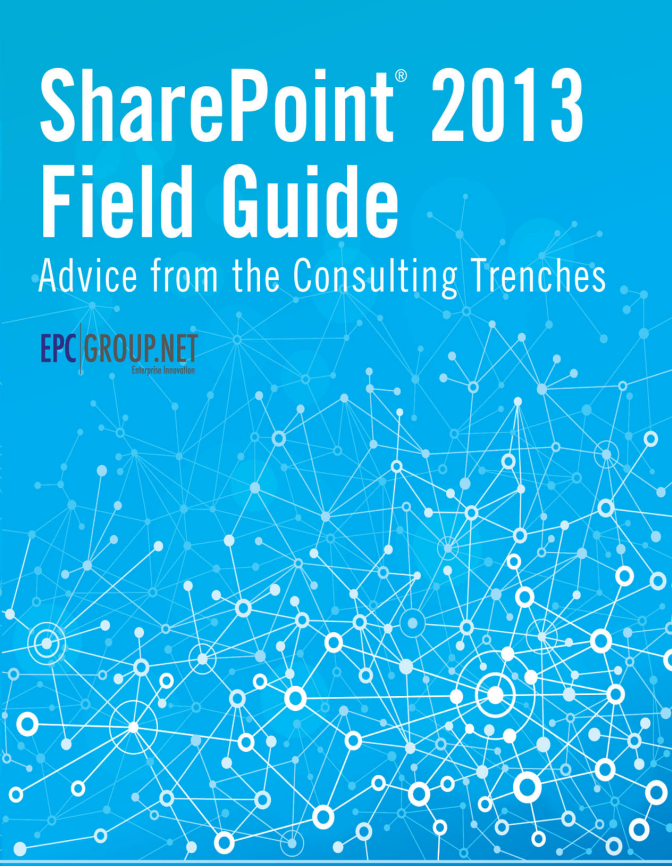
SharePoint® 2013 Field Guide

Advice from the Consulting Trenches

EPC GROUP.NET
Enterprise Innovation



SAMS

Errin O'Connor
The EPC Group Team of Experts

FREE SAMPLE CHAPTER

SHARE WITH OTHERS

Errin O'Connor

SharePoint® 2013 Field Guide

Advice from the Consulting Trenches

UNLEASHED

SAMS | 800 East 96th Street, Indianapolis, Indiana 46240 USA

SharePoint® 2013 Field Guide: Advice from the Consulting Trenches

ISBN-13: 978-0-789-75119-5
ISBN-10: 0-789-75119-4

Library of Congress Control Number: 2014932531

Printed in the United States of America

First Printing September 2014

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Sams Publishing cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an "as is" basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book.

Bulk Sales

Sams Publishing offers excellent discounts on this book when ordered in quantity for bulk purchases or special sales. For more information, please contact

U.S. Corporate and Government Sales
1-800-382-3419

corpsales@pearsontechgroup.com

For sales outside of the U.S., please contact

International Sales

international@pearsoned.com

Editor-in-Chief
Greg Wiegand

Executive Editor
Loretta Yates

Development Editor
Mark Renfrow

Managing Editor
Kristy Hart

Project Editor
Elaine Wiley

Copy Editor
Cheri Clark

Indexer
Tim Wright

Proofreader
Sarah Kearns

Editorial Assistant
Cindy Teeters

Cover Designer
Mark Shirar

Senior Compositor
Gloria Schurick

Contents at a Glance

Contents

About the Authors: The EPC Group Team of Experts

Errin O'Connor is the founder and CEO of EPC Group and has completed more than 900 SharePoint and "Microsoft stack-related" implementations, including efforts relating to business intelligence (BI), custom application development, hybrid cloud strategy, Microsoft Azure, Office 365, SQL Server 2012/2014, Amazon Web Services (AWS), and Microsoft Project Server. This is Errin's third Microsoft SharePoint book; he is also the author of *Microsoft SharePoint Foundation 2010 Inside Out* and *Windows SharePoint Services 3.0 Inside Out*, both by Microsoft Press. Errin continues to work closely with EPC Group's clients to develop and implement scalable SharePoint 2013, Office 365, and SharePoint Online initiatives, as well as BI, ECM/RM, and hybrid cloud strategies with identity management, security, and compliance in mind. Errin can be contacted directly via email at errino@epcgroup.net.

Miranda Salley is the Vice President of EPC Group and she manages the full range of EPC Group's technology consulting and solutions offerings. Miranda also oversees EPC Group's operations and marketing teams and tailors EPC Group's go-to-market strategies. She works with the full range of Microsoft technologies, including EPC Group's hybrid cloud advisory practice, to ensure that the organization continues to stay on the leading edge of consulting. Miranda has over 14 years of experience in information technology, marketing, sales, and communications management. For the past 10 years, Miranda has served as a volunteer technology teacher, and a life skills and career mentor, as well as a leading board member for various Boys & Girls clubs and not-for-profits, allowing her to further her passion for technology and community responsibility. Miranda can be contacted directly via email at contact@epcgroup.net.

Timothy Calunod has been an active and involved SharePoint enthusiast since SharePoint's first release. He has worked with every version of SharePoint in terms of design, implementation, architecture, administration, maintenance, troubleshooting, and solution creation to meet the unique needs of SharePoint deployments in various organizations and industries. Timothy has worked on hundreds of initiatives and is able to adapt to the technology requirements of EPC Group's clients, whether it be for a business intelligence initiative, for a hybrid and federated SharePoint 2013 and Office 365 initiative, or to develop a governance and architecture strategy for a SharePoint implementation to support more than 250,000 users.

Joseph Jorden is a leading industry expert in designing and implementing various complex technical solutions for clients both large and small. Joe's primary field of expertise is in custom software development for EPC Group's clients, focusing on SharePoint 2013 as well as all areas of custom .NET application development including application architecture, custom workflow development, SharePoint development and administration, SQL Server development and administration, database design, and security. Joe is also the author of numerous technical books on SQL Server, SQL Reporting Services, and business intelligence.

Andrew Christen has over 11 years of experience in developing, designing, coding, and testing applications using C#, ASP.NET, SharePoint 2013, SharePoint 2010, SharePoint 2007 development, C++, BizTalk, and multiple other scripting languages. Andrew's industry-leading architecture skills that he provides to EPC Group's clients expand beyond SharePoint development into seamless integration of other line-of-business (LOB) systems, C#/ASP.NET financial and inventory systems, custom .NET applications, and responsive web design, as well as architecting and designing web services using SOAP and XML. Andrew has extensive experience in SQL Server 2012 business intelligence, as well as migration initiatives from non-SharePoint systems into new SharePoint 2013 environments.

Daniel Galant has focused on educating clients on the latest SharePoint 2013 technologies, as well as architecting the overall design and implementation of Microsoft solutions for EPC Group clients both large and small. Daniel's experience includes SharePoint system design, implementation, branding, and administration, as well as information architecture design and analysis. Over the past 15-plus years, Daniel's expertise has also included Active Directory migration and consolidation, Exchange architecture deployment and administration, and network architecture and security. Daniel's background in training helps him to convey difficult and often misunderstood technical topics in an easily relatable manner, and he has twice been awarded Microsoft MVP status.

If you are interested in contacting EPC Group.net for a possible project engagement, feel free to reach out to us via email at contact@epcgroup.net or email Errin O'Connor directly at errino@epcgroup.net.

Dedication

To Miranda, the smartest and most kind person I have ever met, and to the unbelievable patience you provided me during this year-and-a-half undertaking.

—Errin O'Connor

Acknowledgments

This book has been one of the most challenging efforts of my life; there are so many sacrifices that go into it, and the individuals who support you through it cannot be thanked enough in a handful of words.

This book would not have been possible without Miranda Salley's support and unbelievable patience, as she not only supported me in the writing and editing of the book but also ensured that the EPC Group organization and our clients' needs were always met. I cannot ever thank her enough for ensuring that all aspects of the EPC Group, in terms of both our staff and our amazing clients, were always put first while I spent the past year and a half writing this book.

I would also like to thank the Pearson organization for their support in allowing me to rewrite almost the entire book when Microsoft released their 2012 R2 technology updates. This included the changes in Office 365 API Tools, SkyDrive's rebranding to OneDrive, and the Microsoft Azure (Windows Azure) rebranding efforts. My goal was to publish a book that would be relevant in covering all the latest technologies and that would not be outdated after only six months, and Pearson allowed me to achieve that goal.

We Want to Hear from You!

As the reader of this book, *you* are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

We welcome your comments. You can email or write to let us know what you did or didn't like about this book—as well as what we can do to make our books better.

Please note that we cannot help you with technical problems related to the topic of this book.

When you write, please be sure to include this book's title and author as well as your name and email address. We will carefully review your comments and share them with the author and editors who worked on the book.

Email: consumer@samspublishing.com

Mail: Sams Publishing
ATTN: Reader Feedback
800 East 96th Street
Indianapolis, IN 46240 USA

Reader Services

Visit our website and register this book at www.informit.com/title/9780789751195 for convenient access to any updates, downloads, or errata that might be available for this book.

