



3 Things You Need to Know...

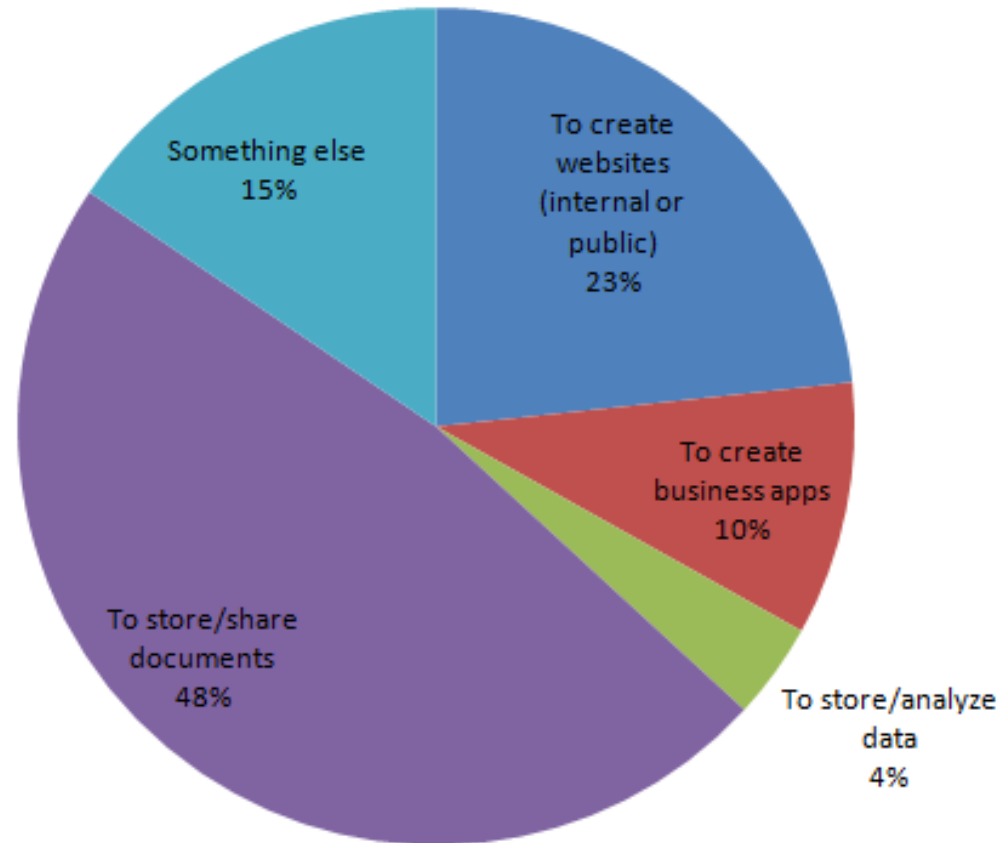
...About Integrating SharePoint 2010 Into Your Enterprise Information Architecture

Danny Ryan, ThreeWill
Dan Malks, JackBe



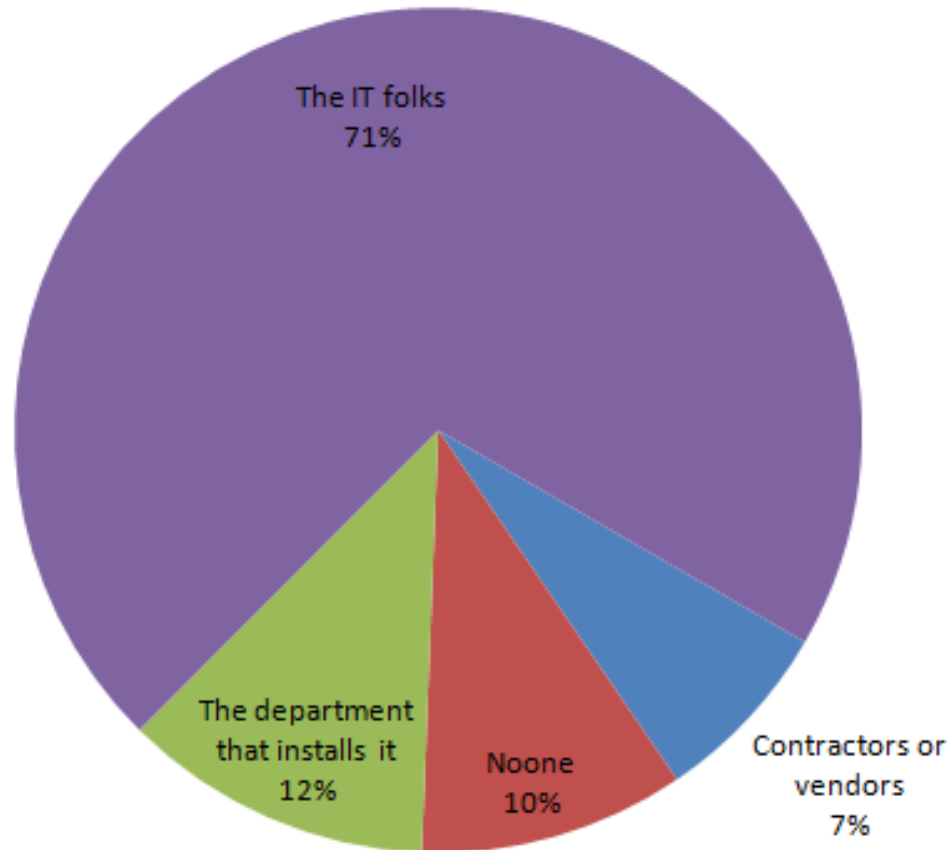
How do you compare to your peers?

How does your organization primarily use SharePoint?



How do you compare to your peers?

Who primarily maintains SharePoint in your organization?



Does your information management strategy include SharePoint?

