



Spotlight On

SharePoint for Digital Asset Management

Presented by
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About Karuana

- ▣ 18 years experience in integration, project management, custom application development and video / event production.
- ▣ AIIM Certified Enterprise Content Management Practitioner
- ▣ Currently IT Project Manager & SharePoint Architect for Skechers USA, a global footwear manufacturer
- ▣ Principal Enthusiast at my blog SharePointStrategist.com
- ▣ Vice Chair of SPUGs.org, non-profit dedicated to promoting SharePoint User Groups

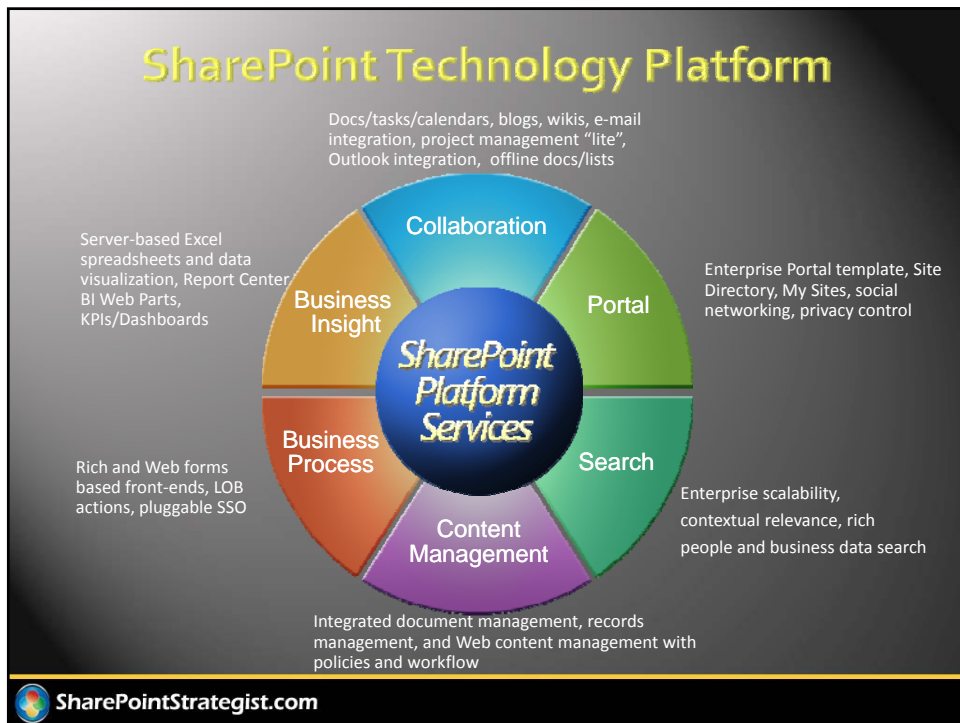
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Today's Viewpoints

- ❑ Leverage existing technology to achieve DAM goals
- ❑ Drive user adoption by a familiar interface
- ❑ Implement in iterative processes
- ❑ Define your DAM initiative
 - Work in Process (WIP) vs Final Assets
- ❑ Get executive sponsorship


