entries: "United Kingdom" and "USA", each showing the post date and number of replies.
- TRAVEL WRITERS - BLOGS:** A section with a "MORE BLOGS" link and a list of latest updates to blogs from the community, including a post by "System Account" about creating a blog.
- GALLERIES:** A section with a "SEE ALL" link and a row of five small image thumbnails for Auckland, San Francisco, Edinburgh, San Francisco, and Edinburgh.

At the bottom of the page, there is a blue banner with a list of tags: vacations, breaks, weekends, transport, tickets, australia, blogs, new zealand, hotels, singapore, sydney, culture, funny, photography, accommodation, blogging, attractions, jordan.

Microsoft Content Packs



Microsoft Content Packs

The screenshot displays the Contoso Pharmaceuticals website. At the top, the logo and navigation menu are visible. The main content area features a large image of pills and a 'Products' section with a 'MORE PRODUCTS' button. Below this, three categories are highlighted: Eye Care, Neurosciences, and Obesity Intervention, each with a representative image and a brief description. A sidebar on the right provides additional navigation options, including a filter for products by therapeutic area, patient assistance programs, and information for patients.

CONTOSO PHARMACEUTICALS GLOBAL LOCATIONS | CONTACT US Search this site...

HOME PRODUCTS RESEARCH & DEVELOPMENT INVESTORS CAREERS NEWSROOM CONTACT US

Products

[MORE PRODUCTS](#)

Sed elementum sagittis tortor quis egestas. Nullam vel congue diam. Ut in odio tortor. Proin tristique dignissim felix nec condimentum. Aliquam malesuada, nisi vitae ullamcorper congue.

Eye Care



Mauris ut risus dolor. Nulla in consectetur enim. Suspendisse tincidunt laculis tincidunt. Sed sapien dolor, facilisis sed imperdiet ac, blandit eu tortor. Integer lorem purus, pulvinar eget elementum nec, aliquet vitae sem. Etiam et laculis nunc. Quisque eget libero leo, in gravida nulla. Class aptent taciti sociosqu ad. [Read more »](#)

Neurosciences



Mauris ut risus dolor. Nulla in consectetur enim. Suspendisse tincidunt laculis tincidunt. Sed sapien dolor, facilisis sed imperdiet ac, blandit eu tortor. Integer lorem purus, pulvinar eget elementum nec, aliquet vitae sem. Etiam et laculis nunc. Quisque eget libero leo, in gravida nulla. Class aptent taciti sociosqu ad. [Read more »](#)

Obesity Intervention



Mauris ut risus dolor. Nulla in consectetur enim. Suspendisse tincidunt laculis tincidunt. Sed sapien dolor, facilisis sed imperdiet ac, blandit eu tortor. Integer lorem purus, pulvinar eget elementum nec, aliquet vitae sem. Etiam et laculis nunc. Quisque eget libero leo, in gravida nulla. Class aptent taciti sociosqu ad. [Read more »](#)

Products

We want to improve your quality of life.

Products by therapeutic area

View by product name

Patient Assistance Programs

Mauris ut risus dolor. Nulla in consectetur enim. Suspendisse tincidunt laculis tincidunt. Sed sapien dolor, facilisis sed imperdiet ac, blandit eu tortor.

[LEARN MORE](#)

INFORMATION FOR PATIENTS

Everything you need to know.



Rocketships – Performance and Scalability

Rocketships deliver speedy performance and can be appropriately sized to delivery any type of payload

This is your farm architecture standard

- Architect proper server hardware
- Keep your page code clean and test for load times
- Configure cashe options properly



Scalability

Immediate
and future
needs

Amortized
costs

Hardware,
licensing,
service
expenses

Fault Tolerance & Data Protection

Gain & maintain the trust of the enterprise to reliably safeguard their data



Hardware/Software levels



Backup & Maintenance Plans



Fire Drill Schedules & Emergency Procedures



Six Pack Abs – Deployment & Tools

- A worthy goal that requires discipline and focus. Something you want to return to again and again

Worthwhile tools that your users need in their everyday work.

Gathering requirements is often the hardest part
Allocation of resources and prioritization is key



SKECHERS Tools

- ❑ Spending Approval
- ❑ Department collaboration calendars
- ❑ Product Launch Information Portal
- ❑ Travel Calendar

All executed at department levels and for cross department collaboration

Varying levels of user adoption

Resources

- Web Resources:
 - Vendor Specific Information (Microsoft, Oracle, EMC)
 - NothingbutSharePoint.com and other community blogs
 - SharePointStrategist.com – my blog
 - Outline of ECM Strategy
 - Job Descriptions
 - MSF Framework links
 - Bloggers Universe
 - Content Packs – Inside Virtual Environment
 - <http://www.microsoft.com/download/en/details.aspx?id=27417>
 - SharePoint Deployment & Governance Using Cobit by Dave Chennault
 - AllIM.org – [ECM & conference](#) each year; new SharePoint content for 2012
 - Spugs.org; WomenInSharepoint.org – Connect to user groups
 - Twitter - #SharePoint #SP2010 #SPC11
-