SharePoint sites can spread like weeds throughout a company, creating big legal risks. It's time to set some rules. **By MaryBrandel**



Solving **SharePoint**
Sprawl

COMPUTERWORLD

Deployment Challenges

SharePoint implementers listed the following as their top deployment difficulties:

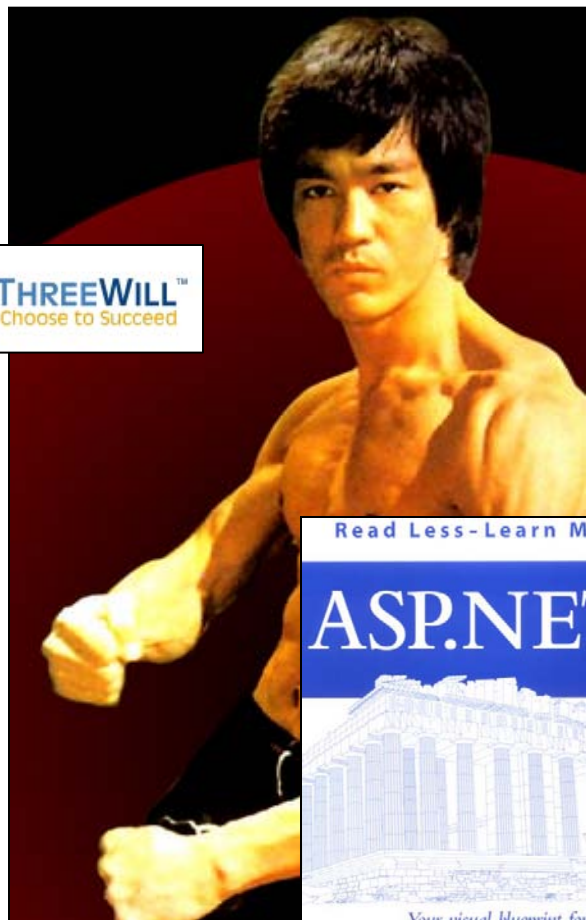
- 1 Managing process change
- 2 Took longer than expected
- 3 Resistance from users (additional interface to learn)
- 4 Technically more difficult than expected
- 5 Poor performance/inadequate infrastructure
- 6 Difficult to integrate with existing systems

Base: 362 content managers who are using or implementing SharePoint

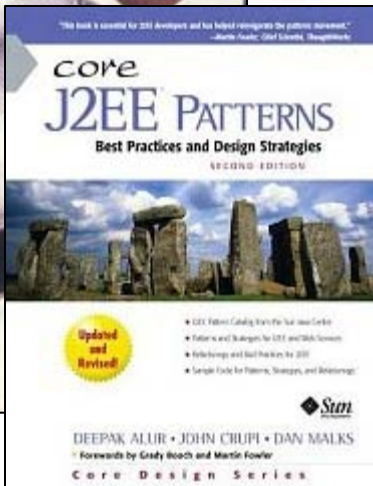
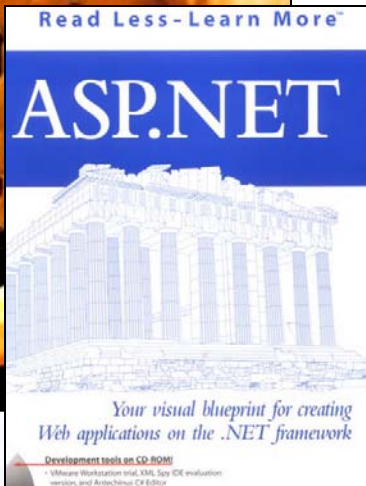
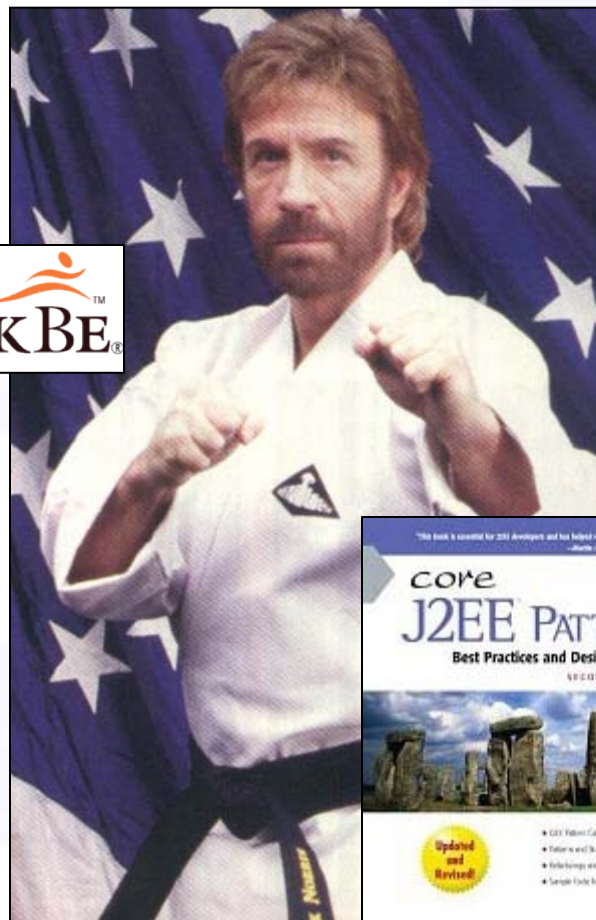
SOURCE: AIRM SURVEY OF 624 ORGANIZATIONS, JUNE 2010

Today's Special Guests

Danny 'Bruce' Ryan



Dan 'Chuck' Malks



Agenda

- The 'Connecting' Problem
 - How Did we Get Here?
 - 3 Kinds of Connections You Need to Manage
 - Other Things You Might Want to Consider
- Solving the Problem
 - Managing the 3 Kinds of Connections
 - Getting Even More Out of SharePoint
- Demos
- Q&A

SharePoint Background

Sites

SharePoint 2010 Sites provides a single infrastructure for all your business Web sites. Share documents with colleagues, manage projects with partners, and publish information to customers.

Composites

SharePoint 2010 Composites offers tools and components for creating do-it-yourself business solutions. Build no-code solutions to rapidly respond to business needs.

Insights

SharePoint 2010 Insights gives everyone access to the information in databases, reports, and business applications. Help people locate the information they need to make good decisions.



Communities

SharePoint 2010 Communities delivers great collaboration tools—and a single platform to manage them. Make it easy for people to share ideas and work together the way they want.

Content

SharePoint 2010 Content makes content management easy. Set up compliance measures “behind the scenes”—with features like document types, retention policies, and automatic content sorting—and then let people work naturally in Microsoft Office.