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SharePoint 2010

The Business Collaboration Platform for the Enterprise & the Web



Connect and empower people

Cut costs with a unified infrastructure

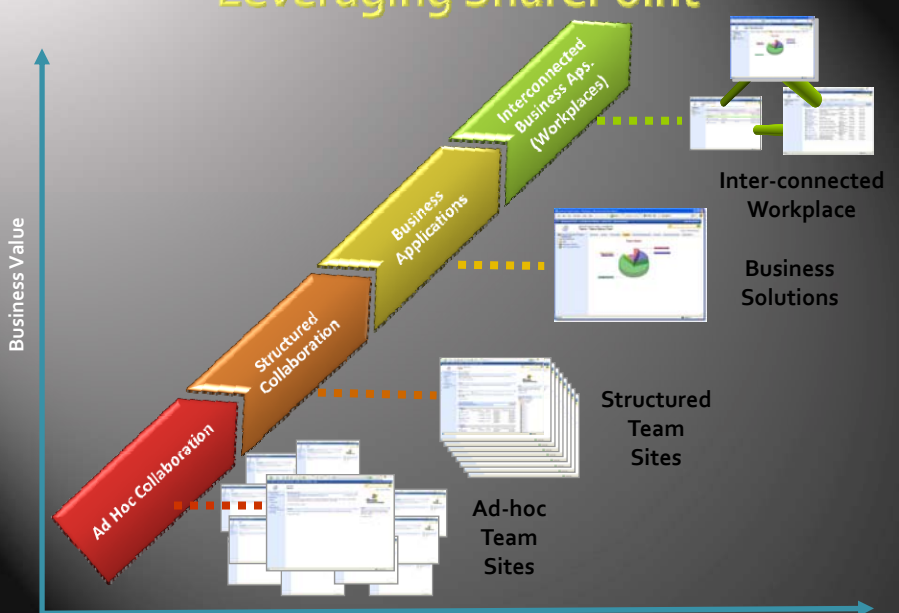
Rapidly respond to business needs

Hosted or on site deployments with both 2010 & 2007 versions

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The diagram features a central blue circle with the SharePoint logo. Surrounding it are eight segments: Sites, Composites, Insights, Search, Content, Communities, and