Introduction

The main goal of this book is to provide a central resource that shares lessons learned, best practices, and an unfiltered version of real methodologies covering what really works and what pitfalls you should avoid. Within the next 18 chapters, I have put together a compilation of what I have learned from working with clients "in the trenches" on consulting initiatives of all shapes and sizes, from small to mid-size organizations, as well as enterprise and global organizations.

Although every SharePoint 2013, Office 365, and/or SharePoint Online initiative does have very specific and granular underlying business and technical requirements, there is an approach you can take to ensure that your implementation is a success. With the ever-changing IT landscape around the private (that is, on-premises), public (that is, cloud), and hybrid (that is, resources both on-premises and in the cloud) cloud, this book dives into implementing this new technology with a "hybrid mindset" to ensure that your organization's IT roadmap will align with your SharePoint 2013, Office 365, and/or SharePoint Online roadmap with scalability and security in mind.

There must be a strong focus on implementing your initiative with "future compatibility" in mind as relates to the information architecture (IA) as well as the underlying system architecture, but doing so with governance and identity management in mind. This includes the initial planning all the way through the implementation, configuration, custom development, go-live, and post-support to ensure that your organization focuses on end-user adoption and implementing this technology right the very first time.

I have covered SharePoint 2013 on-premises as well as implementations in the cloud in Office 365 and utilizing SharePoint Online but also how best to plan for and become familiar with Microsoft Azure, Amazon Web Services (AWS), Office 365 API Tools, SharePoint 2013's new app model, OAuth, OData, business intelligence (BI), Power BI, and tools such as Windows Intune and System Center.

This is the third SharePoint book that I have written, and I felt that my first two SharePoint books, on SharePoint 2007 and SharePoint 2010, did not allow me to have the "unfiltered" feel that I have attempted to convey within this new publication. In 15 years of owning a SharePoint- and Microsoft-focused consulting firm, I have always worked with clients to try to limit the licensing they have had to purchase. I have no stake in whether a standard or enterprise license of a Microsoft product is purchased and try and walk through some of the "marketing fluff" that comes with new releases.

The "cloud" is here but that can still mean you have a private "on-premises" cloud. Your organization may also want to focus on moving some resources into the "public cloud" or just go "all in" and move nearly everything into a public cloud. Regardless of the underlying infrastructure, there are key considerations for compliance and regulatory elements, as well your organization's future IT roadmap and the service level agreements (SLAs) you must provide to your users no matter what platform you may be focused on or considering.

There is a massive amount of hype around the cloud and what Microsoft's plans are for SharePoint in the future. Microsoft is starting to work on the next on-premises version, so as much as Microsoft would like you to move all of your data into Office 365, SharePoint Online, Microsoft Azure (Windows Azure), or other underlying offerings, I have developed this book to ensure that your organization's requirements are taken into consideration and the "marketing fluff" can be avoided.

There are some great new resources with the new Office 365 API Tools, along with new features and functionality within Visual Studio 2013 as well as Windows Server 2012 R2, SQL Server 2012/2014, and the openness that the new SharePoint 2013 App model allows for connecting to external data sources, that are also covered in great detail.

I also have focused on trying to get you to think about metadata (content types) and how best you can implement a core set of metadata so that you can more easily find content with the new SharePoint 2013 supercharged search engine, which now includes FAST Search in one single "SharePoint 2013 Search" offering.

Whether you are upgrading or migrating from a previous version of SharePoint, or are new to SharePoint, this book covers all aspects of every type of SharePoint implementation I have experienced since I started beta testing "Tahoe" (SharePoint 2001) back in late 2000. With the new offerings of SharePoint 2013, Office 365, and SharePoint Online, this publication will provide you the "from the consulting trenches" perspective in this fifth version of SharePoint, to cover all the moving pieces that encompass a successful initiative that will stand the test of time.

Who Should Read This Book?

This book has been written as a resource for anyone who will be involved in a SharePoint 2013, Office 365, and/or SharePoint Online initiative. The book covers topics from both sides of the coin, from extremely advanced topics for SharePoint architects, developers, and administrators, to power users, end users, and IT executives who may want to understand what the full life cycle of a successful initiative will entail.

This book covers topics for individuals of any "competency level" from those implementing a new SharePoint 2013 ECM/RM initiative or for readers who want to know how to implement a power-user strategy or even a successful training initiative. This book also covers the aspects of project management for those who may be managing these efforts and the communication and teamwork from various stakeholders that is required. There are granular areas that also cover compliance and regulatory issues for records managers or those who may work in the legal department for data such as PHI, PII, and HIPAA, as well as data stored in data centers in the EU and related global datacenter considerations.

This book also covers SharePoint 2013, Office 365, and SharePoint Online development strategies for developers interested in both learning and performing custom development; it also provides insight into the new "hybrid development mind-set" that is key to being a successful developer within these technologies.

Software Requirements

This book targets SharePoint 2013, Office 365, and SharePoint Online, as well as Microsoft Azure (Windows Azure), Windows Server, SQL Server, and Visual Studio. There are references to links to download trial versions of each of these technologies, as well as links to sign up for trials for any cloud-based services such as Office 365, Microsoft Azure, AWS, and even Visual Studio Online.

Code Examples

Source code for examples in this book can be downloaded from www.samspublishing.com.

This page intentionally left blank

CHAPTER 3

Governed Utilization of the Features and Functionality in SharePoint 2013/Office 365

IN THIS CHAPTER

With Microsoft having referenced SharePoint 2013 as, SharePoint Server 2013, Office 365 (Enterprise), and SharePoint Online in many news articles, recent conferences and publications, the term SharePoint 2013 is used in this book to refer to SharePoint Server 2013 and Office 365 | SharePoint Online for this and all following chapters, but the integrated solutions such as Microsoft Lync, Microsoft Exchange, and Microsoft Dynamics CRM are specifically referenced as they may be specific to an existing on-premises environment you currently have implemented or features of an Office 365 plan for which your organization may have procured.

At EPC Group, we have SharePoint Server 2013 on-premises as well as Office 365 Enterprise, the E3 plan, along with SharePoint 2013 instances in the Microsoft Azure platform and in Amazon Web Services (AWS) because we believe that the future of SharePoint is going to be that of a very hybrid nature. Both Microsoft Azure and AWS have trial offerings that you can also test and integrate at any time to begin to gain experience in the hybrid cloud.

I believe that SharePoint's on-premises version will not be phased out for at least six to seven more years, and Microsoft has recently announced they have already begun working on the next on-premises release. This is my personal opinion, but I think with what has been released by Microsoft's rather vague references regarding "the cloud

versus on-premises" and their ratcheting back of "cloud first" in press releases, they very much initially overstated how many firms would be "all in" in moving to the cloud in SharePoint 2013's release. The public, private, and hybrid cloud offerings and technology are covered in much more granular detail in Chapter 5, "Implementing a Best Practices SharePoint 2013/Office 365 Information Architecture."

The out-of-the-box SharePoint 2013 features that can quickly be deployed to your organization's user base are vast, but the key to a successful SharePoint 2013 implementation is rolling out SharePoint in a governed and methodical manner.

One of the key areas to keep in mind that will ensure long-term SharePoint success and save the organization's information technology (IT) budget over time is thinking of SharePoint's user base from a device-centric approach and considering the related audiences and roles associated with them.

There will be various departments, user types, and specific content they will want to access. What type of device will these users use to access SharePoint?

There will obviously be internal users with secured authentication accounts using company-issued laptops, tablets, and mobile devices, as shown in Figure 3.1, but what is the expected user experience you are going to provide to these users? Your organization's "bring your own device" (BYOD) policy may be in its infancy or even well-defined, but mapping out this strategy from the beginning is very important. Will your organization support a wide array of devices as SharePoint matures and new technology is developed?

FIGURE 3.1 An example of the wide array of devices from which users may access SharePoint.

It is important to have a common user experience throughout your user base, and it can vary based on the device and the related browser. This needs to be governed and support based on your organization's policies, but you should always think in terms of being device as well as browser agnostic whenever possible; you should also follow a Responsive Web Design (RWD) user interface (UI) design for your SharePoint sites, communities, and branding elements, as well as all custom development. The Responsive Web Design methodology (e.g., Responsive Design) is important because it assists in providing your users an optimal viewing experience with common reading and navigation that will allow for functions such as panning, scrolling, and resizing across devices.

When planning your user base and the related features and functionality you will provide, it is also important to map out not only the devices, such as those in Figure 3.1, but also the locations of the users, as illustrated in Figure 3.2. If you're a large or global organization or one that has users in multiple locations, in various countries, or possibly spread throughout the globe, you will need to keep the user experience and RWD in mind from a "device channel" perspective.

FIGURE 3.2 An example of a possible user base across the country or even across the globe.

Understanding Device Channels in SharePoint 2013 (BYOD)

Regardless of the type of implementation your organization is trying to accomplish in phase 1, it is key to understand the underlying capabilities of SharePoint 2013 to ensure that your initial plans take full advantage of SharePoint's out-of-the-box capabilities. SharePoint 2013 contains a device channel feature that is part of the SharePoint 2013 publishing infrastructure that will enable your organization to render site content, its images, and even the underlying content type while maintaining the same URL (uniform resource locator) across a selection of different devices.