Search

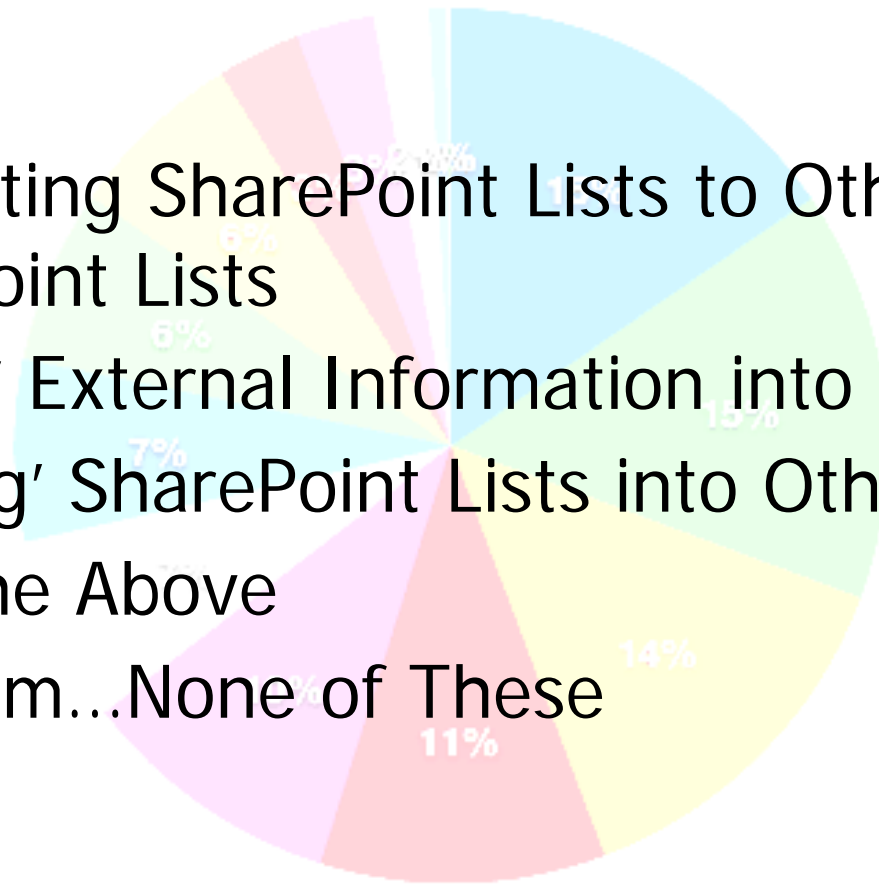
SharePoint 2010 Search cuts through the clutter. A unique combination of relevance, refinement, and social cues helps people find the information and contacts they need to get their jobs done.

What issues do we see in enterprises?

1. *How can I pull together information in SharePoint to make better decisions?*
 - We'll call this the "Inside-Inside" problem
2. *How can I make information in SharePoint available to other systems?*
 - We'll call this the "Inside-Out" problem
3. *How can I pull together information from other systems into SharePoint?*
 - We'll call this the "Outside-In" problem

A Quick Poll: Which of these are most important to you?

- Connecting SharePoint Lists to Other SharePoint Lists
- 'Pulling' External Information into SharePoint
- 'Pushing' SharePoint Lists into Other Systems
- All of the Above
- Mmmmm...None of These