another Sites segment at the top. To the right of the circle are three horizontal bars containing the text: 'Connect and empower people', 'Cut costs with a unified infrastructure', and 'Rapidly respond to business needs'.

Leveraging SharePoint



Business Value

Ad Hoc Collaboration

Structured Collaboration

Business Applications


Interconnected Business Apps (Workplaces)

Ad-hoc Team Sites

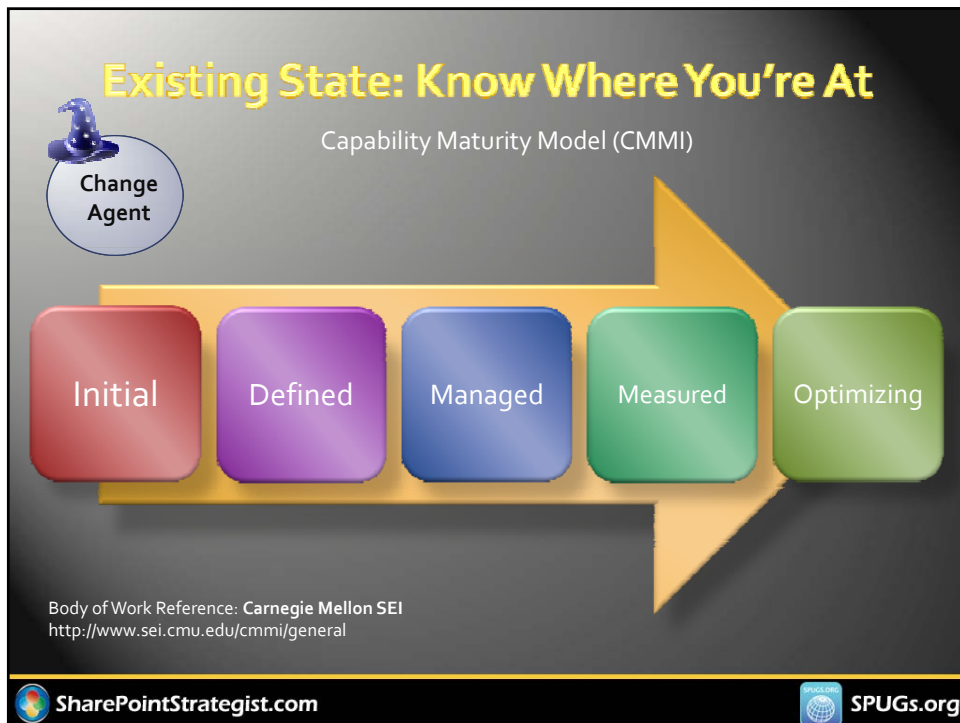
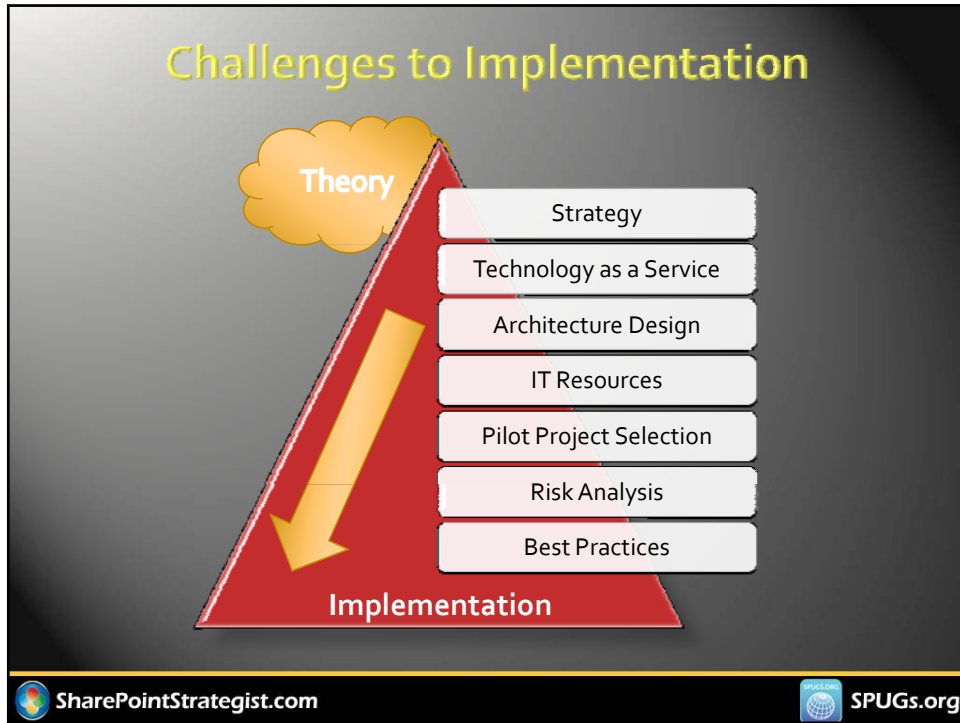
Structured Team Sites