On a recent project, EPC Group's architecture team was tasked with implementing SharePoint 2013 with a specific and aggressive go-live date. This phase 1 deadline was for internal users with Active Directory accounts and was not targeted toward external or "mobile" users of the organization. It was key to walk through the Responsive Design considerations with the stakeholders of possible future phases and future mobility needs because there was a custom branding and UI design that their marketing department was having us implement in phase 1.

The design was very appealing and looked great, but it was important to help both IT and the business understand that the "look and feel" that would be implemented should follow Responsive Design but also take into consideration the "device channels" or ways the users within their company would access SharePoint long-term so that this branding would be compatible in future phases.

There is a difference in the "desktop version" of the SharePoint site compared to a "mobile rendering" of a SharePoint site. Your overall design must support a variety of devices that your organization may currently support as well as take into consideration possible devices that may be allowed in the future.

TIP

When a user from a mobile device (smartphone, tablet, and so on) opens a SharePoint 2013 site, the device's browser submits something technically referred to as an HTTP GET request that includes a "user agent string." This string contains information about the device, enabling that specific browser to then be redirected to a governed and specific master page view for that device (Windows Phone, iPad, Android, iPhone, and so on). Thinking in terms of not only initial users in phase 1 but also future phases in which mobile devices will be utilized will save a great deal of future time and effort.

In most SharePoint 2013 implementations, the initial strategy will target internal users; however, the mobile or BYOD strategy will quickly follow so it's key to think in these longer terms regarding design. It's also important to get an initial inventory and/or develop a "governed device list" for your organization to know exactly how users will be accessing SharePoint content.

Most devices allow for users to go to an app store to purchase or download additional browsers, so implementing your "supported" list is key to being able to let users know

whether their device's entire configuration is supported by the organization's SharePoint 2013 deployment.

Table 3.1 shows an example of how you can start a device inventory of what will be allowed in the initial phase as well as what might be allowed in future phases.

TABLE 3.1 Device and Related Browser Inventory

Device Type	Audience for Device	Known Browser Type	Is This Supported in SharePoint 2013?
iPhone	Executives, power users	Safari	Yes
Windows Phone	Some users in marketing, external user group "a"	Internet Explorer	Yes
Android	External user group "b", some IT team members, etc.	Chrome	Yes

SharePoint 2013/Office 365: Preparing for Governance

SharePoint 2013's out-of-the-box core end-user features, such as lists and libraries as well as apps, web parts, and the sites and site collections they exist on, will be the most used areas of SharePoint, but using them and deploying them with governance in mind is key to your success. The policies of how these components operate (are governed) guide your SharePoint user community and its related components. SharePoint 2013 offers end-user capabilities such as these:

- **Collaboration Tools:** SharePoint sites facilitate team participation in discussions, shared document collaboration, blogging, building communities, and professional networking.
- **Content Management:** The document collaboration features allow for easy checking in and checking out of documents, document version control and recovery of previous versions, enforcement of retention schedules, information management policies, eDiscovery, destruction or information management workflows, and document-level security.
- **Business Intelligence:** This enables people to connect to, find, and act on information locked away in line-of-business systems by using a framework to integrate them securely into SharePoint search results, configurable and actionable dashboards, KPIs, reports, apps, mash-up interfaces, and web parts.
- **Search:** A feature and overall capability that provides users with the ability to find information that is security trimmed and stored in almost any structured or unstructured repository as well as "people information." SharePoint 2013's search includes the previous SharePoint Server 2010 Search capabilities as well as FAST search into once seamless "SharePoint 2013" offering.

In keeping the SharePoint as a Service (SPaaS)/SharePoint as a Platform (SPaaP) strategy in mind, which will grow in size and importance over time and will open up the hybrid SharePoint implementation mind-set, the strategies in the following sections should be strongly taken into consideration and molded around your organization.

Preparing for SharePoint Site and Site Collection Governance

To paint a picture of how to prepare for SharePoint Site and Site Collection governance, I will walk through a few examples that apply to most organizations. SharePoint sites are usually created for collaboration or content management within the organizational structure or, alternatively, for a particular line of business (LOB) or department.

For example, as determined by the Site Owners, users from other locations may have access to content inside of these sites as well. Types of communication and collaboration in SharePoint include, but are not limited to, the following:

- Project sites
- Division department sites
- Professional networking (communities/My Sites)
- Team sites
- Content management/records management sites

Local sites may be created under the local SharePoint "root sites" or within the specific line of business or department. Functional area sites may reside below the local SharePoint "root sites." The sites may be further split out below the functional area by business units. The sites may also be further split out with approval of the Site Collection Owner below the functional area.

Site collections can facilitate collaboration within groups, within organizations, and between teams. For example, when a request is granted for a site collection, a governed model should ensure that the requestor chooses or is assigned the user to be the Site Collection Owner and the Site Collection Administrator with the approval of the Farm Administrators.

For example, a SharePoint Farm Administrator can assume the role of the Site Collection Administrator. Also, a Site Collection Administrator may be responsible for, but not limited to the following:

- Site Collection security
- Site Collection features
- Site Collection audits and usage logs
- Site creation
- List, library, and content type creation outside the scope of default items governed by the Farm Administrators

Site Collections should maintain data storage, quotas, size limitations, and threshold settings in the manner specified by the organization's SharePoint governance policy.

Preparing Your Organization's SharePoint 2013/Office 365 Organizational Support Governance

SharePoint 2013's governance is developed, monitored, and ultimately enforced by specific roles that can be referred to as the SharePoint "People Organization." A best practices example of how your organization can implement this People Organization is detailed next.

SharePoint Service Operations Teams

The SharePoint Services Operations (SSO) teams consist of the following "roles" or "groups" of support members.

SharePoint Services Team (SST)

The SharePoint Services Team oversees staff providing SharePoint system administration and multi-level support. The SharePoint Services Team drives the process of aligning the SharePoint Service with evolving business requirements and strategic direction.

The SharePoint Services Team consists of the SharePoint Services Team Manager, SharePoint System Architects, SharePoint Farm Administrators, and Site Collection Administrators. The SharePoint Services Team directs all aspects of the SharePoint Services to ensure an effective and stable service offering in relation to SharePoint.

Farm Administrators

The SharePoint Services Team Farm Administrators manage the operation of the production, QA, and development environments for SharePoint. The SharePoint Services Team controls the SharePoint application and helps execute approved change requests.

The Farm Administrators within the SharePoint Services Team may have the authority of full central administration rights, full SharePoint services rights, and provision security for the site collections, and they assign permissions to the Site Collection Administrator.

The Farm Administrators are essential members of the SharePoint Services Team, and they should frequently collaborate with other Farm Administrators and Site Collection Administrators to resolve problems, to assist with issues, and for knowledge transfer and continuous training. The Farm Administrators may have the same access to all SharePoint environment instances.

Site Collection Administrators

Site Collection Administrators manage the SharePoint site collections and are part of the SharePoint Services Team with the specific goal of promoting new collaboration tools and other SharePoint applications within their location for the sites they manage to help improve efficiency and increase productivity.

Site Collection Administrators do not, in most cases, have access to the operating system. The Site Collection Administrator is an integral member of the SharePoint Services Team.

The Site Collection Administrator will also be

- Comfortable working with new SharePoint applications
- Able to quickly learn the capabilities of SharePoint tools
- Able to demonstrate strong functional knowledge of the tools to others

Possible additional tasks could be delegated such as the following:

- Creating subsites within existing sites
- Managing security of the SharePoint site with approved Active Directory Groups
- Creating new workflows and managing site content

System Administrators

The System Administrators manage the operating systems of all SharePoint Environments (Production, QA, and DEV) and do not always have central administration rights, and they usually do not have administrative access within SharePoint. The System Administrators follow the procedures for maintenance, backup, recovery, and overall change management set forth by the SharePoint Services Team for the organization.

The System Administrators provide monitoring of the system through

- Usage analysis and tuning
- Automatic monitoring and event notifications

The System Administrators perform maintenance on the servers and provide support for hardware and software updates. They provide documentation on the installation and configuration of the system in its environment. Your organization SharePoint platform install and configuration must be documented well enough so that it can be reinstalled and reconfigured to the last known good operating standards.

Database Administrators

The Database Administrators are responsible for installation, configuration, backup, recovery, and monitoring of the SQL Server 2012 databases required by SharePoint. Database Administrators typically do not have central administration rights and have no special administrative access within SharePoint.

The Database Administrators are typically not a member of the SharePoint Services Team but work with the SharePoint Services Team in case of issues such as business continuity exercises, disaster recovery, and content database issues.

SharePoint Roles

The following sections detail granular SharePoint roles as well as the related granular best practices considerations regarding each role.

High-Level Operational Roles

Permissions and responsibilities of the operations roles are persistent throughout SharePoint. Resources may serve multiple roles within the operations roles. The roles and responsibilities defined in Table 3.2 are specific to SharePoint 2013 products and technologies and third-party tools used for operations and maintenance of the SharePoint service.

Table 3.2 shows the roles along with the related responsibilities, tasks, and any additional permission-related information.