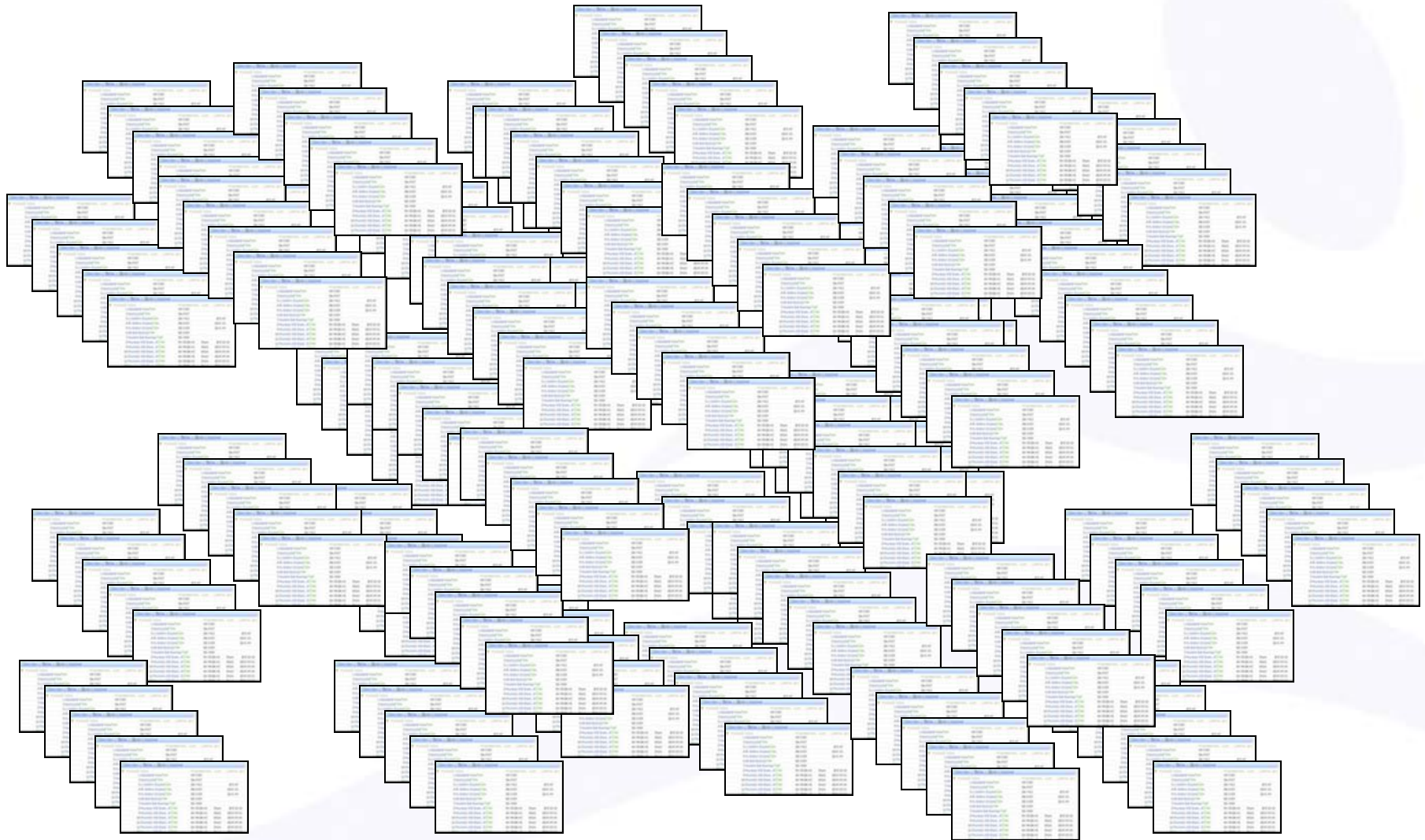


Problem #1 : The Inside-Inside Problem

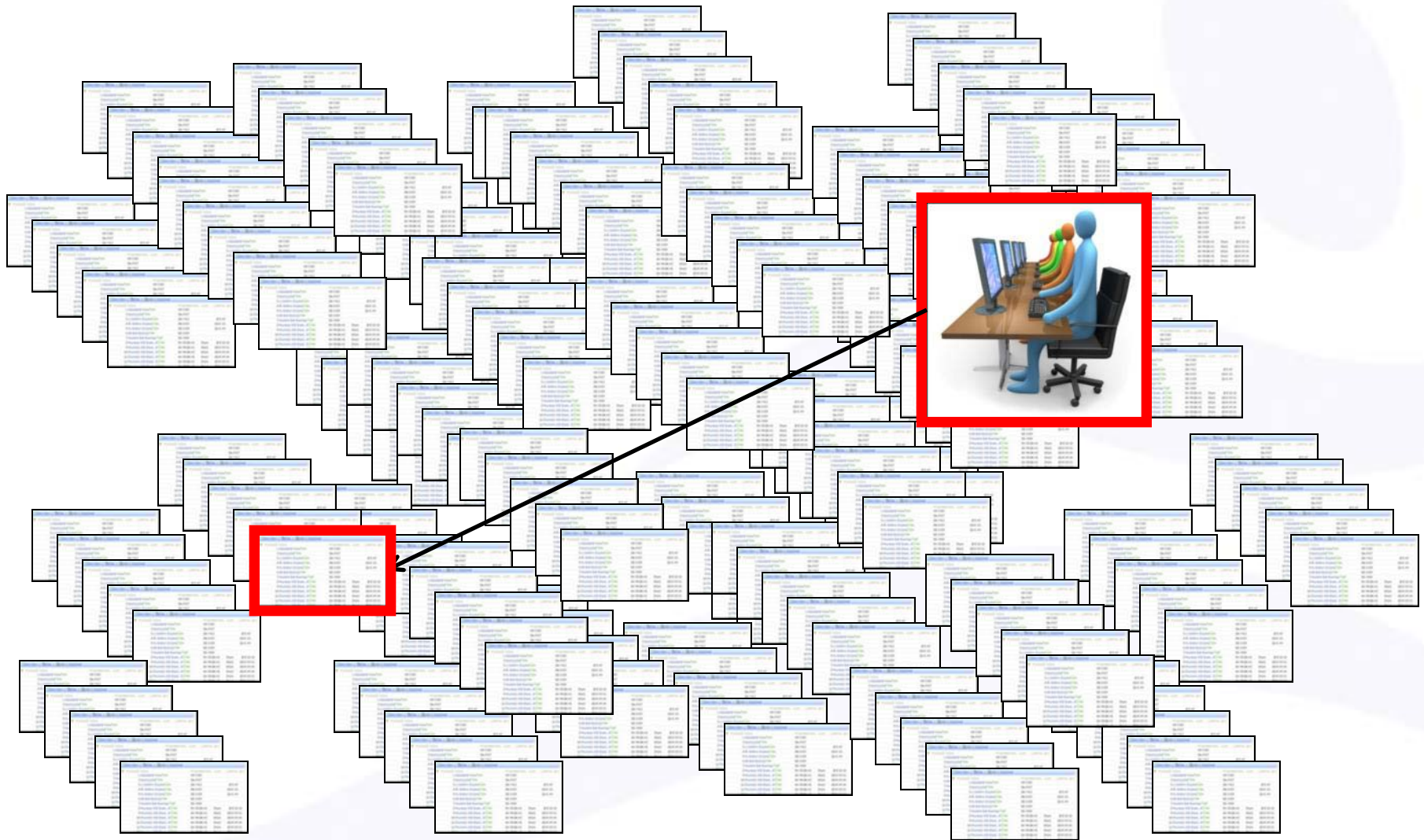
How can I pull together information in SharePoint to make better decisions?

- Custom Lists are everywhere
- SharePoint sprawl is the norm
- Contain important Line of Business data
- Difficult to “join” lists
- Certain technologies help (Content Types, Search, Web Part Framework)

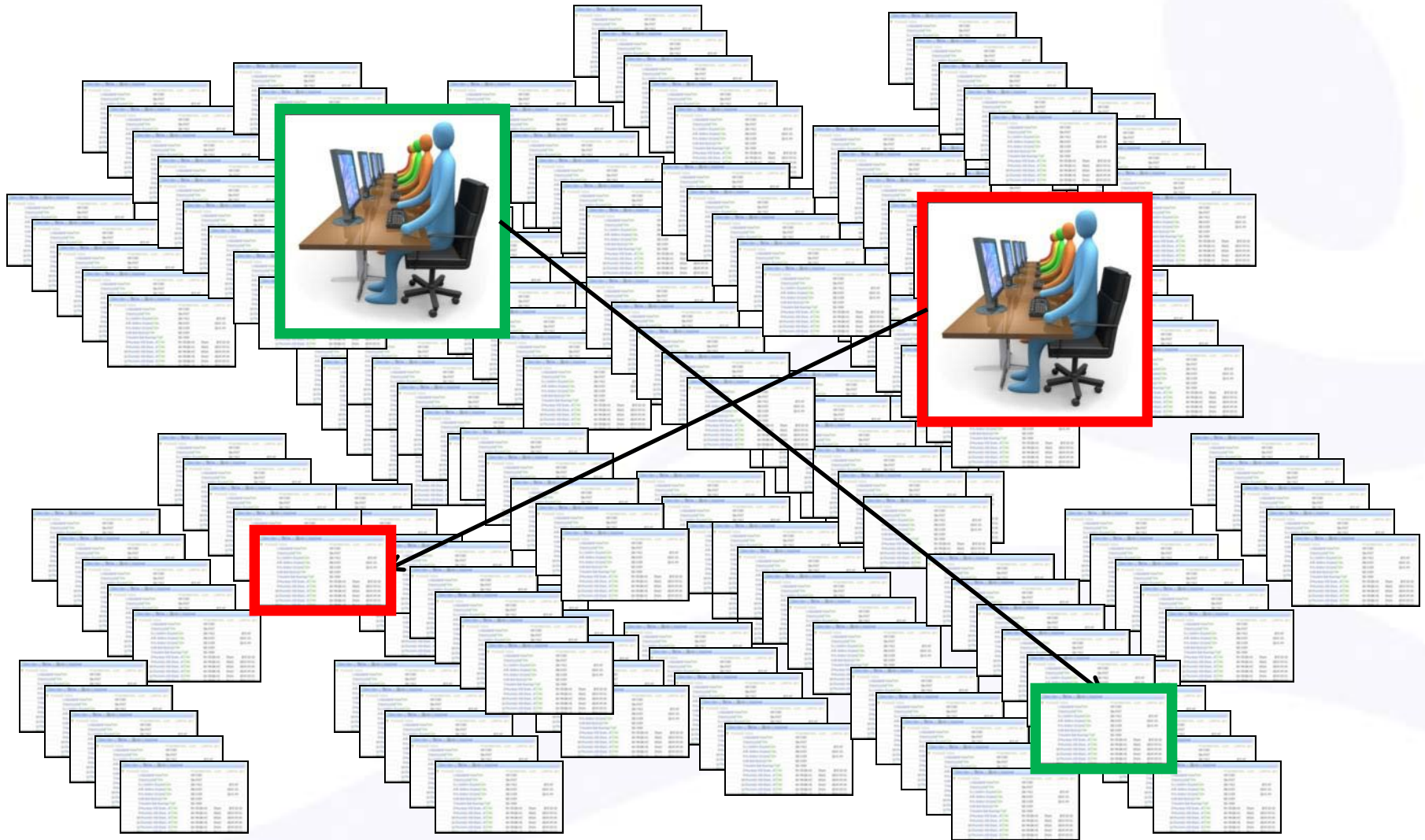
Does This Look Like a Productive Information System?