Business Solutions

Inter-connected Workplace

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The diagram shows a 3D bar chart with four segments: 'Ad Hoc Collaboration' (red), 'Structured Collaboration' (orange), 'Business Applications' (yellow), and 'Interconnected Business Apps (Workplaces)' (green). The y-axis is labeled 'Business Value'. To the right of each segment are icons representing that level of collaboration: 'Ad-hoc Team Sites' (stack of papers), 'Structured Team Sites' (stack of papers), 'Business Solutions' (single screen), and 'Inter-connected Workplace' (multiple screens). Dotted lines connect the segments to their respective icons.

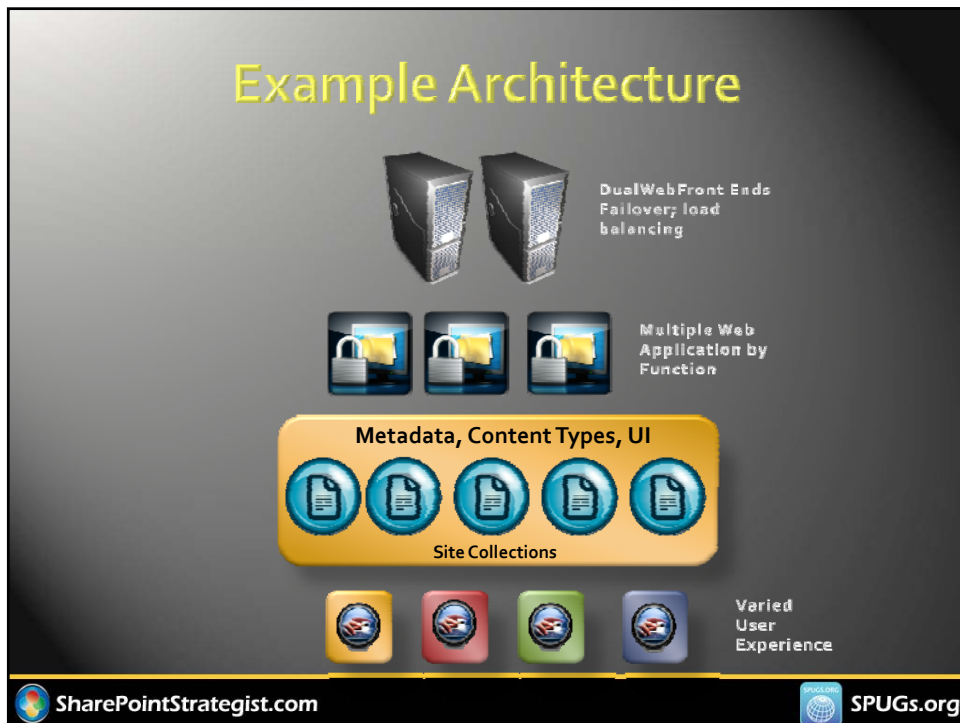
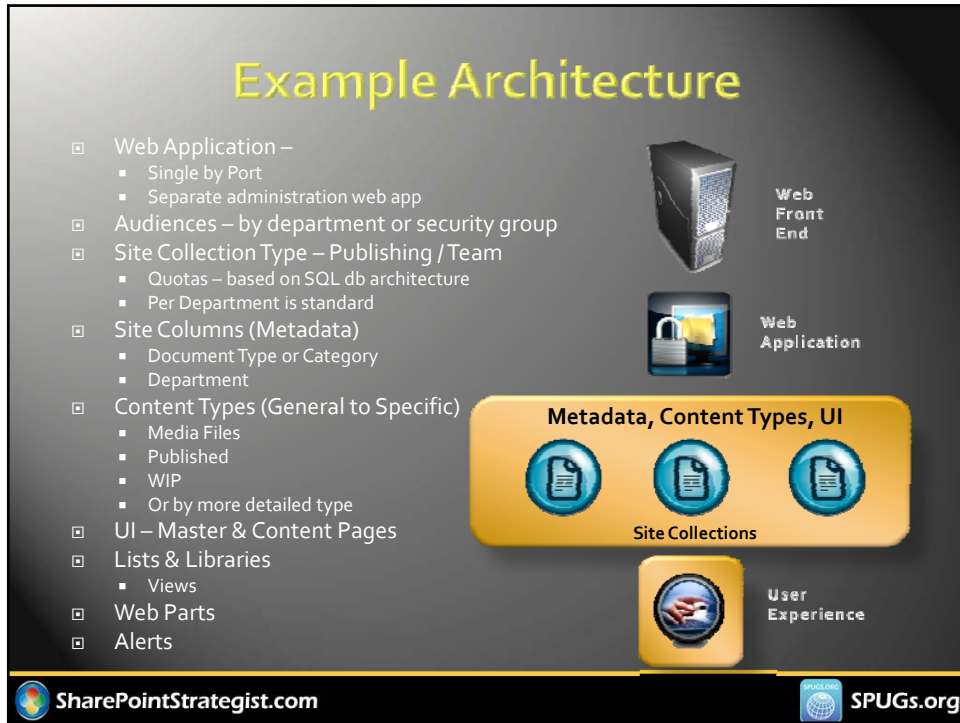


Architecture Considerations

- ▣ **Taxonomy** - How you classify data as expressed through:
 - Database & web app design
 - Content types
 - Custom columns
 - Default metadata
- ▣ **Legacy Integration**
 - Links to external databases & other LOB apps
- ▣ **Data Conversions**
 - Unstructured to Structured Data
 - File Stores
- ▣ **Compliance & Governance**
- ▣ **Scalability, Security & Up Time**

SharePoint Feature Mapping

- ▣ **Web Application**
- ▣ **Audiences & Roles**
- ▣ **Site Collection Type**
 - Quotas
- ▣ **Site Columns**
- ▣ **Content Types**
- ▣ **UI – Master & Content Pages**
- ▣ **Lists & Libraries**
 - Views
- ▣ **Web Parts**
- ▣ **Alerts**





Rules for the Road

- You probably already own SharePoint – consider its varied uses when evaluating DAM systems.
- Do not settle for a sub-standard SharePoint installation
 - Educate yourself about the possibilities
 - Leverage the extensive community to locate qualified & reliable talent
- Find and nurture an executive sponsor
- Use incremental enhancements as an opportunity to continuously optimize your underlying processes



Resources

- ▣ Microsoft TechNet
 - Architecture & Deployment tools
- ▣ MVP Community – Twitter, Blogs
- ▣ EndUserSharePoint.com – Mark Miller & Team
- ▣ My Blog: SharePointStrategist.com
- ▣ Peers – User Groups – SPUGS.org
- ▣ LinkedIn & Yahoo Groups
 - <http://tech.groups.yahoo.com/group/SharePointIACoP/>
- ▣ Training