TABLE 3.2 Roles and Related Responsibilities/Permissions

Role	Responsibilities and Tasks	Responsibility Assignment	Permissions
SharePoint Services Owner (SSO)	–Responsible for the effective provisioning and ongoing management of the centralized SharePoint platform –Leads SharePoint Steering Committee –Leads SharePoint Services Team –SharePoint Steering Committee	SharePoint Services Team/TBD	TBD
SharePoint Service Manager	–Assists in the SharePoint Steering Committee –Assists in leading the SharePoint Services Team –Ensures that tactical initiatives align to strategic intentions –Reports to Steering Committee on the level of activity	SharePoint Services Team/TBD	TBD

Role	Responsibilities and Tasks	Responsibility Assignment	Permissions
SharePoint System Architects	–Active Directory –Profile Synchronization –Patch/Release Management (validation and testing) –Responsible for SharePoint farm infrastructure design, installation, guidelines, and best practices –System Administrator's day-to-day support	SharePoint Services Team/TBD	–Full Control given at the web application policy level for every web application in all farm locations –Admin Control, full control to all central administration and SharePoint services in all farm locations
Network Engineers	–Firewalls –WAN optimization –Remote access management –External access management –Load balancing	TBD	–Will not have access to SharePoint or site configuration settings and will not be able to make any changes to the application
SharePoint Records Manager Administrator	–Responsible for new or modified records retention schedule categories –Performs legal research to determine applicable federal, state, local record-keeping laws, citations, or requirements –Works with the SP Administrator to ensure that content types are accurate –Consults with Site Owners as needed before site decommissioning	Records Management/TBD	–Will not have access to SharePoint or site configuration settings and will not be able to make any changes to the application

Granular Operational Roles

Resources may serve multiple roles within operations because it is typical in an enterprise implementation for SharePoint Architects and Administrators to perform multiple roles.

Permissions and responsibilities in the operational roles will exist within the central SharePoint Services Team, whereas development roles may exist independently throughout an organization if it is regionally or globally dispersed. The roles and responsibilities defined in Table 3.3 are specific to SharePoint products and technologies and third-party tools used for operations and maintenance of SharePoint.

Table 3.3 shows the roles along with the related responsibilities, tasks, and any additional permission-related information.

TABLE 3.3 Roles and Related Responsibilities/Permissions

Role	Responsibilities and Tasks	Team	Permissions
Farm Administrators	–Responsible for SharePoint farm's configuration, SharePoint services, policies, procedures, and governance/best practice enforcement –Day-to-day support for Site Collection Administrator –Serves as SharePoint champion for all locations	TBD	–May or may not have system administrative or SQL administration rights –Full Control: Full control given at the web application policy level for every web application in all farm locations. –Admin Control: Full control to all central administration and SharePoint services in all farm locations
SharePoint System Administrator Also referred to as: SharePoint Solution Architect	–Responsible for day-to-day maintenance of the SharePoint Platform	TBD	–Will not have access to SharePoint or site configuration settings and will not be able to make any changes to the application
SQL Database Administrator	–SQL Server database backup and recovery, SQL configuration, SQL upgrades and monitoring –Responsible for databases, site collection, and site backups	TBD	–Will not have access to SharePoint or site configuration settings and will not be able to make any changes to the application –SQL Administrative rights
Network Engineer	–Firewalls –External crawl content monitoring –Antivirus –Possible mobility management activities –Possible BYOD enforcement activities	TBD	–Will not have access to SharePoint or site configuration settings and will not be able to make any changes to the application

Role	Responsibilities and Tasks	Team	Permissions
SharePoint Solution Development Architect	–Responsible for following best practices development standards as defined by the SharePoint Solutions Review Board –Responsible for developing custom solutions such as apps, web parts, master pages, workflows, custom events, and custom organizationally specific records management features	TBD	–Full Control: to the development environment

End-User Roles

These roles are managed by the SharePoint Services Team with limited rights given to specific SharePoint 2013 skilled individuals.

Users may, in some cases, belong to more than one role and have additional permissions. Users may also be removed from lower-level roles because higher-level roles/permissions may encompass the permissions of the lower-level role.

Table 3.4 shows the roles along with the related responsibilities, tasks, and any additional permission-related information.

TABLE 3.4 Roles and Related Responsibilities/Permissions

Roles	Responsibilities and Tasks	Training	Permissions
Site Collection Administrator	–Manage features and solutions for site collection –SharePoint site provisioning for site collection	Instructor led with good understanding of site administration, security, content creation, feature deployment	Access defined at the SharePoint application level; no access at the system level
Site Collection Owner	–Site Collection Owner –Content creation –Manage content –Subsite management	Instructor led with good understanding of site administration, security, content creation, and records retention schedules	Access defined at the SharePoint application level; no access at the system level

Roles	Responsibilities and Tasks	Training	Permissions
Site Owner	–Site Owner –Content creation –Manage content *Note:* Annual/monthly auditing will be determined at the beginning of Phase 2 based on SLAs and the organization's Policy.	Instructor led with good understanding of site administration, security, content creation, and records retention schedules	Access defined at the SharePoint application level; no access at the system level.
Member	–Content creation (documents, lists) –Contribute to collaboration sites (blog, wiki) –Initiate workflows	Computer-based training video (CBT) with good understanding of document libraries and lists and records retention	Access defined at the SharePoint application level; no access at the system level
Approver	–Approve content (documents, lists) –Initiate workflows	CBT with good understanding of content approval and workflows and records retention	Access defined at the SharePoint application level; no access at the system level
Visitor	View content	N/A	N/A

Implementing a Best Practices Information Architecture from the Very Beginning

One of the great things about SharePoint is that it is very easy for users to store content, create content, and navigate. This can also become a challenge because from an IT and records management (RM) or information management perspective, it is important to get in front of this "challenge" as soon as possible so that a organizationally specific IM policy can be put in place before there are thousands or even hundreds of thousands of documents, records, and related content.

There is no magic answer to address this issue within all organizations because it differs among companies, their users, and the type of business or vertical the company is in, as well as the culture of the organization. There are, for example, some construction or manufacturing companies that have embraced new technology and others that have waited to see how some of the new offerings in information technology will take hold and flourish or possibly stall.

There are healthcare institutions that have focused on collaboration and document management and others that have been focused on other areas such as Electronic Medical Records (EMR) projects or other patient-specific productivity initiatives.

Some government institutions have embraced and taken records management and the institution's retention schedule head-on, and others have waited to see what regulatory or related laws may pass before implementing this technology.

My main point here is that regardless of your current state, it's time to address the roadmap and focus on implementing SharePoint 2013 within your organization to meet the specific short- as well as long-term goals of the organization.

Understanding Your Organization's User Base

Understanding your organization's user base, as well as the types of documents, content, and records they currently utilize or may want to utilize, will put you in a more educated position to implement a solid SharePoint platform.

Identifying Your SharePoint User Audience

There will obviously be several different user audience types within your implementation, but what is the best way to go about understanding how they may use SharePoint on a day-to-day basis, as well as determining the types of content and content volume they may access and create?

You can determine this by performing interviews with the specific groups, teams, or departments either via conference calls and Lync/WebEx-type virtual meetings or in person, depending on how dispersed the team members are and their availability. Another way to approach this is by sending out questionnaires to the team or the specific set of department stakeholders with core questions such as these:

- What are the standard functions that your department/team/business unit conducts in a given day or a given week (that is, what does a "day in the life" of your users look like)?
- What types of documents does your "area" create or have stored (that is, Word, Excel, PowerPoint, PDF, or are there any large files like CAD drawings, diagrams, media/video files, and so on)?
- Are there specific users who own or create specific records or documents for your given "area" (that is, are there any "records managers" identified that you should be aware of)?
- Are there any document retention schedules that exist within the organization that your "area" (department, business unit, team, and so forth) must follow or should be following in the near future?
- Are there any current workflows or business automation processes that you should be aware of?
- How are the documents within the given "area" stored currently (is there a network share, existing document management system, and so on)?
- Is there a current SharePoint system or other technology implemented where frequently used documents or even published content is stored? If so, please provide additional information.

- Would it be possible to get a "count" or possible estimate of the amount of content that currently exists (for example, 25GB and 125,000 documents)?
- Are there any common templates that are used to create common or frequently used documents for your "area"?
- Are there any scanning or OCR (optical character recognition) requirements within your "area"?
- Are there any existing systems that "tie in" or integrate with your existing documents or processes that you should be aware of?

TIP

This exercise needs to be completed for every area or department, team, business unit, or community because this will assist in your development not only of the SharePoint roadmap but also for your information architecture, navigational strategy, and governance strategy.

Laying Out a Plan for Document Libraries

As mentioned in the previous chapters, document libraries are collections of files in SharePoint 2013 that users share with other users within a given SharePoint site. Now that you understand the types of users as well as the documents they use, store, and work with, you will need to implement an information architecture that consists of the proper governed document libraries to meet these needs.

Some document libraries are used specifically for that area or department or such, and you may consider those "private" documents libraries that are accessible only by the team members or users of that given group.

Other document libraries are cross-functional and are accessed and used by many different users or groups within the organization. These document libraries may store "public" or frequently used content or may even be a document library that is created for a specific project the organization is conducting that many different users and groups need to access and contribute to.