How Can We Connect These Together?



How Can We Connect These Together?



Problem #2 : The Inside-Out Problem

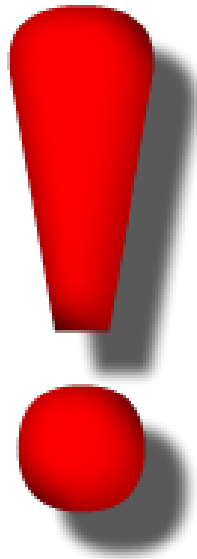
How can I make information in SharePoint available to other systems?

- To make this happen, you need to become a SharePoint Web Services and Client Object Model Expert
- This is an exercise in coding and therefore not resilient to change
- SharePoint Developer skillset required along with skillset for system that is consuming the data
- Would like this to be more of a task led by a business analyst, not a developer

Problem #3 : The Outside-In Problem

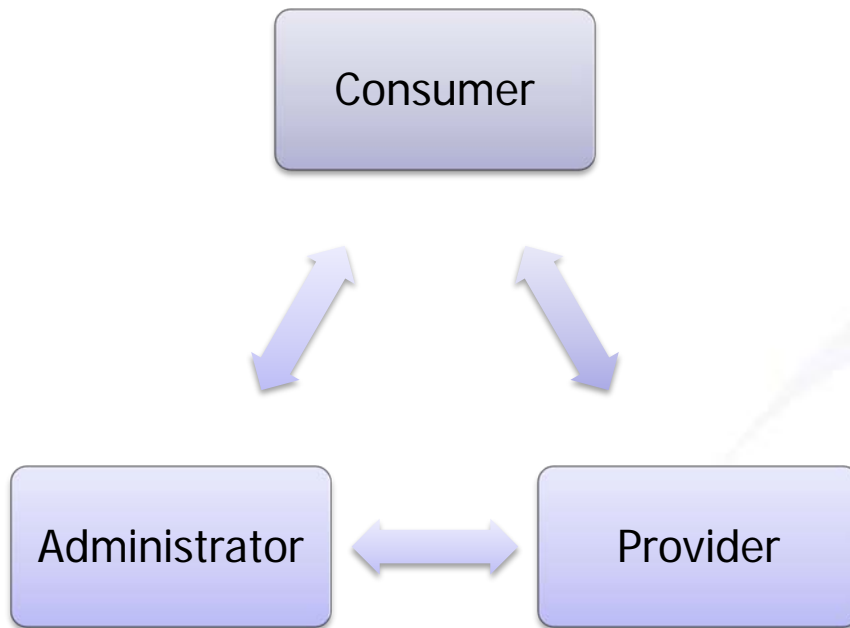
How can I pull together information from other systems into SharePoint?

- Sometimes you have integration (for example, Web Parts for Microsoft CRM)
- Repeat problems of #2 where this is an exercise in coding, but now in the other direction
- BDC / BCS provide the plumbing, but not the solution
- Couple of examples
 - Now you are writing your own Web Parts
 - Now you're getting into the business of Single Sign On/Security



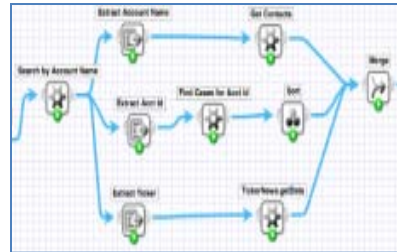
But wait! There's a few more things to consider before we start discussing the solution....

The 3 Groups of People You Need to Help



- Consumer – Who's using this information
- Administrator – Provides governance and control of data
- Provider – Author and creator of the data

The 3 Types of Information You Need to Share

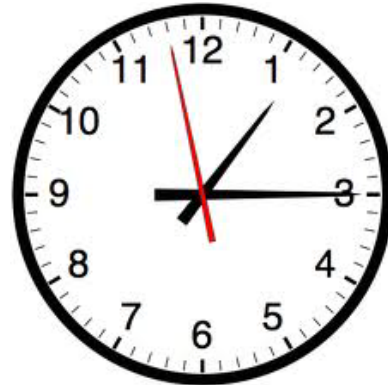


Lists/Documents

Mashups

Apps

The 3 Qualities You Need to Have



Fast



Accurate



Secure



That's the
problem.
What's the
solution?



How Does Mashup Sites for SharePoint Help?

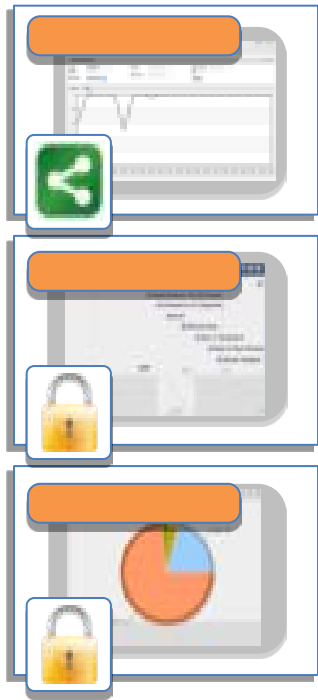


mashup sites
FOR sharepoint™

Mashup Sites for SharePoint is the easiest, fastest way for organizations to connect their SharePoint users (and their data) to each other and the rest of their enterprise.



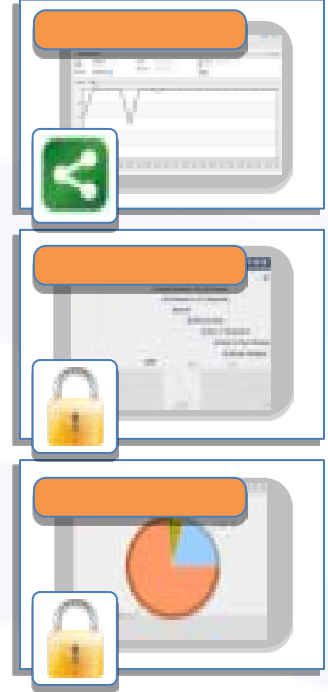
3 Things You Need To Know



3 Things You Need To Know

Web Services 	RSS/News 
SharePoint 	Websites 
Databases 	Internal Apps 
Documents 	External Data 

Outside-In



Three screenshots of web applications. The top one shows a table with a green share icon. The middle one shows a document with a yellow padlock icon. The bottom one shows a pie chart with a yellow padlock icon.