TIP

When you start to understand the types of users and the content they are using and now are digging into the types of document libraries that need to be created to meet both the business and the functional needs, you need to start thinking about the security (e.g., Active Directory Groups or SharePoint Security Groups) that will need to be created and managed to properly protect and govern this content.

Introduction to SharePoint 2013 and the Hybrid Cloud Mind-Set

Questions about the evolution and maturity of the hosted and hybrid cloud, as well as some of the data, privacy, and security concerns that exist around it, are questions that you will need to be able to answer with facts and a clear understanding when asked by key project stakeholders and users, as well as by your organization's legal and compliance stakeholders.

As mentioned, SharePoint's 2013 "on-premises" environment, versus "hosted, off-premises," or "hybrid" environment, contains different offerings and capabilities as well as security, regulatory, and privacy implications. SharePoint 2013 stakeholders can sometimes find themselves at a fork in the road or between two possible paths, as illustrated in Figure 3.3, when selecting the type of environment or offering that will best service the organization in regard to cost, maintenance, and intellectual property security.

FIGURE 3.3 The SharePoint on-premises versus Office 365/hosted architecture decision.

There are also security- and regulatory-related questions that must be answered and addressed regarding storing personally identifiable information (PII), protected health information (PHI), HIPPA, and FDA (Title 21 CFR) Part 11. For global organizations, there are other regulatory concerns such as those of data centers in the European Union (EU) and Safe Harbor regulations that the U.S. and the EU have agreed to via the United States Department of Commerce and the seven principles of data protection and security.

TIP

A few new abbreviations are used throughout the Microsoft community regarding the cloud. Two of the more frequently used new acronyms are CAM (Cloud App Model) and SPO (Office 365).

There are also considerations related to the ability of your organization to develop custom solutions (workflows, apps, custom events, and so on) and promote these customizations to the cloud rather than into your on-premises environment, which you have full control over.

I have had hundreds of conversations with CIOs, CTOs, and key business stakeholders at organizations throughout the globe about this topic, and there are key considerations that must be vetted and understood when choosing a path for the organization even if a hybrid approach (that is, both on-premises and Office 365) is selected.

I was having this environmental conversation with a well-known oil and gas company's CIO I was working with who had extensive intellectual property (IP) for which the organization had invested millions of dollars on researching and collecting. His statement to me during this conversation was, "There is no way I am going to risk our IP by hosting this information in a cloud for which I cannot guarantee I have full control."

Another conversation that comes to mind is with the Enterprise Application's Director, for which SharePoint was managed, of a Fortune 500 military contracting and aerospace company. He said, "We have a ton of business intelligence needs that require us to access multiple internal systems, and there is just no safe way to deploy this custom code to the cloud and then "hook" into our SAP and other systems from SharePoint due to permissions and federation issues we have discovered." He made an interesting point during this conversation: "Do I want to have to get other IT hosting providers to have to review and approve my custom code prior to implementing it into their cloud after we develop it? This could cause additional delays I am just not comfortable with...."

In contrast, I had a conversation with the IT leader of a Fortune 500 manufacturing company who said they found Office 365 to be an excellent solution for servicing partners and clients who need quick collaboration sites set up that were also housed outside their company's DMZ (a term commonly referred to as outside the company's internal network database and perimeter), and the on-premises solution was not meeting their current needs.

I am not pushing you toward one environment or another but playing a bit of devil's advocate regarding some of the concerns and elements you need to keep in mind when going "all in" on one type of environment or another.

TIP

When selecting the type of environment your organization goes with in the on-premises versus cloud discussion, it is always important to ask the hard questions about the capability to migrate specific or defined content back into the on-premises environment from

the cloud should your organization ever have that requirement. This may occur in an eDiscovery process or some other auditing or BI type of effort, but it is key to be prepared and ensure that your provider can adequately meet this requirement.

Key Features of Office 365

Office 365 (O365) is an attractive offering to some organizations whose IT model as well as related content security governance will properly be met with the requirements of O365. Office 365 has an updated user interface and much improved administration controls with an improving cloud-app development model.

Office 365 has several key features:

- **OneDrive**

  OneDrive is a core element of Office 365. It offers users organizational control to allow them to do the following:

  - Sync and share documents.
  - Collaborate on document security with individuals both inside and outside of their organization.
  - Access content and information anywhere and from a multitude of devices.
  - Control content life cycle and versioning.
  - Manage access permissions.
  - Access OneDrive with native mobile client apps for Windows 8 and iOS.

- **User Interface Updates (UI)**

  The Office 365 user interface has been redesigned to allow for usability improvements in navigation to include features such as these:

  - *Drag and drop:* This enables users to upload content to sites by dragging items from their computer into a SharePoint document library.
  - *On-hover:* This is a new "callout" feature that works with any document within a SharePoint document library, as well as from a search results, that enables viewing, sharing, and following or "jumping" right to specific content.
  - *Touch:* This feature allows for large "touch targets" for easy navigation on mobile devices and should be part of your mobile device management and BYOD considerations for your organization's governance strategy.

- **Yammer (in Office 365's Offerings)**

  Yammer is a key element of Microsoft's social networking (that is, professional networking) strategy, and it is designed to bring additional collaboration, file sharing, and knowledge exchange within your company.

  Depending on the release cycle you are currently in, it may be optional or may be included with the Office 365 investment. Key features of Yammer include these:

- Enables enterprises to become social quickly
- Offers easy access to groups and feeds
- Provides easy access across different devices and browsers
- Offers easy-to-use administration tools

- **Office 365 Guest Links**

  Office 365 allows users to share everything, including sites, folders, and individual documents, using the Guest Link feature, which enables users to invite guests from inside and outside the enterprise firewall to share and collaborate on specific documents. These permissions can be added and revoked like any other permission element in Office 365.

- **Public Website Feature**

  The public website feature in Office 365 comes with a large number of customization options for sites and individual pages. There are added publishing capabilities, web parts, and built-in Search Engine Optimization (SEO) property options and advanced design options.

  You are also able to disable this feature and have it remain invisible until needed per the governance policies that are developed to control the SharePoint platform. The public website feature also enables users to utilize the Design Manager to completely redesign the sites from scratch.

TIP

Any customization and branding work done in the public website feature must follow the organization's governance strategy as well as any corporate logos or style elements.

- **e-Discovery**

  Office 365 Enterprise comes with an e-Discovery management site, via integrated Exchange Online, that enables organizations to add sources and create queries to discover content across SharePoint sites and SharePoint document libraries, mailboxes, and discussions, while keeping them in place in Office 365, Exchange Online, and Lync Online.

- **Site Mailbox Feature**

  The Site Mailbox feature combines Office 365's document management capabilities with Exchange Online's email solution. Teams can organize project-related content and email into a single view while keeping documents in their proper location. With the Site Mailbox feature, site mailboxes can be accessed through Outlook 2013, as well as Office 365.

- **Enterprise Search**

  Office 365 search has been greatly improved in the relevancy of search results, enabling users to find the content they are searching for with the appropriate results. SharePoint Server 2013 and Office 365 have the same search engine and capabilities, with the added FAST features that were optional in SharePoint 2010 included natively. This enables users to control the search experience and also provides powerful metadata-driven results and filtering options.

- **Office 365 PowerShell Capabilities**

  Office 365 enables administrators to use Windows PowerShell to manage their subscriptions as well as scripting tasks associated with provisioning new sites, site collections, and performing upgrade activities. SharePoint 2013 has a web-based companion tool called the Windows PowerShell Command Builder Tool for "power users or super users" with relatively moderate IT skills.

- **Office 365 API Tools**

  The new Office 365 API Tools continues to extend the platform and will open up more possibilities around the hybrid cloud by adding not only the ability to access SharePoint 2013 on-premises, but also extending the platform in Microsoft Office 2013 by adding the ability for both sites and native applications to consume Office 365 data.

Yammer Considerations

Microsoft acquired Yammer in June of 2012, and understandably it takes time to finalize a technology roadmap within a technology of this magnitude. Office 365 users have been provided with an option to replace Office 365's activity-stream component with Yammer's, which is the first step and integration point between Yammer and SharePoint.

Microsoft has also offered the capability to embed a Yammer group feed into a SharePoint site. This is available through the "Yammer application" available in the SharePoint App Store, which will work with both on-premises and Office 365.

Microsoft has also provide organizations with the option to replace the newsfeed in SharePoint 2013/Office 365/SharePoint Online with Yammer.

OneDrive for Business (Previously SkyDrive Pro) Considerations

OneDrive for Business, previously SkyDrive Pro, has made several recent updates, such as providing SharePoint users who have Personal Site Use Rights with access to Microsoft's cloud-based OneDrive to store data and providing that same access via OneDrive from their smartphone or mobile device (see Figure 3.4).

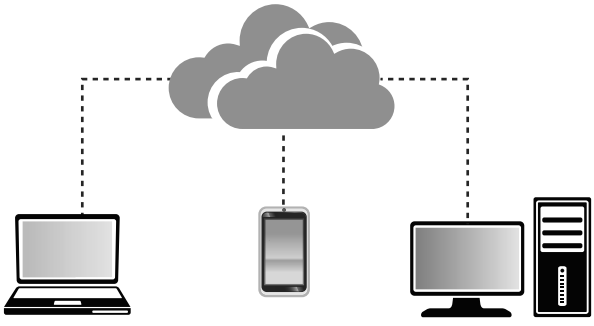


FIGURE 3.4 Showing a diagram of the workflow of OneDrive for business.