3 Things You Need To Know



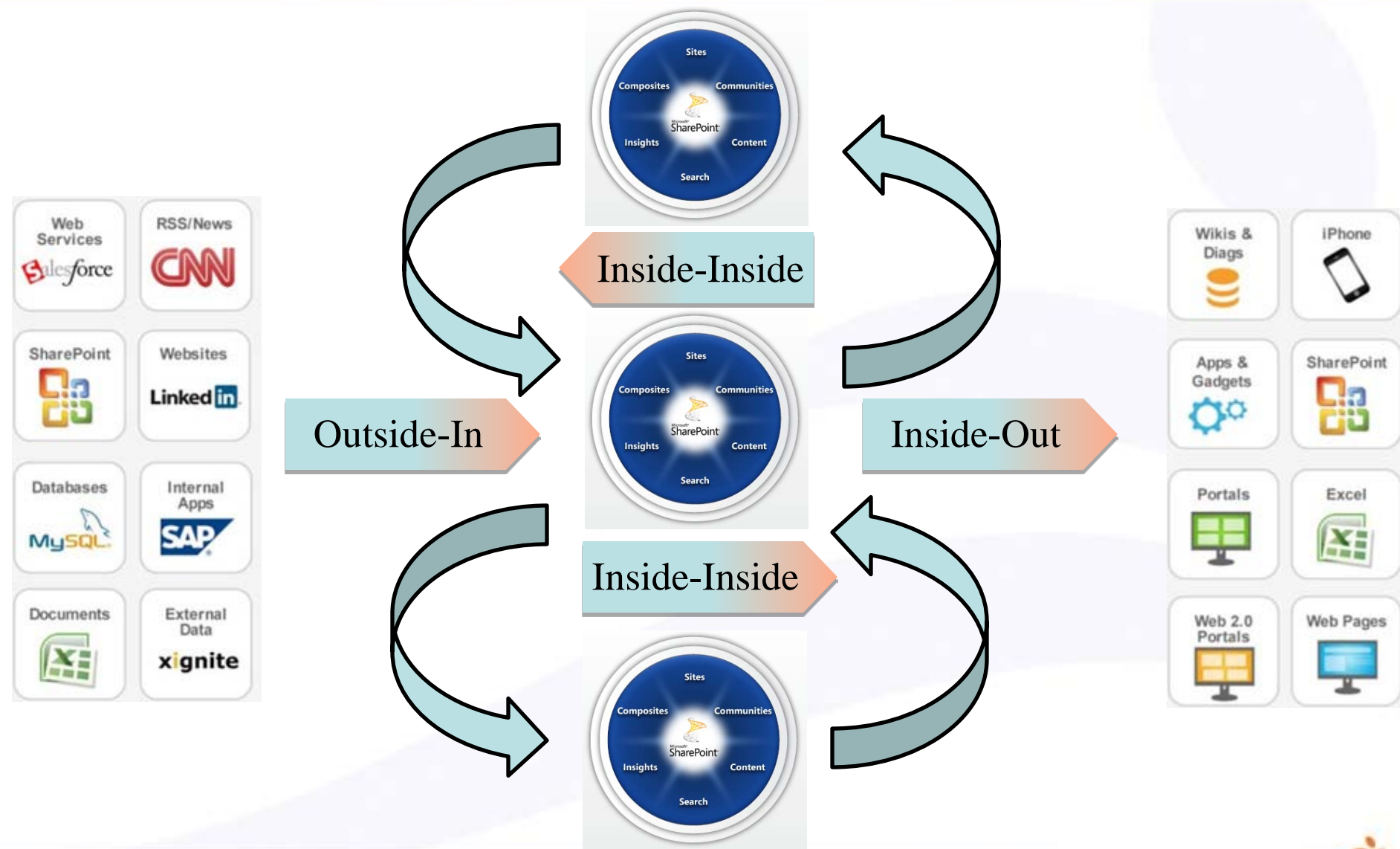
Outside-In

Inside-Out

Web Services 	RSS/News
SharePoint 	Websites
Databases 	Internal Apps
Documents 	External Data

Wikis & Diags 	iPhone
Apps & Gadgets 	SharePoint
Portals 	Excel
Web 2.0 Portals 	Web Pages

3 Things You Need To Know



An Example of Connecting SharePoint to Everything

...And Everything to SharePoint

Microsoft Demo - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://sps2010.jackbe.com/Pages/Microsoft Demo.aspx

Most Visited Demos MS JB Presto 2.7 training Presto Pages - Unempl... Product Flickering mail mash?wsdl previewMashWsd Best Show on WFMU ogdi Azure

Create Mashups in the Clou... Microsoft Demo

Site Actions Browse Page Sign In

MS4SP > Microsoft Demo

Home Search this site...

Pending Orders (Dynamics CRM On-Demand)

Account	City	St.	Zip	Tel.	er
Meil Mello Market	Boston	MA	02111	617-431-6174	orders@meil.n
Beyene's Food Basket	Cincinnati	OH	45202-3	617-44	Beyene@theb
Citarella	New York	NY	10079	212-93	rooney@citare
Food Emporium	New York	NY	10022	212-66	sales@foodies
Trader Joe's - Phila	Philadelphia	PA	19103-1	215-44	tj@traderjoeso
Foodie & Friends	Philadelphia	PA	19103	215-99	foodie@foodie
Whole Foods Market - Phila	Philadelphia	PA	19130-3	215-87	Philly@wholefo
Kroger	Richmond	VA	23220	804-28	amy.allen@kro
Savory Spice Shop	Raleigh	NC	27615-2	919-55	Sales@savory
Arrow Deli	Orlando	FL	32807	303-43	orders@arrow
Rodman's Discount Gourmet	Washington	DC	20037-11	202-3	amurphy@rodi
Evx & Ohal Food Market	Chicago	IL	60611	616 565 575 0135	Brian@foveba

Order Details (Dynamics CRM)

Account: Savory Spice Shop

Address: 8470 Honeycutt Rd

City: Raleigh

State: NC

Zipcode: 27615-2204

Phone: 919-555-3851

Save Cancel

Shipping Summary (JackBe Mashup)

Distance: 266.3

Fuel Price: 2.739

Fuel Cost: 24.31

Surcharge: 0.00

Shipping: 44.31

Confirm Cancel

No Refrigerated Truck Required

Delivery Trucks (SharePoint List)

Title	Make	Surcharge	MPG	Fuel	Refrigerated
non-refrigerated					
Van 2	Nissan	\$0.00	30	Regular	non-refrigerated
Van 4	Toyota	\$0.00	18	Regular	non-refrigerated
refrigerated					
Van 1	Nissan	\$0.02	25	Diesel	refrigerated
Van 3	VW	\$0.02	22	Diesel	refrigerated
Van 7	GMC	\$0.02	32	Diesel	refrigerated