Social Computing in SharePoint 2013

Social computing, or what I like to refer to as professional networking to assist in sometimes overcoming some internal political hurdles, is one of the most powerful and sometimes underused features of SharePoint. Those who have worked with SharePoint 2010 or 2007 in the past will be familiar on some level with SharePoint My Sites capabilities, depending on whether the organization opted to implement them. In SharePoint 2013, however, the professional networking capabilities of SharePoint include not only radically improved My Site features but also a new Community Site template, which adds a new layer to this social computing powerhouse platform.

A Community Site is a new SharePoint 2013 site template that provides a forum type of experience within the SharePoint platform. This of course will add to your governance planning, but the way it has been architected into the SharePoint 2013 fabric, it adds a great deal of value and cements SharePoint 2013 as the social computing tool for enterprise organizations.

If your organization has worked with knowledge management (KM) initiatives in the past, it is helpful to think in terms of these communities to help categorize and spawn discussions among different groups or team members across the organization. This feature does not replace My Sites at all but rather is an added layer to help promote open communication and collaborative exchange by enabling users to share things like best practices and lessons learned, as well as to share and promote their personal expertise.

I have had the opportunity to work with organizations in the past on their knowledge management initiatives in SharePoint. I wish this feature had been included in past releases of SharePoint but it's here now and KM directors should take notice.

The Community Portal, which is a collection of the individual Community Sites on differing and specific topics, provides discussion lists and web parts directed specifically at the knowledge management and "community" experience.

TIP

The SharePoint 2013 community features are available only in SharePoint Server 2013 and are not made available in SharePoint Foundation 2013.

Understanding the Community Reference in Terms of Social Computing

It can become a bit confusing when referring to the "community" features of SharePoint 2013 because the term itself is also used to refer to other common SharePoint elements. It's important to keep the specific use of the term in context. The SharePoint Community Sites are for the enhancement of social collaboration and knowledge management within the organization.

You may also hear users or stakeholders refer to "communities" in terms of the IT community or SharePoint's "Power User" community which are, in fact, communities but more granularly they are just specific user groups or sets of individuals.

I think this is important so that you are able to set the tone with the SharePoint stakeholders and user base when describing the different SharePoint terms so that there is no confusion or overlap of terms.

Features and Practices of SharePoint Communities in Terms of Social Computing

This new Community Site feature in SharePoint 2013 enables users to further organize discussions as well as categorize feedback and knowledge and apply "metadata" or content types such as "lessons learned" and "best practices." It also enables users to get feedback from other team members within the organization who may have come across the same issue that a current Community is discussing and offer invaluable feedback to the Community users to solve a specific problem in a much faster manner.

Just as a SharePoint site or set of SharePoint sites should have a "power user" or "super user" assist in owning issues and championing the specific sites, communities need moderators to manage the community by enforcing the organization governance as well as reviewing and addressing posts for appropriate content.

There is also a new feature that allows each community to contain information about its member and content reputation that will help them earn "status" or the "gifted badges" type of recognition from the Community moderators when they do things such as posting discussions, promoting or liking content, or providing feedback by using the "marked as a best answer" feature in SharePoint 2013 communities.

A new SharePoint community can be created either at the site collection level or at the site level. The decision of where to create the sites, at which level, can be influenced by which features you would like to provide (that is, activate and so on) within a specific community or a greater set of community sites.

Understanding the Community Portal Template Versus the Community Site Template

SharePoint 2013's Community Portal template is actually an enterprise site template with a web part page and has the inherent capability to provide search-driven results, that is, audience-driven results. This template provides additional web parts such as the "Popular Communities" web part to display communities that are flourishing and are very active, which is ultimately determined by the number of replies to posts as well as the number of members within the community.

The Community Portal page can be accessed from the Sites link on a user's My Site.

TIP

It is important to note that you can have only one Community Portal per SharePoint Server 2013 farm.

The Community Site template contains the same base list, libraries, and features of a standard SharePoint Team Site template.

It is important to add the SharePoint Community features to your overall SharePoint Roadmap as well as governance model because this provides an additional layer of sites as well as a possible hierarchical element to your existing navigation and overall SharePoint topology.

Many of the terms used within SharePoint communities are common to other areas of SharePoint Sites; however, the following terms are new and you should understand and champion them when implementing communities into your SharePoint 2013 platform:

- **Moderator**

  The moderator is a community member who has permission and access to tools to manage, or moderate, the community settings and members. The moderator should be deeply involved and tasked with reviewing and addressing posts that are flagged as inappropriate, as well as sometimes combining sets of "discussions" or threads to better organize them for consumption by the user base.

  The moderator should also set rules per the organization's governance model for discussions and the quality of content that exists within the community, as well as champion the community to ensure that it's being used and does not become "stale" and irrelevant.

- **Reputation**

  Each and every member of a SharePoint Community Site earns a reputation within the community based on specific activities and feedback from other members. This can occur when the member's posts are liked or an answer to a discussion is rated as

a best answer provided. The new reputation functionality is maintained at the site level and is specific only to that individual Community Site.

A member may be more knowledgeable in a specific area or Community and thus may have a stronger reputation in a different community due to his or her skill set and vast knowledge base on a specific topic or interest.

- **Gifted badges**

  The Community moderator can provide or assign a community member with a gifted badge to designate the user as a special contributor of the community. These gifted badges help community users understand who are the possible experts in a given community and provide them with insight on who may be able to give them the best and most informed information.

- **Best reply**

  Within a SharePoint Community discussion, multiple replies will be given on a specific topic or question, but one reply can be designated as the best reply. The best reply designation can be given by either the user who originally posted the topic or question or the moderators of the community. When a user starts to build up a number of best reply tags, the user will start to build a reputation within the community.

My Sites in SharePoint Server 2013

A My Site is a personal site for a given user that allows them to display information such as their profile and relevant skillsets, as well as information regarding sites they are interested in and a newsfeed of recent activities. This also provides the users with access to their OneDrive, as well as their blog, aggregated list of tasks, and other personal information.

A user's My Site consists of two site collections, the SharePoint 2013 farm's My Site host site collection and the user's individual site collection.

TIP

When a My Site host site collection is created and users then create their individual site collections, this data is maintained in one or more content databases that are associated with the web application that you specify to host My Sites. It is possible to add content databases to this web application if multiple databases are required for storage due to size and other considerations are necessary. Also, the My Site host site collection and the related configuration that enables and creates individual My Sites site collections must be enabled before users can create My Sites.

Ensuring Best Practices My Site Architectural Configuration

SharePoint Server 2013's My Sites, as shown in Figure 3.5, do have core architectural and configuration requirements or prerequisites that must be put in place to ensure that all My

Site functionality is made available and that they function in a best practices and high-performing secured manner.

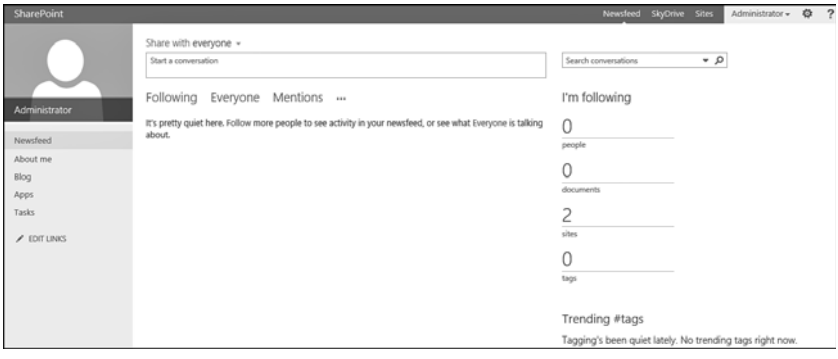


FIGURE 3.5 A newly created SharePoint Server 2013 My Sites.

SharePoint Server 2013's managed metadata service application enables web applications to store and access keywords from a managed metadata term database. These features are required for My Sites users to specify keywords as their areas of expertise in the Ask Me About section, as well as to utilize the new hashtag feature in Posts and Newsfeeds, and for social tagging by using the "Tags and Notes" feature within My Site.

The managed metadata service application must be configured as the default keyword term store for the web application.

I would also recommend for any SharePoint 2013 implementation that the SharePoint Server Search service application be enabled, but in terms of My Sites it is absolutely a requirement. This enables users to search from within their My Sites for people in the organization based on names or areas of expertise, which I believe is one of the most popular features of My Sites. This also enables users' search results to access the hashtags in microblog posts.

Expertise Search/People Search

The expertise search capabilities within SharePoint Server 2013 My Sites is another very popular features that should be enabled within your organization because it provides tangible return on investment (ROI). The People search and expertise tagging will help your organization's users to locate other team members who have identified themselves as having significant experience with a particular subject area or topic.

The My Site features in SharePoint enable users to add terms to their profile that describe areas in which they have experience and thus populate the searches of users using the expertise search.

TIP

If your organization's deployment is global in nature, it is key to take specific regulations of certain geographical locations as well as specific countries' laws into consideration because there are limitations in specific areas of the globe where certain information in My Site profiles cannot legally be shown and must be governed and removed or "trimmed" for you to be in compliance.

What Are Communities in SharePoint 2013 in Terms of Specific Audiences, Users, or Departments?

When SharePoint is implemented within an organization, there are business requirements that must be accomplished, as well as the information technology goals and key benefits that are embraced by IT to deploy SharePoint and support it for the long term.

From the very beginning, communities or "sets of certain types of users" start to develop, and those related users within those communities have their own sets of goals, processes they want to improve on, and collaboration or increased knowledge sharing in the governed and secure manner that SharePoint offers.

This is true for a SharePoint implementation of any kind, whether it be an enterprise content management (ECM) initiative or a new intranet or an increased "social" or "professional networking" related strategy the culture is striving to embrace.

Three core types of communities exist within any SharePoint 2013 implementation. There are, of course, many subcommunities and types of users that flow out of these main community types, but these are the three that can be identified at the very top level:

- The "Knowledge" community and related users, whose goal is collaboration, knowledge sharing, social/professional networking, and retaining this knowledge for the long term.

  A goal of this community is to prevent knowledge loss when staff members leave the organization and to provide their best practices, lessons learned, and intellectual property knowledge when new staff come into the company.

- The "Power User"/"Super User" community, which provides the "care and feeding" as well as support to ensure that the Knowledge community continues to thrive. This group is made up of team members or users who work with the Knowledge community as well as the business leaders who set these goals and the IT and Operational community that "keeps the lights on" and ensures security, performance, governance, compliance, and business continuity.

- The "Operational" community, which supports both the Knowledge community and the Power User/Super User community. This community is made up of the technical staff with roles such as the SharePoint administrators, Site Collection Owners, Site Owners, infrastructure, networking, and security.

  The Operational community is also getting ever-growing requests to support the Knowledge community, which is knocking at the door regarding mobility, smartphones, tablets, and the bigger BYOD questions.

The Knowledge Community

One thing I have stressed with my team members at EPC Group, the SharePoint and Microsoft consultancy I founded about 15+ years ago, is to take the word "SharePoint" out of many conversations and focus on the business and functional goals at hand. Microsoft SharePoint is the technology you are using to accomplish these goals, but think in terms of how the technology can meet the needs of the communities.

There is a bit of a new blurry line when talking about SharePoint communities today, with SharePoint 2013 having a new level or hierarchy of Community Sites (templates) that support specific communities. However, I think it's key to think in terms of knowledge management and Networks of Excellence (NoE) that initially created many of the best practices and strategies that drive SharePoint communities today.

So, taking a step back and using the NoE concept in the knowledge management world, the following are roles, responsibilities, and best practices that should be taken into consideration.

Executive Community Sponsor

- Approves and supports the business case and vision for knowledge sharing at the functional, business unit, operational, and/or executive levels
- Signs off on the business case, vision, and resources for knowledge sharing
- Remains involved through executive briefings and communications with the organizational community sponsors

Community Sponsor

- Sets goals and related performance criteria for the community
- Fosters widespread interest and enthusiasm for knowledge sharing and community participation
- Directs and presents the strategic input of the community to executives

Community Leader

- Directs the activities and sets the priorities of the community
- Manages the usage and appropriation of community resources
- Ensures the quality and timeliness of community activities/deliverables
- Develops a team concept within the community dedicated to learning and innovation
- Participates in and leads all aspects of community planning, design, development, and deployment
- Oversees the processes, content, technology (portal administration), and people resources to increase the effective sharing of best practices and lessons learned across business units

- Works closely with knowledge-sharing leaders and staff to incorporate training and standards
- Measures community maturity and effectiveness with accountability
- Communicates knowledge-sharing success stories and lessons learned
- Gives recognition to the community, and enables award or recognition of submissions
- Guides research and benchmarking projects (where applicable)
- Encourages qualitative and quantitative benchmarking to identify new areas of improvement opportunity
- Appoints, coaches, and supports the community coordinators

Community Coordinator

- Ensures effective content management by collecting and managing the right information that supports the community
- Ensures that SharePoint's content is updated and relevant to the user's needs
- Monitors collaborative spaces (sites) to extract new knowledge and to identify issues that require responses
- Builds awareness of and access to the right people and right information that supports employees' daily workflows (day-to-day tasks)
- Maintains processes for knowledge acquisition, storage, maintenance, and dissemination
- Facilitates community interaction and outreach to increase the number and contributions of active members
- Links community members with subject matter experts to answer questions or provide solutions
- Collects and packages knowledge-sharing success stories and lessons learned and champions these to other communities to keep a sense of competition within various communities to strive for excellence

Community Core Team Member

- Actively participates in and steers network activities under the guidance of the community Sponsor
- Builds regional sponsorship for and engages regional members in knowledge-sharing activities
- Formulates and executes plans to deploy community deliverables at the regional levels

- Provides a link between the strategies of the community and the strategies of the regional business units
- Develops relevant measures of success for the community
- Engages local community coordinators and subject matter experts (SMEs) in knowledge-sharing activities

In identifying these different roles, there is a best practices framework to be followed to ensure SharePoint Community effectiveness, as shown in Figure 3.6, along with 10 critical success factors.

FIGURE 3.6 EPC Group's SharePoint Community effectiveness framework.

In identifying this framework, there is a best practices SharePoint Community operating model, as shown in Figure 3.7, that should be followed to ensure SharePoint compliance as well as continued care and feeding of the community.

There is always the question of "the users and participants have a day job and tasks they must manage, so how can this be worked into the SharePoint network and overall participation?" Figure 3.8 details an approach to this question.

Within any network, critical or very time-sensitive issues or areas of possible improvement will come to the attention of community leaders and the roles identified previously.

Figure 3.9 details a workflow or process showing an example of how these community items can be dealt with head-on; it also puts a timeframe out there for resolution of issues so that they are not prolonged and the community itself does not become irrelevant because users have stopped providing or sharing knowledge due to an unresolved issue.

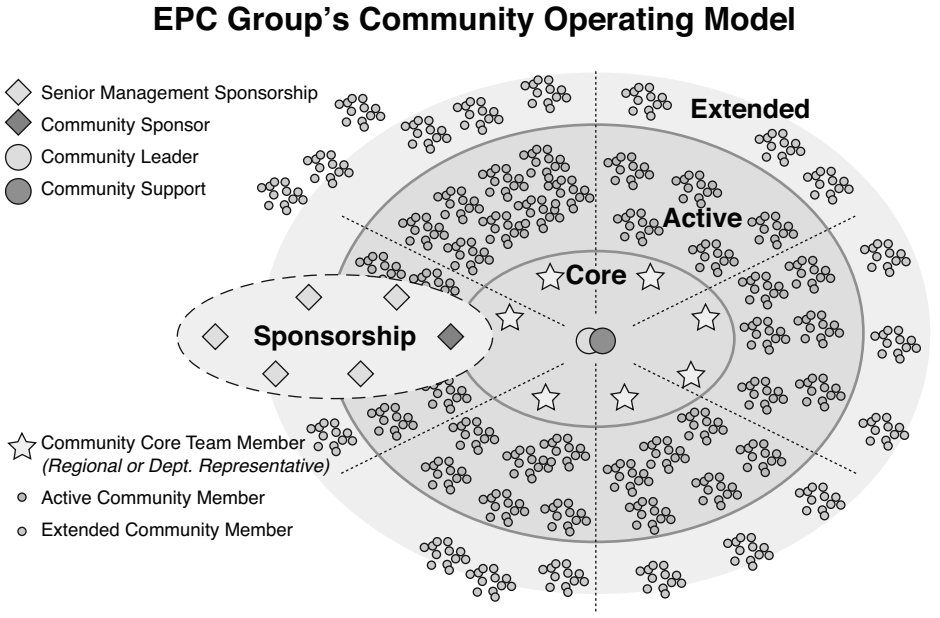


FIGURE 3.7 EPC Group's Community operating model.

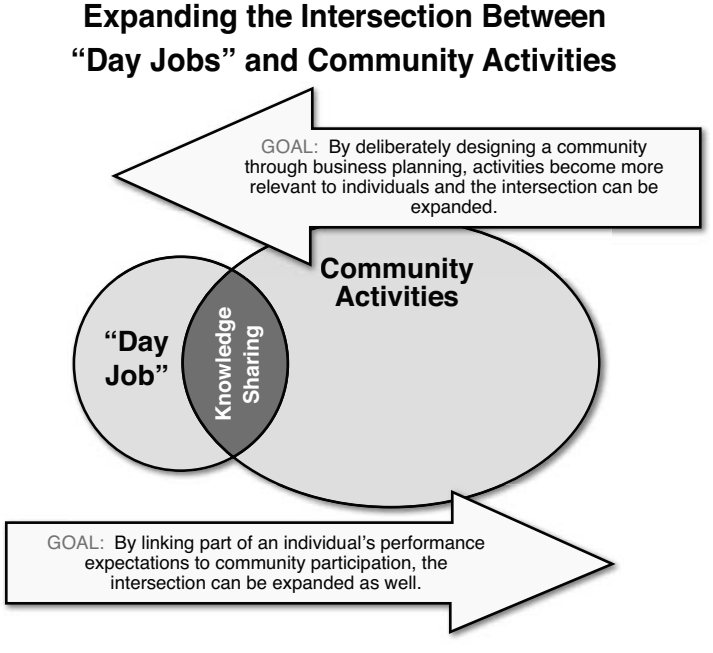


FIGURE 3.8 A graphic showing the intersection between a user's "day jobs" and the user's community activities.