Delivery Route (Bing Maps & Fuel Info Marketplace)

Zoom Turn by Turn

Delivery Route Forecast (Marketplace)

67° Clear Raleigh NC

Wednesday 61° 40° Thursday 61° 42° Friday 56° 31°

An Example of Connecting SharePoint to Everything

...And Everything to SharePoint

The screenshot shows a SharePoint web application for a Microsoft Demo site. The interface is divided into several sections:

- Pending Orders (Dynamics CRM to Outlook):** A table listing orders with columns for Name, City, and Tel. The table includes entries for various locations like Boston, Dallas, New York, and Philadelphia.
- Order Details (Dynamics CRM):** A form displaying order information such as Account (Great Spots Shop), Address (5475 Newmarket Rd), City (Saugus), State (MA), Zipcode (01923-2004), and Phone (616-455-3471).
- Shipping Summary (Jibble Tracking):** A summary of shipping costs including Distance (266.3), Fuel Price (2.750), Fuel Cost (24.21), Surcharge (6.00), and Shipping (44.22).
- Delivery Routes (Map Hubs & Fuel Info Workspaces):** A map showing delivery routes across the United States, with a red pin indicating a specific location.
- Delivery Route Forecast (Weatherplace):** A weather forecast for Raleigh, NC, showing a high of 67° and a low of 47°.

An Example of Connecting SharePoint to Everything

...And Everything to SharePoint



The screenshot displays the Microsoft Dynamics CRM Online interface. It features several panels: a list of accounts on the left, a detailed view of an account in the center, a shipping summary table, a map of the United States, and a weather forecast. Arrows from the logo above point to the account list and the account details panel.

Distance	Fuel Price	Fuel Cost	Surcharge	Shipping
266.3	2.750	24.21	6.00	44.22

File	Name	Surcharge	MPS	Fuel	Revised
	01/01/2010				
	01/01/2010				
	01/01/2010				
	01/01/2010				
	01/01/2010				

An Example of Connecting SharePoint to Everything

...And Everything to SharePoint



The screenshot displays the Microsoft Dynamics CRM Online interface. It features several data views and widgets:

- Customers (Dynamics CRM On Demand):** A table listing customer records with columns for Name, City, and Tel.
- Order Details (Dynamics CRM):** A form showing order information such as Account, Address, City, State, Zipcode, and Phone.
- Shipping Summary (Jibble Tracking):** A summary of shipping details including Distance, Fuel Price, Fuel Cost, Surcharge, and Shipping.
- Delivery Tracker (SharePoint List):** A table with columns for File, Name, Surcharge, MPG, Fuel, and Rejected.
- Delivery Route (Map):** A map showing a route between various locations.
- Delivery Route Forecast (Marketplace):** A weather forecast widget for Raleigh, NC, showing a high of 67°F and a low of 41°F.



An Example of Connecting SharePoint to Everything

...And Everything to SharePoint



The screenshot displays a Microsoft Dynamics CRM Online interface. On the left, there is a list of orders with columns for Name, Status, and Date. The middle section shows 'Order Details' for a specific order, including fields for Account, Address, City, State, Zipcode, and Phone. To the right, there is a map showing the location of the order. Below the map, there is a 'Shipping Summary' section with fields for Distance, Fuel Price, Fuel Cost, Surcharge, and Shipping. At the bottom, there is a 'Delivery Route Forecast' section showing a weather forecast for Raleigh, NC, with a current temperature of 67°F and a forecast of 'Overcast'.



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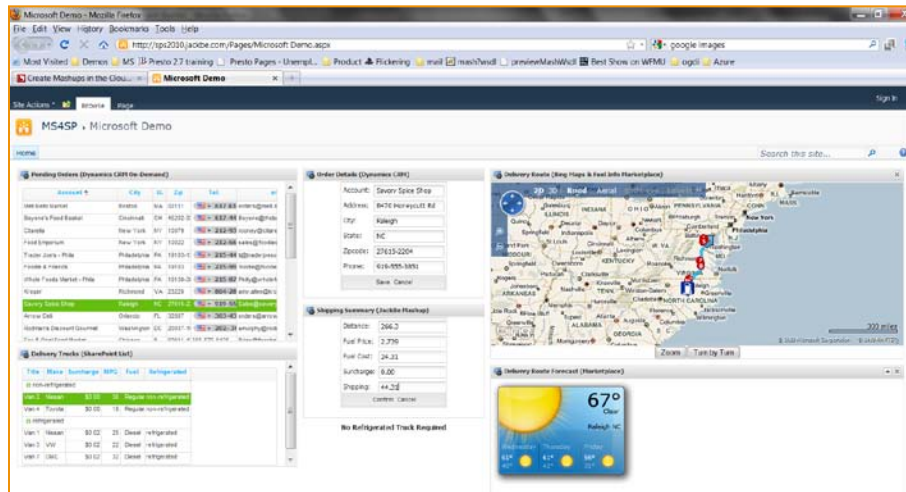


The screenshot displays a Microsoft Dynamics CRM Online interface. On the left, there is a list of orders with columns for Name, Status, and Date. The main area shows a detailed view of an order, including a map of the United States with a red pin indicating the location. Below the map, there is a shipping summary section with fields for Distance, Fuel Price, Fuel Cost, Surcharge, and Shipping. A weather widget is also visible in the bottom right corner of the interface.

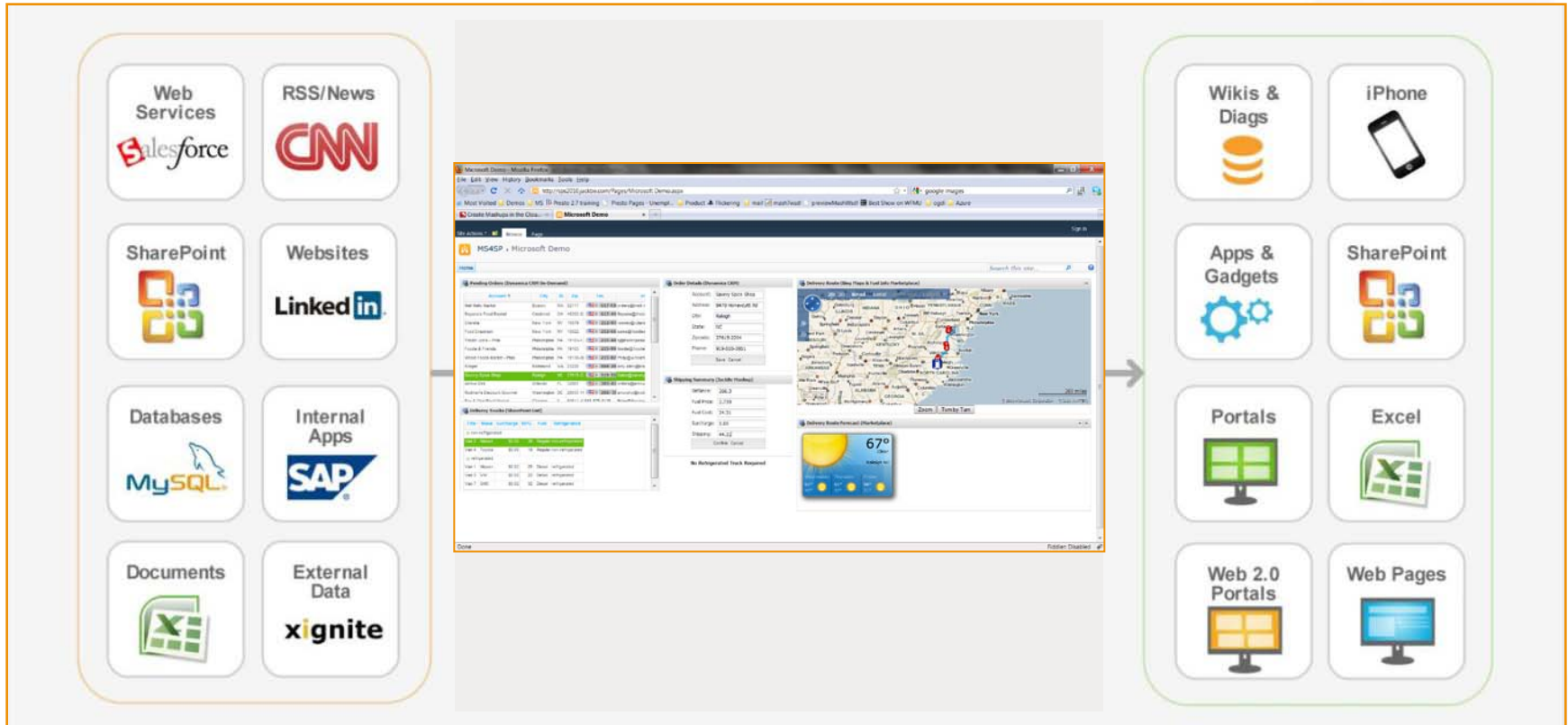


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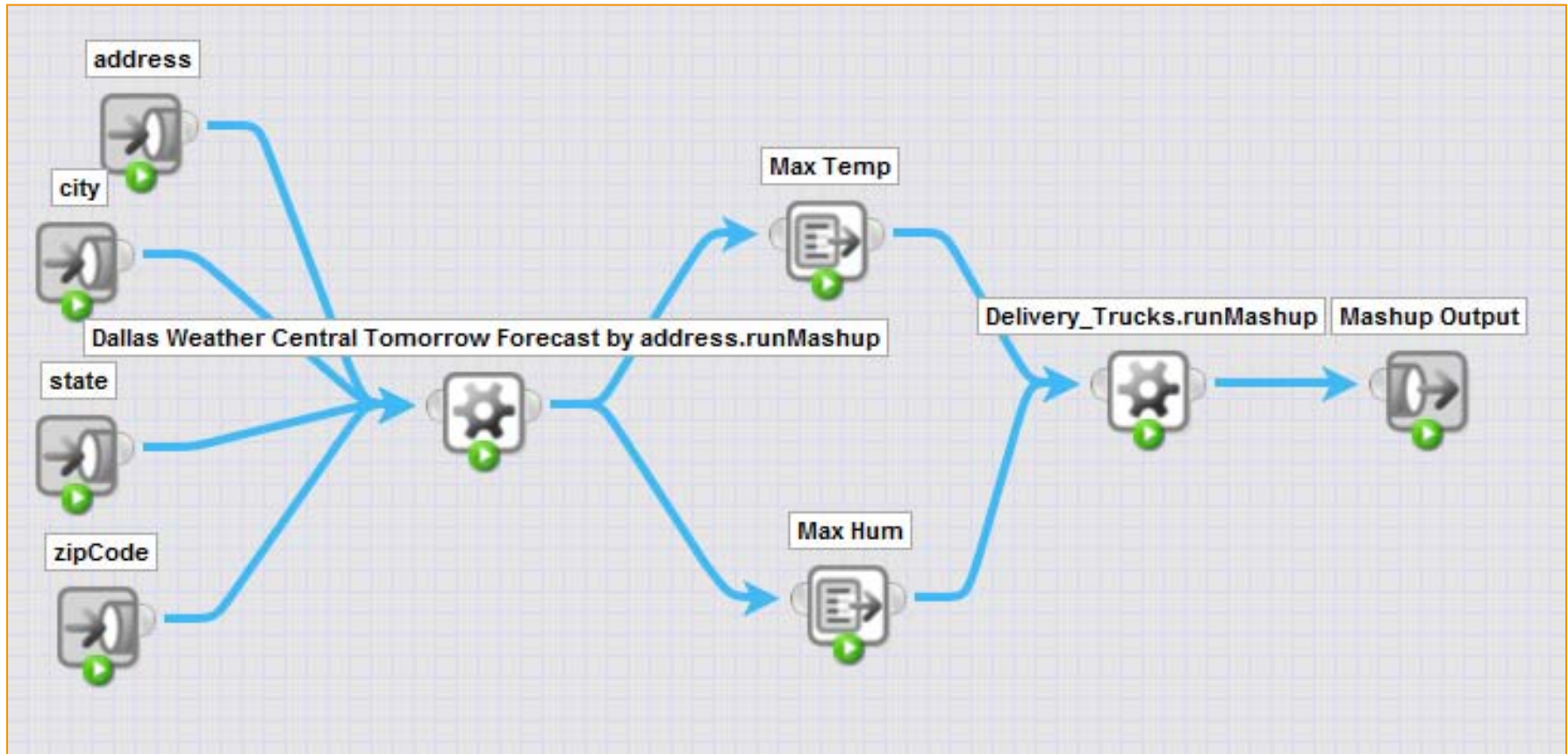
Connecting SharePoint to Everything



“...huge amounts of data [are] available to organizations, but it's not always clear how to make practical use of it. **Tools like JackBe can help turn all this data into something end users can work with minimal support from IT.**” – ReadWriteWeb, November 2010

An Example of Connecting SharePoint to Everything

...And Everything to SharePoint





mashup sites
FOR sharepoint™

Wanna see
some of this
in action?

Want to Learn More?



mashup sites
FOR **sharepoint**™

www.jackbe.com/sharepoint
dan.malks@jackbe.com

Sometimes

1+1=3

www.threewill.com/jackbe
dryan@threewill.com



Thank you for attending!

Danny Ryan, dryan@threewill.com
Dan Malks, dan.malks@jackbe.com