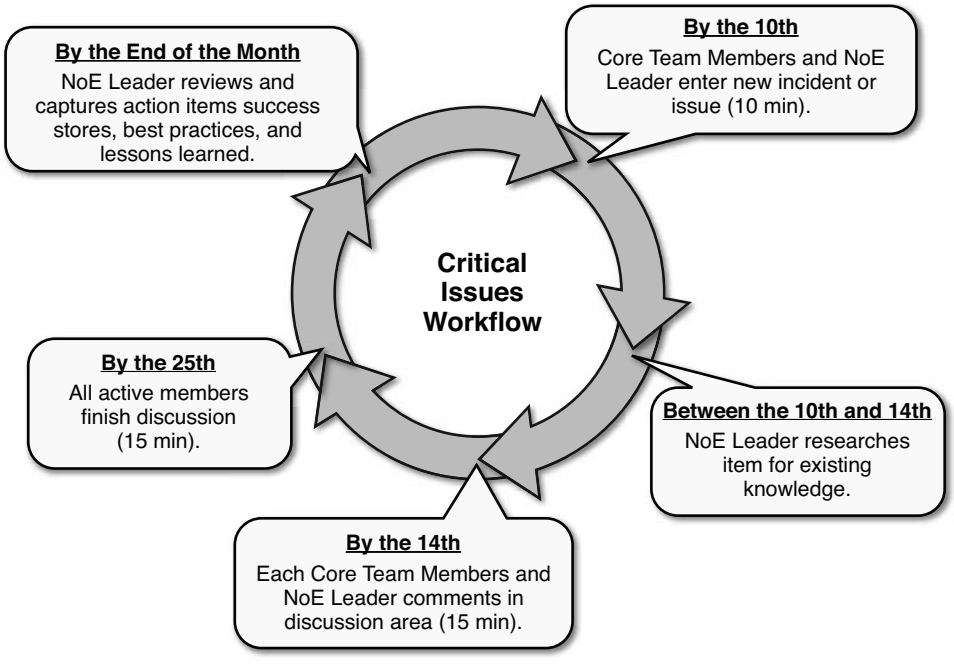


FIGURE 3.9 A workflow example showing how community items can be addressed head on but how a timeframe can be assigned for issue resolution.

Lastly, you want to ensure that you have defined metrics, as shown in Figure 3.10, and have an understanding of the maturity model, as well as how relevant each community's knowledge is, to ensure that it is being updated and used, and that ROI is being gained from the network. Figure 3.10 compares the knowledge gained from communities to the time spent to provide a starting point for your organization.

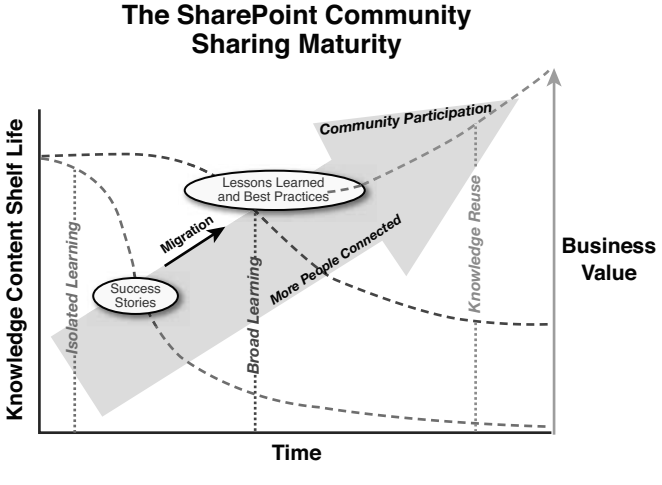


FIGURE 3.10 EPC Group's SharePoint Community sharing maturity metric diagram.

The Power User/Super User Community

The Power Users/Super Users are the users who support the care and feeding of SharePoint, as shown in Figure 3.11, communities and really "keep the lights on" by helping enforce security strategies, governance, and compliance. They are your "first line of defense" and will limit IT involvement in extremely common issues that IT should not have to be pulled into when they should be concentrating on more pressing or higher-priority items.

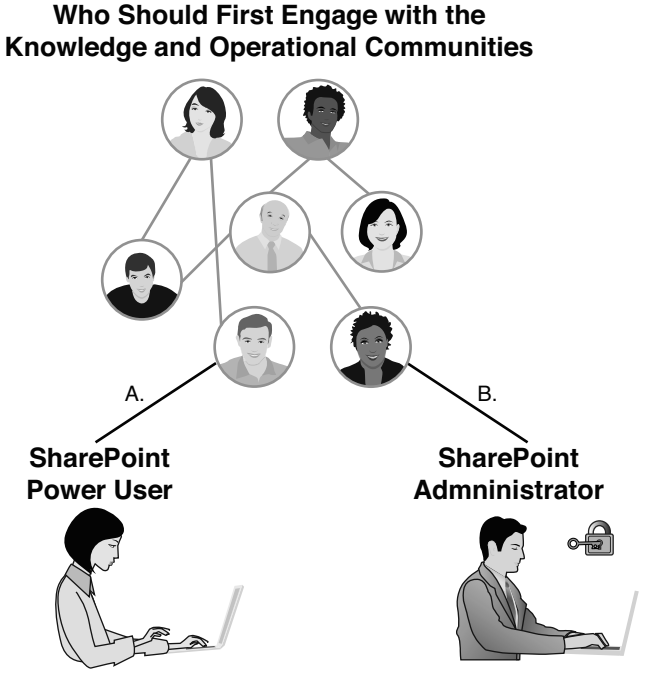


FIGURE 3.11 Power Users or SharePoint Administrators: Who should be your organization's first line of defense?

Because IT and the Operational community are usually extremely busy working on keeping the lights on, the Power User community, as shown in Figure 3.12, should be your first line of defense as well as a friendly face to engage the business and work with IT to resolve community issues.

The Operational Community

The SharePoint Operational community and related roles support the following in SharePoint 2013:

- People (permissions, Active Directory, groups, and so forth)
  - Roles and teams
  - Sponsorship

- Process and policies (enforcement)
  - Security
  - Content management (policy enforcement from a technical level)
  - Hardware and services
  - Procedures (from an automated or technical level)
- Communication and training (from a technical level)
  - Communication plan
  - Training plan
  - Support plan

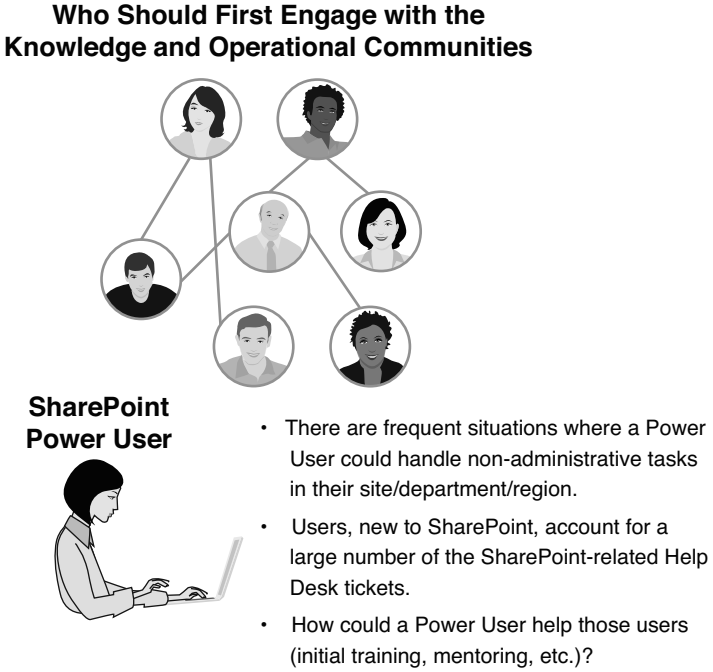


FIGURE 3.12 Power Users should be your organization's first line of defense to handle common and easily answered questions from your SharePoint 2013 user base.

Summary

This chapter covered the core strategies for implementing some of the most high-profile features of SharePoint 2013, such as sites, site collections, and the social computing (that is, communities and My Sites) while ensuring that the implementation is done in a governed, best practices manner.

This chapter also covered the initial considerations for your organization regarding implementing a best practices information architecture. This was covered in a manner that will ensure that you are considering the types of users as well as the types of devices and the users' locations that will be accessing the SharePoint platform.

The next chapter goes into detail on how SharePoint 2013 integrates with Microsoft Office 2013.

Index

A

B

C

D

E

F

G

H

I

J-K

L

M

N

O

P

Q

R

S

T

U

V

W

X

Y-Z